

# BUSINESS ADMINISTRATION, COLLEGE OF

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## Departments

Accountancy: Steve Fisher, Chair (562) 985-4653

Finance: S.V. Le, Chair (562) 985-4569

Information Systems: C. Sophie Lee, Chair (562) 985-1940

International Business Program: Terrence H. Witkowski, Director  
(562) 985-4766

Legal Studies in Business Program: Kathleen A. Lacey, Director  
(562) 985-5668

Management and Human Resources Management:  
Judy Strauss, Chair (562) 985-4753

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## Programs at a Glance

Bachelor of Science in Business Administration

Options in: Accountancy; Finance; Human Resources  
Management; International Business; Management;  
Management Information Systems; Marketing;  
Operations and Supply Chain Management

Minors in Business Administration

Finance, Management Information Systems, Human  
Resources Management, Marketing, Entrepreneurship

Master of Business Administration

Specialization in: Finance, Health Care Management,  
Human Resources Management, Information Systems,  
Management, Marketing

## Accreditation

Undergraduate and graduate programs are internationally accredited by the Association to Advance Collegiate Schools of Business (AACSB International), 777 South Harbour Island Blvd., Suite 750, Tampa, FL 33602-5730, phone: (813) 769-6500.

## Academic Advising

The College of Business Administration maintains an advising office for undergraduate students in CBA 100, 562-985-4514, and an office for graduate students in CBA 363, 562-985-5565. Advisors are available in these offices throughout the semester to assist students with admission, registration, and degree requirement information.

## Student Center for Professional Development

The Student Center for Professional Development (SCPD) provides resources in support of student learning

under its umbrella program Passport to Success (Passport). SCPD also encourages students to join business student organizations to assist them in connecting to college resources and networking opportunities. Under the Passport umbrella SCPD offers the following resources:

*Professional development workshops* provide a progression of learning experiences that teach students non-academic skills and attributes employers want to see in new employees.

*Community Scholars* is a community service program that pairs CBA students with Jordan High School sophomores and juniors in a mentoring relationship that encourages academic success and pursuit of a college education. CBA students make a positive impact on the high school students' lives while performing a community service that employers highly value in a prospective employee.

*Junior Mentoring Program* is a one-semester program where junior CBA students are paired with young professionals in a mentoring relationship. Mentors help students prepare for their college careers, sharing their skills, knowledge and advice on how to balance college, work and personal life. Focus is given to resume building and professional development activities that will better prepare the students for the job market and complement their academic learning experience.

*Corporate Mentoring Program* pairs mentors from the corporate world with individual students in a year-long one-on-one relationship. The mentors coach and guide the students, help them with decision making and manage their expectations for life after graduation. Students must complete certain prerequisites to participate in CMP.

For more information about SCPD programs, services and resources please contact SCPD at 562-985-2265 or [www.csulb.edu/cba/scpd](http://www.csulb.edu/cba/scpd) or [scpd@csulb.edu](mailto:scpd@csulb.edu).

## Financial Assistance

Financial assistance is provided to business students through the University Financial Aid Office. That office administers funds made available through the federal and state governments and through certain private sources. Awards are made to students who demonstrate a need for assistance with educational expenses.

## Achievement Awards

Additional information about the following awards and their requirements can be obtained from the CBA website.

*Applications for Outstanding Undergraduate* are usually due in early to mid-January. Each department may select up to three Outstanding Graduates. From among the chosen Outstanding Undergraduates, the Dean of the College selects the Dean's Medalist. These awards are reserved for graduating seniors and require a minimum GPA along with other considerations for applicants.

*Beta Gamma Sigma* is the international honor society recognizing the outstanding academic achievements of students enrolled in collegiate business and management programs accredited by AACSB

International. Applications to membership are due online in early April at: [www.betagammasigma.org](http://www.betagammasigma.org). Inductees will be installed at the CBA Annual Awards Banquet in mid-May.

*The Delta Sigma Pi Scholarship Key* winner is selected from among those graduating students with the highest GPA (graduates and undergraduates).

In addition, the college offers numerous scholarships. Further information is available on the CBA website: <http://www.csulb.edu/colleges/cba/>.

### **Student Organizations**

The following organizations are available for business students: American Marketing Association, Beta Alpha Psi/Accounting Society, Black Business Students Association, Delta Sigma Pi, Financial Management Association, Hispanic Students Business Association, Human Resources Management Association, Information Systems Students Association, International Business Association, MBA Association, and Society for the Advancement of Management. Student organizations typically host professionals representing business and industry at weekly meetings and also sponsor a variety of social, recreational and community service events.

The Associated Business Students Organization Council (ABSOC) is the coordinating council for all business student organizations. ABSOC co-sponsors the annual "Meet the Industries Expo." This annual event includes professional development workshops and a career expo which draws numerous companies and several hundred students. Other programs each semester include a business student organizations' fair and the student-faculty-staff mixer. ABSOC also co-sponsors the annual "Ethics at The Beach" seminar with the Ukleja Center for Ethical Leadership.

Beta Gamma Sigma, founded at the University of Wisconsin in 1907 as a business honor society, is the only honor society recognized by the AACSB - International. Membership is available to business students at California State University, Long Beach only because the College of Business Administration is accredited by AACSB.

Election to membership in Beta Gamma Sigma is the highest scholastic honor that a student in business administration can attain. To be eligible for membership at CSULB, students must rank in the upper ten percent of their junior, senior, or graduate degree program in business administration.

### **Computer and Information Technology**

Students in the degree program develop basic understandings and competencies relating to information processing, the application of computers in business and government, management information systems concepts, computer programming, statistics, and financial research with Bloomberg terminal. The computer laboratory consists of most up-to-date instructional software, and hardware to facilitate student learning.

### **General Policies and Regulations**

Specific University and College requirements are detailed in various sections of this *Catalog*. Every student must develop complete familiarity and understanding of the

regulations and requirements by which successful completion of a program will be determined. (Also see pertinent section regarding University General Regulations and Procedures).

