

Business Administration

Mihaylo College of Business and Economics

INTRODUCTION

This major prepares students for beginning professional-level positions in business and administration in the private and public sectors. Career opportunities range from accounting, cost analysis, marketing research and statistical forecasting to real estate, personnel, sales and information systems. This curriculum also provides a foundation for advanced study.

LEARNING GOALS AND STUDENT LEARNING OUTCOMES

The following goals and learning outcomes have been established for students pursuing a degree in business administration:

Problem solving and critical thinking skills

- Effectively use quantitative/analytical, problem-solving and critical thinking skills in a business situation

Interpersonal relations

- Motivate self and others to achieve group and organizational goals
- Diagnose and resolve conflict in group and organizational settings

Ethical awareness

- Demonstrate an awareness of ethical issues and responsibilities

Functional knowledge

- Understand and appreciate the principles and roles of each of the major business disciplines and the interrelationships of these disciplines within a strategic framework

Multicultural awareness

- Appreciate diversity and understand how workforce and market diversity challenge, benefit and influence the activities of the organization

Information technology skills

- Use information technology to support business analysis and operations

Global awareness

- Understand the impact of the global economy and business environment

Economic and legal environment knowledge

- Demonstrate knowledge about the economic and legal environments in which business operates

Communications skills

- Demonstrate knowledge and skills to communicate effectively about business issues using written and oral communications

ASSOCIATE DEAN, ACADEMIC PROGRAMS AND FACULTY DEVELOPMENT

Morteza Rahmatian

DEPARTMENT OFFICE/COLLEGE WEBSITE

Steven G. Mihaylo 3100
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PROGRAMS OFFERED

Bachelor of Arts in Business Administration

Concentrations in: Accounting, Business Economics, Decision Sciences, Entertainment and Tourism Management, Entrepreneurship, Finance, Information Systems, Management, Marketing, Marketing and Information Systems, and Risk Management and Insurance

Joint Emphasis in Accounting and Finance

Joint Emphasis in Accounting and Information Systems

Minor in Business Administration

Minor in Entrepreneurship

Minor in Information Systems

Master of Business Administration
Concentrations in: Accounting, Business Economics, Business Intelligence, Entrepreneurship, Finance, Information Systems, International Business, Management, Management Science, Marketing, and Risk Management and Insurance

FACULTY

April Franklin, Linda Fraser, Marcia Lichy, Dana Lowey, Teeanna Rizkallah

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (120 UNITS)

Admission to the Business Administration Major

Admission to the Business Administration major involves two steps. Students who apply to the major are initially classified as Pre-business. After completing the lower-division core requirements with a “C” (2.0) or better, students may apply to the Business Administration major.

All of the following requirements must be met for the degree. Students must earn a “C” (2.0) or better in each core course listed below. For assistance in interpreting these requirements, contact the Business Advising Center.

Required Lower-Division Core Courses

- ACCT 201A Financial Accounting (3)
- ACCT 201B Managerial Accounting (3)
- BUAD 201 Business Writing (3)
- ECON 201 Principles of Microeconomics (3)
- ECON 202 Principles of Macroeconomics (3)
- MGMT 246 Business and Its Legal Environment (3)
- ISDS 265 Introduction to Information Systems and Applications (3)
- MATH 135 Business Calculus (3)
 - OR MATH 130 Short Course in Calculus (4)
 - OR MATH 150A Analytic Geometry and Calculus (4)

Required Upper-Division Core Courses

- BUAD 301 Advanced Business Communication (3)
- ECON 315 Intermediate Business Microeconomics (3)†
 - OR ECON 320 Intermediate Macroeconomic Analysis (3)‡
- FIN 320 Business Finance (3)
- MGMT 339 Principles of Management and Operations (3)
- MGMT 340 Organizational Behavior (3)
- ISDS 361A Quantitative Business Analysis: Probability and Statistics (3)
- ISDS 361B Quantitative Business Analysis: Statistics and Management Science (3)
- MKTG 351 Principles of Marketing (3)

† Required of business majors with a concentration in economics

‡ May be taken by business majors, in lieu of ECON 315

Required Capstone Core Course

- MGMT 449 Seminar in Strategic Management (3)

Required Concentration Courses (18 units minimum)

See listing of concentration requirements below.

