

SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

School of Business and Public Administration

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Mission of the School of Business and Public Administration

The School of Business and Public Administration provides educational programs-complemented by applied research and instructional development-to serve our diverse student body. We prepare graduates to make knowledge-based decisions to address challenging issues facing organizational leaders in our region.

Program Description

As an accredited professional school, we are dedicated to educating students to become more effective and efficient managers in the public, private and not-for-profit sectors, operating in our complex and dynamic environment. Although each program has unique learning goals and objectives, all the degree programs emphasize communication and quantitative skills, context and external environments, critical thinking and integrative problem solving, and a working knowledge of the pertinent academic disciplines.

In recognition of the School's commitment to quality, the M.B.A. and B.S. degree programs in Business and Economics are internationally accredited by the Association to Advance Collegiate Schools of Business (AACSB International), placing CSUB in the top 20 percent of business schools nationally. The Master of Public Administration program is accredited by the National Association of Schools of Public Affairs and Administration (NASPAA). The School of Business and Public Administration is one of the smaller schools nationally to have its programs accredited by both AACSB and NASPAA, a confirmation of the quality of the faculty and their dedication to excellence in education.

The demanding programs in the School build upon the general education curriculum that prospective business and public administration students complete in the freshman and sophomore years. The knowledge and skills acquired in these broadly based programs are enhanced as the student enters the upper level professional programs within the School of Business and Public Administration.

In pursuing its educational mission, the School's objective is to be responsive to the needs and desires of its primary service area as well as the external market. The faculty of the School, recognizing this need, has pursued applied research interests both within and outside the primary service region. These research efforts have been critical to the growth and development of the School and have contributed significantly to the attainment of educational goals of the institution. Decisions made today consider the global environment within which most organizations operate. Research and teaching efforts of the School are designed to reflect ongoing changes in the economy and society.

The School recognizes that its student clientele requires a holistic understanding of business, economics, and public administration and must be able to easily relate one functional area to another. They must be able to draw upon skills learned in a variety of specialties for purposes of analysis and decision making. Consequently, both the undergraduate and graduate curricula are constructed on a strong core that places an emphasis on the development of generic analytical and management skills.

The School is staffed with a faculty drawn from many of the top schools of business, economics, and public administration in the United States and foreign nations. As the School grows in response to ever increasing numbers of new students, the faculty has grown not only in physical numbers but in the necessary skills required to meet the new technological and conceptual changes occurring in the private and public sectors. As an effective educational institution, BPA seeks to be proactive to these changes rather than reactive.

The lead-time required to train future managers in new technologies can often be a relatively short time frame. This requires close contact with practicing managers in the public and private sectors as well as close and continuous contact between the academician and the practitioner. The faculty of the School of Business and Public Administration interfaces with practitioners in their research and consulting efforts. Combining this approach with outstanding academic credentials yields a faculty truly capable of preparing the managers of the future as well as enhancing today's managers, many of whom comprise the graduate student population in the School.

A particularly significant organization that provides invaluable services and support to the School is the Executive Advisory Council. This is a group of over 30 senior executives from national, regional and local businesses and governmental agencies. The Council advises the Dean of the School in matters concerning the needs of the public and private sectors, in the evaluation of the graduates from the programs, in the

trends that are appearing in the various sectors and acts as a sounding board for new programs or changes to existing programs, as well as providing support in development efforts. The Public Policy and Administration Advisory Board is a group of city, county, state and national government administrators, as well as nonprofit and health care directors, who offer their expertise to the department on curriculum and the needs of the current public administration sector.

Academic Programs

Structurally, the School of Business and Public Administration is organized into four major departments: Accounting and Finance, Management and Marketing, Economics, and Public Policy and Administration. These four departments offer the degrees and concentrations offered in the School.

Undergraduate Degree Programs

- Bachelor of Science in Agricultural Business
- Bachelor of Science in Applied Studies
- Bachelor of Science in Business Administration currently with concentrations in Accounting, Agricultural Business, Economics, Finance, General Business, Health Care Management, Human Resource Management, Management, Management Information Systems, Marketing, Public Administration, Small Business Management, and Supply Chain Logistics
- Bachelor of Science in Economics
- Bachelor of Science in Environmental Resource Management, which offers the Aera Energy Concentration in Occupational Safety and Health Management
- Bachelor of Arts in Public Administration

Graduate Degree Programs

- Master of Business Administration (MBA)
- Master of Public Administration (MPA) with specializations available in Health Care Management and Nonprofit Management
- Master of Science Health Care Administration (MSHCA)

Affiliated Organizations

The School has active chapters of Beta Gamma Sigma, the top national academic honorary for business majors; Pi Alpha Alpha, the top national honorary for Public Affairs and Administration; and Omicron Delta Epsilon, the leading honorary society in Economics. Students also participate in activities of the Economics Student Association (ESA), Financial Management Association (FMA), Occupational Safety and Health (OSH), Society for Human Resource Management (SHRM), and University Accounting Association (UAA). BPA students participate in intercollegiate competitions in business ethics, human resource management, personal financial planning, and professional sales through these organizations as well as other venues.

Centers and Institutes

The School maintains the **Business Research and Education Center (BREC)** to (1) support faculty research opportunities and activities, (2) be actively involved in community-based outreach programs as a resource to local and regional businesses and to economic development efforts, (3) provide a local and regional forum for lifelong learning experiences, and (4) create and administer programs that promote student participation within the university and the community, such as scholarships, internships, cooperative education, and community service projects. The Family Business Institute within BREC is a Public/Private Alliance among the School of Business and Public Administration, Kern County family owned businesses, and service professionals that provide a comprehensive program promoting the success of family owned businesses in Kern County. It is a specifically designed resource that addresses the myriad of issues pertaining to family businesses. The goal of the Institute is to develop a body of knowledge and problem solving techniques that are accessible to all members.

The **Public Service Institute** is a functional bridge between California State University, Bakersfield and the public service community of Kern County and the University's service area. As such, the Institute brings together in a working coalition, management personnel from the public, nonprofit, volunteer, and health sectors with appropriate faculty and administrators from the CSUB community.

The **Center for Economic Education and Research** sponsors educational programs furthering economic literacy, including in-service workshops for public school teachers, and conducts applied economic research funded through grants and contracts.