### **Admission Under Impaction**

Freshman applicants to the Bachelor of Science in Business Administration will be placed in the pre-major code for Business Administration. Transfer applicants must apply to the University during the initial filing period of October and November for the following fall semester or August for the following spring semester. They must indicate their choice of major on the application.

Continuing students seeking admission to the upper-division major in Business Administration must submit a supplemental application to the College of Business Administration Advising Center (CBA, Room 100). Although there is no specific deadline for filing, it usually takes a minimum of two weeks to complete the application process. Therefore, students should file their applications no later than two weeks before their next Early Registration access date.

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

### **Special Enrollment Status**

Enrollment through Open University (College of Continuing and Professional Education) is allowed only on a space available basis which is determined by the type of course and teaching method as well as classroom capacities. The student must otherwise be qualified.

### **CBA Policy on Course Transfers/Substitutions**

The College of Business Administration has a strict policy on course transfers/substitutions. This is necessary to preserve the academic integrity of programs and to meet accreditation standards. No credit by examination will be allowed for any CBA course. The transfer/substitution policy has two separate components: prior to matriculation at CSULB and post matriculation at CSULB.

#### **Prior to Matriculation at CSULB**

Students may petition for major credit courses completed at another recognized institution prior to matriculation at CSULB.

Courses (with a grade of "C" or better) are transferred with the approval of the appropriate department chair and the associate dean.

#### **Post Matriculation at CSULB**

Students may not transfer for credit any upper division major courses taken at another school concurrently with or subsequent to their matriculation at CSULB. Exceptions are approved with verifiable proof and genuine needs according to the following requirements:

1. approvals must be secured prior to enrolling in courses in another institution;
2. no more than two courses may be transferred or substituted;
3. a grade of "C" or better is necessary for course transfers/substitutions.

Departments have the discretion to be more stringent with regard to these requirements. Students participating in Study Abroad Programs are exempt from rule #2.

## Grading Policy

Business majors and minors may not exercise a Credit/No-Credit grading option for courses required by the College of Business Administration in their program. No course taken for Credit/No-Credit grading will be accepted to fulfill a Business requirement. Enrollment in a business course as an auditor is not permitted.

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## Undergraduate Programs

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### Honors Program in Business

For the past 8 years, the College of Business Administration (CBA) at California State University, Long Beach, offered the CBA Honors Program (CBAHP). This enriched, more demanding program was designed to be intellectually rewarding, and to provide a valuable experience that enhanced students' future careers. Special focus was on those students who wished to pursue an advanced degree and career in academia. The future of the CBAHP is being reconsidered and thus, the program is temporarily on hold.

### Certificate in Transportation

This certificate is being considered for discontinuance.

#### Requirements

1. A bachelor of science degree in Business Administration which may be completed concurrently with the certificate requirements;
2. A minimum of 18 units of transportation and transportation-related course work at California State University, Long Beach to be selected with the approval of the Program Director;
3. A grade of "C" or higher will be required for every course;
4. The certificate program does not permit the use of the Credit/No Credit option.

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## Graduate Programs

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The College of Business Administration offers graduate study leading to the Master of Business Administration (MBA). The degree offered by the College of Business Administration is accredited by the AACSB - International.

The MBA is designed to serve the community by providing graduate business education to persons who show promise of leadership and success in business or related fields. For this reason, the faculty of the College of Business Administration has established rigorous standards of admission and completion for the program.

### Admission to Graduate Study

In addition to admission by the University Office of Admissions and Records, an applicant for graduate study in business must apply to and be admitted by the College of Business Administration.

#### Admission Procedures

1. Students interested in applying to the MBA program at CSULB should file a University application online at [www.csumentor.edu](http://www.csumentor.edu) and an MBA Application Packet from the

Graduate Program Office in the College of Business Administration. Students must complete and submit both applications in order to be considered for admission into the graduate program in business. Students applying for the MBA should mark "other masters" as the degree objective, and 05011 as the major code. Students should submit the MBA application with two letters of recommendation, current resume, statement of purpose and responses to five specific questions directly to the MBA office.

2. Two complete sets of official transcripts of all college work attempted are required. One set must be sent to: California State University, Long Beach, Office of Admissions and Records, 1250 Bellflower Blvd., Long Beach, CA 90840  
The other set of official transcripts must be sent directly to the Graduate Programs Office at the following address: California State University, Long Beach, College of Business Administration, Graduate Programs and Executive Education Office, 1250 Bellflower Blvd., Long Beach, CA 90840
3. Graduate Management Admission Test (GMAT) or Graduate Records Examination (GRE) scores must be forwarded directly from the GMAC or ETS, to the College of Business Administration Graduate Programs Office. Test scores over 5 years old will not be considered.
4. Foreign students should first contact the Center for International Education on campus for special deadlines. Foreign students are required to take the TOEFL test and achieve a score of 550, in addition to the steps above required of all applicants to the MBA program.

Deadlines for International applications are:

April 1 for Fall Semester

October 30 for Spring Semester

Deadline for domestic applications are:

November 15 for Spring Semester

April 30 for Fall Semester

One official copy of all transcripts, the MBA Application Packet, GMAT or GRE score, and TOEFL score (if applicable), must be filed in the Graduate Programs Office by:

March 30 for Fall Semester

October 30 for Spring Semester

Because of high demand for admission to the MBA program, it is advisable that students submit their application to the program early. No action can be taken on applications until all required documents are received. Application materials submitted after these dates will not be considered.

#### Criteria

Admission will be granted to students showing high promise of success in post-baccalaureate business study. Each applicant's potential for graduate management education is evaluated on the basis of six major criteria:

1. Past Academic Record, as reflected in undergraduate GPA or other Graduate programs.
2. Graduate Records Examination (GRE) or Graduate Management Admission Test (GMAT).
3. Managerial Experience: demonstration of increasing levels of responsibility.