Global Business Requirement

Complete one three-unit course in the area of Global Business. The course must be selected from the list of Approved Global

Business Courses and may not be a course in your concentration. The approved list is available in the Business Advising Center.

Other Requirements, Grades and Residence

Grade-Point Average (GPA). Maintain at least a 2.0 grade-point average in all college level units attempted, in all units attempted at CSUF, in all units attempted in the major and in all units attempted in the concentration. Earn at least a “C” (2.0) in each core course and in each of the following concentrations: accounting, information systems and management science. A “C-” (1.7) or lower is not a passing grade.

Grade option. Take all required core courses and all required concentration courses in the Mihaylo College of Business and Economics for a letter grade (A,B,C,D,F). The Credit/No Credit grading option may not be used for these courses, and a grade of CR (credit) will not satisfy the requirements for the degree. Exception: Courses in calculus may be taken under the Credit/No Credit grading option; however, if it is also taken to meet general education requirements then it must be taken for a letter grade.

Residence. At least 30 units in the major and at least one-half of the units in the concentration (except accounting, which requires 15) must be taken in residence in the Mihaylo College of Business and Economics; at least 15 of the last 24 units before graduation must be taken in residence in the Mihaylo College of Business and Economics.

ACCOUNTING CONCENTRATION (21 UNITS)

- ACCT 301A,B Intermediate Accounting (3,3)
- ACCT 302 Cost Accounting (3)
- ACCT 307 Accounting Information Systems (3)
- ACCT 308 Concepts of Federal Income Tax Accounting (3)

Two courses from the following (6 units):

- ACCT 401, 402, 403, 405, 408, 420, 422, 445, 460, 470

BUSINESS ECONOMICS CONCENTRATION (18 UNITS)

All students with an economics concentration are required to take ECON 310 or 315 as part of their business administration core requirements. In addition, the concentration requires ECON 320, 340 and 12 units of upper-division economics electives, 6 units of which must be at the 400 level.

Students interested in economics also may wish to consider the Bachelor of Arts in Economics.

DECISION SCIENCES CONCENTRATION (18 UNITS)

Required Courses (9 units)

- ISDS 309 Introduction to Operating Systems and Programs (3)
- ISDS 402 Database Management Systems (3)
- ISDS 440 Integrative Decision Tools for Business Operations (3)
 - OR ISDS 442 Business Modeling Using Spreadsheets (3)

One Course from Statistical Concepts (3 units)

ISDS 422, 461, 462, 467, 472, 473, 474, 475

Electives (6 units)

ISDS 406, 411, 415, 443, 465, 490

ECON 440

FIN 360, 444

MGMT 422, 430, 444

MATH 390

An additional course in Statistical Concepts (3)

ENTERTAINMENT AND TOURISM MANAGEMENT CONCENTRATION (18 UNITS)**Required courses (15 units)**

BUAD 360 Entertainment Money Management (3)

MGMT 365 Entertainment Business (3)

MGMT 446 Entertainment Law (3)

MGMT 470 Entertainment Operations (3)

MGMT 471 Tourism Management (3)

Interdisciplinary Electives (3 units)

Three units of coursework electives chosen in consultation with a departmental adviser

ENTREPRENEURSHIP CONCENTRATION (18 UNITS)

ACCT 463 Financial Controls for Entrepreneurs (3)

MGMT 461 Entrepreneurial Management

MGMT 464 Entrepreneurial Leadership (3)

MGMT 465A New Venture Creation and Funding (3)

MGMT 465B New Venture Launch (3)

MKTG 462 Marketing for Entrepreneurs (3)

FINANCE CONCENTRATION (18 UNITS)**Required Courses (6 units)**

FIN 321 Financial Management II (3)

FIN 340 Introduction to Investments (3)

OR FIN 342 Capital and Money Markets (3)

Electives (12 units)

Students are strongly advised to focus on one advisory track in completing the 12 units in finance electives and to seek advisement when selecting courses.

INFORMATION SYSTEMS CONCENTRATION (21 UNITS)

ISDS 309 Introduction to Operating Systems and programming (3)

ISDS 402 Database Management Systems (3)

ISDS 406 Systems Analysis and Design (3)

ISDS 409 Business Telecommunications for Information Systems Design (3)

ISDS 454 Seminar in Information Systems Development (3)

Two courses from the following (6 units):

ISDS 371, 372, 411, 414, 415, 418, 431, 433, 435, 437, 442, 443, 474, 485

MANAGEMENT CONCENTRATION (18 UNITS)

Select one of the following emphases:

General Management (18 units)

MGMT 343 Human Resource Management (3)

OR MGMT 443 Team Leadership Skills (3)

MGMT 425 Productivity and Quality Management (3)

MGMT 440 Emerging Issues in Management (3)

Nine units of elective coursework chosen in consultation with a department adviser.