4. Communication: ability to clearly identify the applicant's leadership potential, educational goals and academic strengths.
5. Two Letters of Recommendation
6. Statement of Purpose
7. Answer to 5 essay questions

Upon completion of evaluation by the College of Business Administration Graduate Programs office, the student is notified by mail of acceptance or rejection. If accepted to the MBA Program, student's transcripts are reviewed for completion of the necessary course work for mastery of the common body of knowledge. Generally, a grade of "B" or better within the last 3 years or an "A" in the last 4 years is required to meet the criteria.

### **Enrollment**

Students must meet all of the MBA Admissions criteria in order to be admitted into the University as an MBA student.

### **Admission to Graduate Courses**

Only students who have been admitted to the MBA program may take graduate courses in Business Administration. The only exception is that students who have been admitted to other Master's programs at CSULB may take select graduate courses in Business Administration to meet the requirements for their programs, with the permission of their major advisor and the Graduate Programs office.

Enrollment in graduate courses through the Open University will normally be permitted only for students in an AACSB-accredited graduate program elsewhere with a letter of permission from the Associate Dean/Dean of the student's home university, or to alumni of the CSULB MBA Program.

### **Continuous Enrollment**

Once a student is accepted and enrolled in the MBA Program, he/she is expected to attend classes both semesters of the academic year. (Fall and Spring semesters are considered the regular semesters of the academic year; Summer attendance is optional.) Registration and completion of at least one course each semester satisfies the Continuous Enrollment requirement.

If a student is unable to satisfy the Continuous Enrollment requirement, he/she must complete the Educational Leave of Absence procedures detailed below. Continuous Enrollment status will only be preserved if the student's absence from a regular semester has been processed and approved through the Educational Leave of Absence procedures.

Students failing to maintain Continuous Enrollment status will be administratively removed from the MBA Program. Registration privileges will be revoked. Students planning to continue in the MBA Program who have been administratively removed due to the violation of the Continuous Enrollment condition will be required to re-apply to the MBA Program and to the University.

### **Leave of Absence**

Any MBA student in good academic standing may request an Educational Leave. Students requesting an Educational Leave must complete an Educational Leave Form, in advance, including an explanation of their reasons

for seeking the leave and a statement of when they intend to resume academic work. The completed form is to be submitted for approval to the Graduate Programs Office and the University Admission and Records Office in accordance with University Policy.

The minimum initial leave will be one full semester; the maximum will be one calendar year. A student may request, in writing, in advance, an extension of leave. Under no circumstances will the total number of approved educational leaves exceed two, nor will the duration of approved educational leaves extend beyond two calendar years.

Students returning from an approved one semester educational leave are not required to submit an application form. Students on leave longer than one semester must apply for re-admission to the university. Students returning from an absence for which an educational leave was appropriate but not approved in advance must complete the entire MBA admission process.

An Educational Leave of Absence, if properly requested and processed, allows a student to satisfy the Continuous Enrollment requirement and therefore does not affect their good standing status. Students on an approved education leave of absence will continue to receive registration information.

Graduate students who plan to enroll for credit at another institution of higher education during the leave period must obtain prior approval for the transfer of course credit to the student's program from the department chair in question and the Graduate Programs Director.

The period of an educational leave is counted in the calculation of elapsed time under the regulations governing the seven year maximum period for completion of the MBA degree requirements.

For the period of an educational leave the student's rights under the "Election of Regulation" rule are preserved, maintaining the right of the student to elect regulations as if he or she had maintained continuous attendance. See the CSULB *Catalog*, General Rules and Procedures section, for a complete explanation of the Election of Regulation - "Catalog Rights".

An educational leave presupposes no expenditure of University resources or faculty and staff time in behalf of the student during the period of the leave. In addition, no computer facilities, no library privileges, and no student services are available to a student on educational leave.

### **Transfer Credit**

Assuming the Continuous Enrollment requirement has been satisfied, a maximum of six credits that closely complement the student's degree objectives may be applied toward the requirements for the MBA degree beyond the First Year Core under the following conditions:

1. the credits under consideration must be graduate credits,
2. the course work must be taken at an AACSB accredited graduate program,
3. prior approval must be obtained from the Graduate Programs Director,
4. prior approval must be obtained from the department chair of the course work being transferred.

The remaining units must be completed in courses at CSULB reserved exclusively for graduate students.

## Scholastic Standards/Probation/Disqualification

A student who fails to maintain a cumulative GPA of 3.0 or higher in all work completed as a graduate student at this University or in all transferred work applied to the program will be placed on academic probation. The semester in which the student's GPA falls below 3.0 is the First Probationary Semester.

A student on probation, who at the end of the Third Probationary Semester (or summer, if classes are taken) fails to obtain a cumulative GPA of 3.0 or higher on all units attempted in post-baccalaureate work at CSULB, will be disqualified and removed from the graduate program. The student should note that the cumulative GPA is calculated by the University Admissions and Records Office and includes all upper division and graduate courses taken while enrolled in the graduate program.

A grade of "C" or better is required in any course taken to satisfy first or second year Core requirements. A grade of "B" or better is required in GBA 699. If either of these requirements is not met, a student must take the course a second time or withdraw from the program. A second failure to achieve the requirement grade will result in involuntary separation from the program. This requirement operates independently of the requirement for a cumulative GPA of 3.0 or better.

## Master of Business Administration

The Master of Business Administration program develops competencies essential to functioning professionally in a complex and competitive business environment. The program prepares students for responsible administrative positions and provides the background essential for advancement in professional management careers. The Master of Business Administration degree encompasses a program of breadth which builds a wide range of competencies required for effective management while permitting students to specialize in a functional area.

The Master of Business Administration is normally a 48-unit program for the graduate without an undergraduate degree in Business.

## General MBA

### Requirements

The Master of Business Administration program requires completion of a minimum of 36 units of graduate course work as established and approved by the College of Business Administration MBA office. The MBA program must include:

I. First Year Core	0-12
II. Advancement to Candidacy	
III. Second Year Core	21
IV. Advanced Study	12
V. Capstone	3
Total units	36-48

Students who have not had an economics course prior to entering the MBA program must complete an economics course as a condition to obtaining an MBA degree.

MBA students should be guided by the following sequence of events as they progress through their graduate study in the College of Business Administration.

### I. First Year Core: Common Body of Knowledge

The masters degree presupposes mastery of a common body of knowledge. Students with a recent bachelor's degree

in business administration from this University or from other AACSB accredited business schools within the last 3 years will have met much of the First Year Core requirements depending on the grades they achieved in certain courses. Upon acceptance to the MBA Program, student's transcripts are reviewed for completion of the necessary course work for mastery of the common body of knowledge. Generally, a grade of "B" or better within the last 3 years or an "A" in the last 4 years is required to meet the criteria. More information about this requirement is available from the MBA Office.

Waivers of the First Year Core classes are based upon recent, satisfactory educational background at either a graduate or undergraduate level as described above. Students who have not met the entire common body of knowledge requirements prior to admission to the MBA Program will be required to enroll in the appropriate First Year Core Courses to make up any deficiency.

The First Year Core consists of at most four courses (up to 12 units):

- ACCT 500 Managerial and Financial Accounting (3 units)
- FIN 501 Financial Management Concepts (3 units)
- MGMT 500 Business Policies, Operations and Organizations (3 units)
- MKTG 500 Marketing Concepts (3 units)

If an MBA student does not have exposure to business law and ethics, he/she would be required to acquire that knowledge by taking BLAW 520 or an equivalent course prior to graduation.

### II. Advancement to Candidacy

Students admitted with all First Year Core requirements completed must file an application for Advancement to Candidacy for the degree after completion of their first six units. Other students must file the application during the semester in which the First Year Core requirements are to be completed. Prior to advancement to candidacy, a student must:

1. Be accepted into the MBA Program.
2. Maintain an overall minimum 3.0 cumulative GPA, including work transferred from other institutions, and a minimum 3.0 GPA in all work completed at this University.
3. Complete all First Year Core Requirements, with no grade lower than "C".
4. Fulfill the Graduation Writing Assessment Requirement (GWAR) or receive a 4.0 or better on the writing portion of the GMAT or GRE.
5. Prepare an official student program in consultation with the MBA Office. This program must include the Second-Year Core in effect at the time of Advancement to Candidacy, the 12 unit program for the area of Advanced Study and the Capstone Course, GBA 699, for a total of 36 units.
6. File the application for Advancement to Candidacy with the Graduate Program office for approval by the Graduate Program Director.

### III. Second Year Core

Upon completion of the First Year Core, either by waiver or graduate course work, students move directly into the Second Year Core. (See section on Advancement to Candidacy). This core consists of seven courses (21 units) which provide the breadth requirements for the MBA degree at the advanced level.

Take all of the following courses:

ACCT 610 Advanced Cost Accounting, Budgeting and Control (3)

Prerequisites: Graduate business standing and ACCT 500 or equivalent with a grade of "C" or better.

FIN 600 Seminar in Business Finance (3)

Prerequisite: Graduate business standing.

HRM 652 Seminar in Human Resources Management (3)

Prerequisite: Graduate business standing.

IS 601 Quantitative Methods for Managerial Decision Making (3)

Prerequisite: Graduate business standing.

IS 602 Management of Information Systems (3)

Prerequisite: Graduate business standing.

MGMT 647 Seminar in Management Planning and Control Systems (3)

Prerequisites: Graduate business standing and MGMT 500 or equivalent.

MKTG 661 Seminar in Marketing Policies (3)

Prerequisite: Graduate business standing and MKTG 500.

#### IV. Advanced Study

The General MBA is designed for students with an undergraduate business degree or any other student desiring a more broad-based MBA curriculum. The General MBA requires 12 units of graduate course work in three different areas within the College of Business Administration subject to approval by the Graduate Programs Office.

#### MBA Specializations

Specializations require 12 units with at least nine units of graduate course work in one area.

Any student may count three units of Directed Studies (697) toward Advanced Study requirements. See MBA office for more details.

Elective courses designed to fulfill specialization requirements must be approved by Graduate Programs Office through the completion and acceptance of student's Advancement to Candidacy form.

#### Finance

Requirements:

Take nine elective units selected from the following:

FIN 620, 630, 650, 690.

#### Health Care Management

Requirements:

Take the following course:

HCA 502 The Health Care System (3)

Prerequisite: None.

Take any two of the following courses:

HCA 536, 537, 538, 550, 552.

#### Human Resources Management

Requirements:

Take nine elective units selected from the following:

HRM 654, 655, 657.

#### Information Systems

Requirements:

Take nine elective units selected from the following:

IS 545, 550, 564, 580, 584.

#### Management

Requirements:

Take nine elective units selected from the following:

MGMT 542, 543, 646; HRM 657.

#### Marketing

Requirements:

Take nine elective units selected from the following:

MKTG 663, 665, 666, 668, 669, 695.

#### V. Capstone

Take following as the last or capstone course:

GBA 699 Integrated Analysis (3)

Prerequisites: Graduate business standing. Student shall have completed all 2nd year core classes. Classified MBA status in the last semester or within six units of completion of the 33-unit minimum graduate program and advancement to candidacy.

Students must complete the Second Year Core and Advance to Candidacy before enrolling in GBA 699. This critical course is given during the Fall and Spring semesters. In this comprehensive analysis, the student will integrate the knowledge obtained in the functional areas. This capstone course serves in place of either comprehensive examination or thesis as the required evaluation of candidate competency.

Students must obtain a grade of "B" or better in GBA 699 in order to receive an MBA degree. Application for acceptance into GBA 699 must be filed in the MBA Office before the end of the fourth week of instruction in the semester preceding enrollment in the course. Application forms and advisement relating to this important requirement are available in the Graduate Programs Office.

#### VI. Time Limitation

All courses on the official student program (Advancement to Candidacy) must be completed within seven years of commencement of the first class toward fulfillment of the Second Year Core requirement.