Human Resources Management (18 units)

MGMT 343 Human Resource Management (3)

MGMT 432 Staffing (3)

MGMT 434 Compensation (3)

Nine units of elective coursework in consultation with a department adviser.

Legal Studies (18 units)

MGMT 348 Commercial Law (3)

MGMT 445 employment Law (3)

12 units from the following:

MGMT 346, 349, 440, 441, 446, 447

Operations Management (18 units)

MGMT 422 Production and Inventory Control (3)

MGMT 423 Purchasing and Supply Management (3)

MGMT 425 Productivity and Quality Management (3)

MGMT 430 Integrated Supply Chain Management (3)

Six units of elective coursework in consultation with a department adviser

MARKETING CONCENTRATION (18 UNITS)**Required Courses (9 units)**

MKTG 353 Marketing Information Technology (3)

MKTG 370 Buyer Behavior (3)

MKTG 379 Marketing Research Methods (3)

Electives (6 units)

MKTG 401, 405, 415, 425, 430, 443, 445, 455, 462, 465, 475

Marketing Concentration Capstone Course (3 units)

MKTG 489 Developing Marketing Strategies (3)

**MARKETING AND INFORMATION SYSTEMS
CONCENTRATION (24 UNITS)**

Required Courses (18 units)

ISDS 402 Database Management Systems (3)
ISDS 406 Systems Analysis and Design (3)
ISDS 415 Principles of Business Intelligence (3)
MKTG 353 Marketing Information Technology (3)
MKTG 379 Marketing Research Methods (3)
MKTG 489 Developing Marketing Strategies (3)

Electives (6 units, 3 from each)

ISDS 443*, 473, 474
MKTG 425, 443*, 455, 465

* Can be counted toward an ISDS elective or MKTG elective,
but not both

**RISK MANAGEMENT AND INSURANCE
CONCENTRATION (18 UNITS)**

Required Course (3 units)

FIN 360 Principles of Insurance (3)

Electives (15 units)

FIN 321, 335, 340, 410, 411, 461, 462, 463, 464
MATH 390

**JOINT EMPHASIS IN ACCOUNTING AND FINANCE
(30 UNITS)**

ACCT 301A Intermediate Accounting (3)
ACCT 301B Intermediate Accounting (3)
ACCT 302 Cost Accounting (3)
ACCT 422 Internal Audit Control (3)
ACCT 460 Seminar in Financial Statement Analysis (3)
FIN 321 Financial Management II (3)
FIN 340 Introduction to Investments (3)
FIN 370 International Business Finance (3)
FIN 432 Financial Forecasting and Budgeting (3)
FIN 433 Problems in Business Finance (3)

**JOINT EMPHASIS IN ACCOUNTING AND
INFORMATION SYSTEMS (30 UNITS)**

ACCT 301A Intermediate Accounting (3)
ACCT 301B Intermediate Accounting (3)
ACCT 302 Cost Accounting (3)
ACCT 307 Accounting Information Systems (3)
ACCT 422 Internal Audit Control (3)
ISDS 309 Introduction to Programming (3)

ISDS 402 Database Management Systems (3)
ISDS 406 Systems Analysis and Design (3)
ISDS 418 Privacy and Security (3)
ISDS 435 Integrated Enterprise Information Systems (3)

MINOR IN BUSINESS ADMINISTRATION (27 UNITS)

Business administration minors shall not enroll in any required upper-division course (in the minor) until they have completed all of the required lower-division courses (in the minor) with a "C" (2.0) or better in each course. Students must earn a "C" (2.0) or better in each course required for the minor.

Required Lower-Division Courses

ACCT 201A,B Financial and Managerial Accounting (3,3)
ECON 201 Principles of Microeconomics (3)
ECON 202 Principles of Macroeconomics (3)
ISDS 265 Introduction to Information Systems and Applications (3)
MGMT 246 Business and Its Legal Environment (3)

Required Upper-Division Courses

Note: Enrollment in these courses requires the completion of all lower-division minor requirements with a "C" (2.0) or better in each course.