#### VII. Graduation Writing Assessment Requirement (GWAR)

As a requirement for advancement to candidacy, all graduate students must demonstrate writing competency by:

1. Passing an approved CSULB assessment of writing competence (GWAR),
2. Having already passed an assessment of writing competence (GWAR) while matriculated at another CSU campus, or
3. Earning a CSULB-approved passing score on the writing portion of an approved standardized graduate admissions test, such as the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT).

Assessments of writing competence from non-CSU campuses will be evaluated by the GWAR Coordinator as a fulfillment of the GWAR, on an articulation basis if possible or on a case-by-case basis if necessary.

Students with degrees from non-CSU campuses must either provide evidence of meeting the requirement with adequate scores on a CSULB-approved standardized test or attempt to satisfy the GWAR by the end of their first semester of matriculation at CSULB.

## Master of Business Administration / Master of Fine Arts in Theatre Management

For requirements, see description in the Theatre Arts section of this catalog.

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### College of Business Administration Courses (CBA)

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#### UPPER DIVISION

##### 300. International Business (3)

Introduction to nature, dimensions, and environment of international business. Emphasis on business functions, practices, and decisions as influenced by cultural, political, economic, social, and institutional factors in various parts of world. Diffusion of information technology. Letter grade only (A-F).

##### 397. Junior Honors Seminar (3)

Prerequisite: Acceptance into the CBA Honors Program.

Empirical, theoretical, and applied research methodology: fundamentals and advanced topics. Visits by faculty and business professionals focus on current issues and methods for solving business problems. Literature review and written proposal required for Honors Thesis.

Letter grade only (A-F).

##### 400. Business Ethics (3)

Prerequisites: GE Foundation requirement, at least one Explorations course.

Various types of ethical dilemmas that take place in business organizations and acquire concepts and tools needed to manage these complex value conflicts for the well being of individuals, organizations, and society.

Same course as PHIL 400. Not open for credit to students with credit in PHIL 400. Letter grade only (A-F).

##### 401A. Ethical Leadership (2)

Prerequisite: Consent of instructor.

Explores ethical leadership challenges related to business, technology, values, relationships, and healthcare. Team-building retreat and networking with guest speakers are integral to the class. Students are required to complete both CBA 401A and CBA 401B within the same academic year.

Letter grade only (A-F).

##### 401B. Ethical Leadership (2)

Prerequisites: CBA 401A with a grade of "C" or better in the immediately preceding fall semester and consent of instructor.

Continuation of CBA 401A. Explores ethical leadership challenges in media, education, government, and management. Community service and networking with guest speakers are integral to the class. Students required to complete CBA 401A and CBA 401B within the same academic year.

Letter grade only (A-F).

##### 493. Business Internship (1-3)

Prerequisites: Classified business major, consent of instructor, IS 301.

Qualifying students placed in career-related paid assignments in private or public agencies or businesses. Organized plan utilizing series of seminars and learning agreements required with selected reading and writing assignments.

Credit/No Credit grading only. May be repeated to a maximum of 6 units. A minimum of 120 hours paid experience per semester is required.

##### 494. Selected Topics - Short-Term Study Abroad (3)

Prerequisite: Consent of instructor.

Topics of current interest in business administration selected for intensive study, linked to a group study abroad experience in a country such as China, France, Germany, Thailand and Vietnam.

Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics in different semesters. Topics and study sites announced in the *Schedule of Classes*.

##### 495. Selected Topics (3)

Prerequisites: Consent of instructor, IS 301.

Topics of current interest in business administration selected for intensive study.

May be repeated to a maximum of 6 units with different topics in different semesters. Topics announced in the *Schedule of Classes*. Letter grade only (A-F).

##### 497. Senior Honors Seminar I (3)

Prerequisites: CBA 397, IS 301.

Continuation of CBA 397, special emphasis on sampling, instrumentation, and data analysis. Topics covered may vary year-to-year. Perform majority of data collection and preliminary data analysis for honors thesis.

Letter grade only (A-F).

##### 499. Senior Honors Seminar II (3)

Prerequisites: CBA 497, IS 301.

Completion of Honors Thesis. Data analysis completed, findings interpreted relative to research hypotheses; final report is submitted. Attention to preparing manuscripts for publication, academic review process, and making professional presentations. Learning by illustration and application. Visits by faculty and business leaders.

Letter grade only (A-F).

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### Graduate Business Administration Courses (GBA)

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#### GRADUATE LEVEL

##### 500. MBA Orientation (3)

Prerequisite: Graduate business standing.

Presents foundations in leadership, motivation, ethics and social responsibility, theory of the firm, foundations in communication and teamwork, spreadsheet analysis and modeling, case analysis and basic research methods.

Letter grade only (A-F).

##### 600. Sustainability and the Business Organization I (3)

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Integrates skills from the various business functional areas to address the complexity of decision making for the organization and its stakeholders to meet the goal of sustainable development, where sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Letter grade only (A-F).

##### 601. Sustainability and the Business Organization II (3)

Prerequisites: Graduate business standing, GBA 600, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Continuation of GBA 600. Integrated systems approach to managerial decision making with the goal of sustainable

development that meets current business needs while simultaneously ensuring availability of resources for future generations.

Letter grade only (A-F).

### **602. Globalization Global Business I (3)**

Prerequisites: Graduate business standing, and completion of first year core.

Examines globalization and global business from both societal and managerial perspectives. Includes lectures, case studies, projects, exercises, reports, and presentations.

Letter grade only (A-F).

### **603. Globalization Global Business II (3)**

Prerequisites: Graduate business standing, and completion of first year core.

Examines globalization and global business from both societal and managerial perspectives. Includes lectures, case studies, projects, exercises, reports, and presentations.

Letter grade only (A-F).

### **604. Customer Relationship Management I (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Explores the interrelated activities processes in supply chain management and customer relationships management. Customer privacy (accounting, information systems, management, and marketing) as pertains to CRM formulation, implementation, evaluation, and control.

Letter grade only (A-F).

### **605. Customer Relationship Management II (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Continuation of GBA 604. Explores the interrelated activities processes in supply chain management and customer relationships management. Customer privacy (accounting, information systems, management, and marketing) as pertains to CRM formulation, implementation, evaluation, and control.

Letter grade only (A-F).

### **640. Electronic Commerce (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

E-commerce as an integrated subject; electronic commerce business models and concepts; technology infrastructure including data communications, e-commerce security and business transaction systems; internet marketing concepts, consumer behavior, and marketing communications; ethical, social, legal, and organizational issues; e-commerce strategy and implementation.

Letter grade only (A-F).

### **641. Mergers and Acquisitions (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

An integrated course on mergers and acquisitions. Students will develop an in-depth knowledge of corporate restructuring. Topics include valuation of companies, corporate acquisition financing, acquisition accounting, and short-term and long-term impact analysis of financial statements. Special topics include reverse mergers and spin-offs.

Letter grade only (A-F).

### **642. The Innovative Organization (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Overview of innovation journey, including strategies and processes, models and methods for change, implementation, and new business-model creation; new product/service development processes, including marketing research, financial analysis, creating and managing brand identity, and strategic issues; development of an innovation plan.

Letter grade only (A-F).

### **643. Global Investments and Financial Modeling (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, IS 615, MGMT/HRM 615, MKTG 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Integration of international investment management and financial modeling. Investment management theories and concepts from a global perspective. Application of theory and concepts through hands-on modeling approaches using real-world data.

Letter grade only (A-F).

### **644. Financial Statement Analysis (4)**

Prerequisites: Graduate business standing, ACCT 615, FIN 615, Intermediate Microeconomics, completion of all relevant toolboxes.

Focuses on the content and analysis of publicly available financial statement data. Students will learn analytical tools to assess a firm's profitability and risk and to value the firm's common stock using valuation models.

Letter grade only (A-F).

### **646. Understanding the Social Lives of Brands (3)**

Prerequisites: Graduate business standing, MKTG 615.

Brand-centered marketing course intending to develop an integrated understanding of brands as cultural products and their relationship to consumers in product usage contexts. Consideration of the relationship between brand usage contexts and brand equity.

Letter grade only (A-F).

### **695. Selected Topics (1-3)**

Prerequisite: Graduate business standing.

Topics change each offering and in the absence of significant duplication.

May be repeated to a maximum of 6 units with different topics in the same semester. Topics announced in the *Schedule of Classes*. Letter grade only (A-F).

### **698. Thesis (2-4)**

Prerequisites: Graduate business standing, GBA 601.

Planning, preparation, and completion of a thesis in business administration.

### **699. Integrated Analysis (3)**

Prerequisites: Graduate business standing. Student shall have completed all 2nd year core classes. Classified MBA status in the last semester or within six units of completion of the 33-unit minimum graduate program and advancement to candidacy.

Study of wide range of business problems and formulation of solutions. Integration of knowledge from all functional areas of business and its application to complex business problems arising out of changing technology, competitive market conditions, social changes and governmental actions.

A grade of "B" or better is required for successful completion. Serves as required terminal examination for College of Business Administration graduate candidates. Project is required. Students must file application for entry into GBA 699 no later than the fourth week of instruction in the semester preceding the one in which GBA 699 will be taken. Application forms are available in the Graduate Programs Office. Letter grade only (A-F).



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## Business Law Courses (BLAW)

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### LOWER DIVISION

#### **220. Introduction to Law and Business Transactions (3)**

Law and the American legal system in today's business world. Contracts, sales, and commercial paper. Examination of the role and function of the judiciary, elements of civil and criminal lawsuits, and other emerging areas of the law, including alternative dispute resolution.

Not open for credit to students with credit in FIN 220. Letter grade only (A-F).

### UPPER DIVISION

#### **309. The Consumer in the Legal and Economic Environment (3)**

Prerequisites: GE Foundation requirement, one or more Explorations courses; upper-division standing.

Incorporates an integrated coverage of the economic, legal, ethical and regulatory environment of consumers in avoiding and resolving disputes regarding fraudulent transactions, financial matters, personal and real property contracts, torts, credit and investment issues, and family relationships. Team taught.

(Lecture-Discussion 3 hours) Same course as CAFF 309 and FIN 309. Not open for credit to students with credit in CAFF 309 or FIN 309.

#### **320. Legal and Regulatory Environment of Business (3)**

Forms of business organizations, employment law, securities law, environmental law, anti-trust issues, and international transactions. Social, cultural and economic influences on domestic and multinational corporations. Exploration of relationship of government to business. Introduction to business ethics.

Not open for credit to students with credit in FIN 320. Letter grade only (A-F).

#### **424. International Legal Environment of Business (3)**

Prerequisites: BLAW 320, IS 301.

Subsidiaries, joint ventures and other forms of international business operations. Effects of treaties, laws and policies of governments on business operations. Resolution of business and investment disputes, protection of property rights, the financing and taxing of international operations, and ethical issues.

Not open for credit to students with credit in FIN 424. Letter grade only (A-F).

#### **425. Legal Aspects of Real Estate (3)**

Prerequisites: FIN 340, IS 301.

Basic principles of real estate law as related to conveyances, titles, private and public restrictions on the use of land, escrows, community property and financial transactions.

Not open for credit to students with credit in FIN 425. Letter grade only (A-F).

### GRADUATE LEVEL

#### **520. Legal, Regulatory, and Ethical Environment of Business (3)**

Prerequisite: Graduate business standing.

Legal and regulatory environment in which managers must operate. Constitutional and judicial structures for resolving disputes, effect of governmental and political policies, and liability encountered by business in various defined areas of substantive law. Ethical issues faced by business.

Not open for credit to students with credit in FIN 520. Letter grade only (A-F).

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## Department Graduate-Level Courses

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### Accountancy Courses (ACCT)

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#### **500. Managerial and Financial Accounting (3)**

Prerequisite: Graduate business standing.