FIN 320 Business Finance (3)
MGMT 339 Principles of Management and Operations (3)
OR MGMT 340 Organizational Behavior (3)
MKTG 351 Principles of Marketing (3)

Economics Majors Minor in Business Administration

Economics Majors can complete a minor in business administration by taking ACCT 201B, MGMT 246, FIN 320, MGMT 339 or 340 and MKTG 351. All other required courses for the minor are required for the major in Economics.

MINOR IN ENTREPRENEURSHIP* (18 UNITS)

Students must earn a "C" (2.0) or better in each course listed below.

Required Courses (18 units)

ACCT 201A Financial Accounting (3)
BUAD 210 Understanding Business (3)
FIN 320 Business Finance (3)
MGMT 465A New Venture Creation and Funding (3)
MGMT 465B New Venture Launch (3)
MKTG 351 Principles of Marketing (3)

Note: Students are advised to have a working knowledge of Excel and to have completed a college-level course in statistics that covers regression prior to enrolling in upper-division courses for the Entrepreneurship minor.

MINOR IN INFORMATION SYSTEMS* (18 UNITS)

Students must earn a “C” (2.0) or better in each course listed below.

ACCT 201A Financial Accounting (3)

ISDS 265 Introduction to Information Systems and Applications (3)

ISDS 309 Introduction to Operating Systems and Programming (3)

ISDS 402 Database Management Systems (3)

ISDS 406 Systems Analysis and Design (3)

One of the following:

ISDS 371, 372, 411

*Students with a major in business administration may not minor in entrepreneurship or information systems. Interested students may elect to complete a second concentration in entrepreneurship or information systems.

MASTER OF BUSINESS ADMINISTRATION – MBA (33 UNITS MINIMUM)

The Mihaylo College of Business and Economics holds dual accreditation in business administration and accounting from AACSB International, the premier accrediting body for university-level business programs in the world. We are the only university in Orange County, and one of five in California, to hold this prestigious level of dual accreditation. Our accreditation guarantees that students receive a high quality education, delivered by the most qualified faculty, all from a College that has met the highest standards in business education.

Depending on personal and professional commitments, students may earn their MBA on a full- or part-time basis. Classes are offered during the late afternoon and evenings, and students may complete their program at either the main campus in Fullerton or at the CSUF Irvine Campus.

Admission

Admission into the MBA program is competitive and decisions are based on the holistic assessment of each candidate’s academic and personal/professional background. Students must meet the CSU requirements for admission to a master’s degree program. Please consult the Graduate Admissions section in this catalog for complete information. In addition, applicants will be evaluated based on the following:

1. a satisfactory score on the Graduate Management Admission Test (GMAT). Students should score in the top 50 percent on the verbal, quantitative and analytical writing areas;
2. a minimum TOEFL score of 570 on the paper exam, or 90 on the internet based (iBT) is required¹; and

3. a recommendation from the MBA Admissions Committee based upon a review of the above requirements, the student’s “Statement of Purpose” and prior work experience.

Additional coursework may be required of admitted students who holistically satisfy the criteria but are weak in one of the above areas.

¹ For international students

Proficiency Requirements

All newly admitted students must demonstrate proficiency in calculus, software applications and statistics, either at the time of admission or within their first year of study. The three technical courses listed below, or equivalent coursework, must be completed with a “C” (2.0) or better:

MATH 135 Business Calculus (3)

ISDS 265 Introduction to Information Systems and Applications (3)

ISDS 361A Quantitative Business Analysis: Probability and Statistics (3)

OR ISDS 513 Statistical Analysis (3)

Study Plan

Students with a bachelor’s degree in business administration may be able to complete the program with a minimum of 33 units of adviser-approved coursework. However, those students with little or no recent coursework in business administration may require up to 48 total units of adviser-approved coursework. Students electing the International Business concentration must complete a minimum of 36 units, up to 48 units of adviser-approved coursework. A minimum 3.0 GPA (“B”) is required in study plan courses and overall applicable coursework. Any study plan course with a grade lower than “C” (2.0) must be repeated and passed with a “C” (2.0) or better.