Evaluation of accounting systems, preparation of financial statements, and computer information processes. Analysis and interpretation of accounting information as an aid to business decisions.

Laboratory and/or class computer applications required. Letter grade only (A-F).

#### **610. Advanced Cost Accounting, Budgeting and Control (3)**

Prerequisites: Graduate business standing, and ACCT 500 or equivalent with a grade of "C" or better.

Problems in planning, budgeting and cost control of decision making using a quantitative analysis approach. Emphasis on evaluation of the accounting information system.

Laboratory and/or class computer applications required. Not open for credit to students with credit in ACCT 510. Letter grade only (A-F).

#### **615. Accounting for Managers (4)**

Prerequisite: Graduate business standing.

Presents essential accounting concepts for managers in organizations of all types. Reviews use of accounting information to plan, control, and evaluate performance and comply with regulatory requirements. Examines how accounting information facilitates management decision making.

Letter grade only (A-F).

#### **640. Tax Research and Planning (3)**

Prerequisite: Graduate business standing.

Understanding and researching income tax law. Application of research techniques to compliance and tax planning problems. Analysis of IRS procedures related to audits, tax collections, criminal prosecutions and federal tax litigation.

Letter grade only (A-F).

#### **680. Financial Statement Analysis (3)**

Prerequisite: Graduate business standing.

Understanding and using financial reporting to make investment and lending decisions.

Letter grade only (A-F).

#### **695. Selected Topics in Accountancy (1-3)**

Prerequisites: Graduate business standing and consent of instructor.

Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics. Topics announced in the Schedule of Classes.

#### **697. Directed Studies (1-3)**

Prerequisites: Graduate business standing and consent of instructor.

Individual study under faculty direction.

Letter grade only (A-F).

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## Finance Courses (FIN)

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### 501. Financial Management Concepts (3)

Prerequisite: Graduate business standing.

Integration of computers, management information systems and cases to: (1) time value of money, risk, valuation, cost of capital, capital structure; (2) capital budgeting; (3) long-term financing decisions; (4) working capital policy and management; (5) financial analysis and planning.

Letter grade only (A-F).

### 600. Seminar in Business Finance (3)

Prerequisite: Graduate business standing.

Financial theory and management: (1) time value of money, risk, valuation, cost of capital, capital structure; (2) capital budgeting; (3) long-term financing decisions; (4) working capital policy and management; (5) financial analysis and planning; (6) special topics.

May be repeated to a maximum of 3 units. Letter grade only (A-F).

### 615. Financial Management (4)

Prerequisites: Graduate business standing and demonstrated basic knowledge of finance.

An overview of financial theory and management. Building from the wealth-maximization goal and agency theory, the course focuses on using financial statement information in a variety of ways to engage in effective financial management. Topics include: (1) financial analysis and planning; (2) time value of money, (3) risk and returns, (4) valuation, (5) cost of capital and capital structure; (6) capital budgeting; and (7) long-term financing decisions. While some topics are introduced in other courses, the discussion is extended and deepened in this course. Also provides finance fundamentals elaborated on later in the program.

Letter grade only (A-F).

### 620. Capital Budgeting (3)

Prerequisites: Graduate business standing, FIN 600.

Theory of capital budgeting within the framework of the firm. Cost of capital determination and logic of expansion vs. growth, and equity financing vs. debt financing. Computer applications required.

Letter grade only (A-F).

### 630. Seminar in Financial Forecasting (3)

Prerequisites: Graduate business standing, FIN 600.

Research projects in industry, individual company, product and commodity areas. Computer applications required.

Letter grade only (A-F).

### 650. Seminar in Investments (3)

Prerequisites: Graduate business standing, FIN 600.

Security analysis, portfolio planning, balance and adjustment as related to (1) individual circumstances of the investor, (2) specific market conditions, and (3) broader financial aspects of the economy. Presentation and interpretation of student reports on selected topics. Computer applications required.

Letter grade only (A-F). Course fee may be required.

### 690. Seminar in International Finance (3)

Prerequisites: Graduate business standing, FIN 600.

Real and monetary factors in the finance of international business, international capital markets, movement of funds and special problem areas.

Letter grade only (A-F).

### 695. Selected Topics in Finance (3)

Prerequisites: Graduate business standing and consent of instructor.

Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics. Topics announced in *Schedule of Classes*.

### 697. Directed Studies (1-3)

Prerequisites: Graduate business standing and consent of instructor.

Individual study under direction of faculty.

Letter grade only (A-F).

### 699A-B. Applied Portfolio Management (3-3)

Prerequisites: FIN 699A: Graduate business standing; FIN 520, 600, 650; consent of instructor and department chair; FIN 699B: Graduate business standing; FIN 699A; consent of instructor and department chair.

FIN 699A offered in Fall and accepted students must enroll in FIN 699B in Spring.

Participation in management of actual investment portfolio.

Research, monitor, and analyze securities and make, buy and sell recommendations for a student-managed investment fund.

Contribute to publication of semi-annual fund report. Market, sector and firm analysis with presentations and outside research.

Letter grade only (A-F).

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## Human Resources Management Courses (HRM)

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### 652. Seminar in Human Resources Management (3)

Prerequisite: Graduate business standing.

Decisions and actions that impact management. Problems of productivity, employee commitment, employee development, employment law, and compensation. Staffing, training and development, performance appraisal, counseling, leadership and motivation, reward systems, participation and delegation, and discipline. Discussion, cases, simulations, and presentations.

Letter grade only (A-F).

### 654. Seminar in Negotiation and Conflict Management (3)

Prerequisite: Graduate business standing.

Various forms of opposition interactions within organizations. Interpersonal, intragroup, and intergroup conflict. Distinguishing between functional and dysfunctional conflict, identifying sources and causes of conflict, and examining alternative styles and methods of conflict management. Discussion, cases, simulations, and presentations.

Letter grade only (A-F).

### 655. Seminar in Motivation and Organization Change (3)

Prerequisite: Graduate business standing.