Business Core (18-30 units)

The MBA program at CSUF presumes that all students demonstrate proficiency in the topics covered by the following business core, which consist of a minimum of 18 units, up to 30 units of coursework. These courses must be at the 500 level. All specific required courses are determined by college advisers and/or department chairs within the Mihaylo College of Business and Economics. Each student in the MBA program must complete an advisor-approved study plan. The Business Core courses are:

ACCT 510 Financial Accounting (3)

ACCT 511 Seminar in Managerial Accounting (3)

ECON 515 Microeconomic Perspective for Managers (3)

FIN 517 Managerial Finance (3)

ISDS 514 Decision Models for Business and Economics (3)

MGMT 515 Management of Information in the Corporate Environment (3)
OR ECON 521 Macroeconomic Perspective for Managers (3)

MGMT 516 Operations Management (3)

MGMT 518 Legal and Ethical Environment of Business (3)

MGMT 524 Seminar in Organizational Behavior and Administration (3)

MKTG 519 Marketing Management (3)

Decisions about core coursework equivalency are made by college advisers and department chairs within the Mihaylo College of Business and Economics. Consideration for equivalency may only be provided if the proposed equivalent courses are no more than seven years old and the student has achieved a "C" (2.0) or better with an overall GPA of 3.0 ("B").

Concentration Elective Courses (12 -15 units)

A student may elect to follow a generalist path within the MBA or select from one of the 11 concentration areas to tailor a degree towards their individual professional, personal and educational goals. The generalist path consists of 12 units from differing areas, with no more than two electives from any one disciplinary area. Specific courses in that plan must be approved by the Associate Dean or designee.

Concentrations are offered in the following areas: Accounting, Business Intelligence, Economics, Entrepreneurship, Finance, Information Systems, International Business, Management, Management Science, Marketing, and Risk Management and Insurance. Each concentration requires four courses (12 units) from within its area. A minimum of two of the four courses must be at the 500 level. The International Business concentration requires five courses (15 units). All concentration courses must be approved by the department chairs or their designee.

Note: The accounting concentration electives must cover the following areas: Financial Accounting and Theory, Accounting Information Systems, Auditing and Taxation.

Capstone Course (3 units)

BUAD 591 Business Strategy Capstone (3)

Students must pass the individual project in BUAD 591 and complete the course with a "B" (3.0) or better. In exceptional cases, a thesis (BUAD 598) may serve as an option. See the graduate adviser for details.

BUSINESS ADMINISTRATION COURSES

Courses are designated as BUAD in the class schedule.

201 Business Writing (3)

Prerequisite: ENGL 101 or equivalent (with a "C" (2.0) or better). Core communication practices: routine business correspondence, positive, informative, negative, persuasive messages. Introduction to research and job application process.

210 Understanding Business (3)

Nature, dimensions and forms of business and the role of entrepreneurship in business creation and growth. Development of an understanding of contemporary business issues, including an introduction to major business functions.

301 Advanced Business Communication (3)

Prerequisites: ENGL 101, BUAD 201, ISDS 265 (or equivalent) with a "C" (2.0) or better. Advanced course in business communication focusing on case analysis, analytical reports, ethics and business presentations.

360 Entertainment Money Management (3)

Prerequisites: ACCT 201A or BUAD 210 for non-MCBE students. How entertainment, tourism and hospitality firms make money: overview of existing and evolving income-generation models in the various industry sectors.

495 Internship (1-3)

Prerequisites: junior standing, major in Business Administration, consent of the instructor, 2.5 GPA and semester in residence at the university. Planned and supervised work experience. May be repeated for a total of six units of credit. Credit/No Credit only.

499 Independent Study (1-3)

Prerequisite: consent of instructor. Open to qualified students desiring to pursue directed independent inquiry. May be repeated for credit. Not open to students on academic probation.

501 Managerial Communications (3)

Investigates the entire process of case studies and formal reports. Students analyze management communication problems, apply writing strategies and deliver executive presentations. Credit/No Credit or letter grade.

591 Business Strategy Capstone (3)

Prerequisites: classified MCBE status, within six units of completion of study plan and in final semester of program. Tools of strategic management and their application in a business environment. Integrates business functional areas and tools by means of a business consulting project. Fulfills the terminal requirement for the MBA degree.

598 Thesis (3)

Prerequisites: classified MCBE status and consent of the associate dean. Individual research under supervision. See "Theses and Projects" in this catalog for university requirements.