Human motivation and organizational change. Traditional and modern theories of work motivation and change. Psychology and management of motivation, organizational change and development. Management skills, policies, and organizational characteristics that facilitate the creation of motivating, flexible organizations.

Letter grade only (A-F).

### 657. Seminar in Leadership Skills (3)

Prerequisite: Graduate business standing.

Development of leadership abilities. Effectiveness of numerous approaches to leadership from both managerial and psychological viewpoints. Understanding leadership styles and abilities of self and others through assessment. Personality, situational factors, group processes, followership, and implications for leadership training

Letter grade only (A-F).

### 697. Directed Studies (1-3)

Prerequisites: Graduate business standing and consent of instructor.

Individual study under the direction of the faculty.

Letter grade only (A-F).

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## Information Systems Courses (IS)

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### 520. Spreadsheet Modeling (3)

Prerequisites: Graduate business standing, IS 601.

Advanced topics in spreadsheet tools and techniques, such as advanced functions, solver and curve fitting. To model and solve business problems in optimization, forecasting, customer profitability, customer loyalty and online reviewer behavior.

Letter grade only (A-F).

### 540. Business Application Programming (3)

Prerequisite: Graduate business standing.

Introduce Object-oriented programming concepts and constructs. Analyze, design, and implement Windows-based business applications that fully utilize the Graphical User Interface tools and techniques. Develop a fully functioning enterprise information system that utilizes advanced programming techniques for interacting with the database.

Letter grade only (A-F).

### 545./445. Internet Applications Development (3)

Prerequisites: Graduate business standing, IS 602 or equivalent, and consent of instructor.

Theory and applications of the Internet. Applications development using tools such as HTML and FrontPage. Use and development of Intranet applications in the Client/Server environment. Issues such as Internet business opportunities, network security, home page maintenance, Internet database interface and cooperative computing.

Letter grade only (A-F).

### 550. Business Telecommunications Management (3)

Prerequisites: Graduate business standing, and IS 602 or equivalent.

Introduction to the technologies and applications of telecommunications and networking. Infrastructure planning and operation of organizational telecommunication networks. Management and control of Internet servers and mobile systems. Telecommunication regulation and standards.

Letter grade only (A-F).

### 556. Information Systems Security and Assurance (3)

Prerequisite: Graduate business standing.

Foundation and applications of information security and assurance. Principles and methodologies of security risk and assessment. System protection and design, cryptography, and hardware and software tools. Assurance and management control. Security plans and policies. Integrated Project.

Letter grade only (A-F).

### 557. Wireless Systems and Mobile Applications (3)

Prerequisites: Graduate business standing, IS 540.

Topics include technical and business aspects of wireless networking and mobile applications to support business operation and business management. Mobile application framework, mobile application design and development, human interface design, and current technology issues.

Letter grade only (A-F).

### 564./464. Network Modeling and Simulation (3)

Prerequisites: Graduate business standing, IS 601.

Fundamentals of simulation methodology for performance and feasibility study of business models. Basic probability distributions, random number generation, model formulation, evaluating results, validations, waiting-line simulation, and computer network performance measurement via simulation and use of computer software simulation packages.

Letter grade only (A-F).

### 570. Business Intelligence (3)

Prerequisites: Graduate business standing, IS 601.

Extract useful information (business intelligence BI) from large volumes of data or internet using BI software. Theories and applications in business intelligence and business analytics. Topics include recommender system, collaborative filtering, web text mining, social network analysis, advance customer analytics.

Letter grade only (A-F).

### 580. Management Support Systems and Database Management Systems (3)

Prerequisites: Graduate business standing, and IS 602 or equivalent.

Use of information and database techniques to support management decision making. Decision support systems, groupware, expert systems, executive information systems, database management systems (DBMS), database analysis and design, database manipulation languages (SQL and QBE), and data warehousing.

Letter grade only (A-F).

### 581. Advanced Database Management (3)

Prerequisites: Graduate business standing, IS 580.

Advanced topics in database management. Enterprise data needs, analysis and design. Development and management of complete database management system applications. Administration of large scale enterprise database. Latest issues and trends in database technologies.

Letter grade only (A-F).

### 582. Enterprise Systems (3)

Prerequisites: Graduate business standing, IS 540.

Advanced theories and application of enterprise systems. Understanding, design, and development of major business processes in enterprise systems. Issues and management of enterprise systems adoption. Enterprise systems configuration and customization. Lectures, hands-on, and case studies.

Letter grade only (A-F).

### 583. Advanced Business Programming (3)

Prerequisites: Graduate business standing, IS 540.

Advanced topics in business application development. Emphasis on design and development of applications to improve business operation and new business models. Topics include business process analysis, application design, application development, human interface design and current technical issues.

Letter grade only (A-F).

### 584. Electronic Commerce (3)

Prerequisites: Graduate business standing, and IS 602 or equivalent.

Theory and applications of electronic commerce including issues such as E-cash, E-banking, E-tailing, SCM, E-marketing, B2C, B2B, C2C, E-government, Internet business opportunities, Internet security homepage maintenance, Internet database interface and cooperative computing.

Letter grade only (A-F).

### 585. System Analysis and Design (3)

Prerequisites: Graduate business standing, IS 602.

Introduction to current and emerging practices, concepts, and methodologies of systems analysis and design. Requirements analysis, business process modeling, conceptual and physical design, systems implementation and maintenance, project management and teamwork, roles and responsibilities of systems analysts.

Letter grade only (A-F).

### **595. Information Systems Project (3)**

Prerequisites: Graduate business standing, IS 585.

Theories and practice in managing large scale information systems projects. Issues include cost estimation, personnel management, requirement analysis, system design methods, quality control of software projects, system validation, and configuration management.

Letter grade only (A-F).

### **601. Quantitative Methods for Managerial Decision Making (3)**

Prerequisite: Graduate business standing.

Statistical analysis includes probability, estimation, hypothesis testing, forecasting and decision process. Management sciences include quantitative modeling, math programming, decision support systems and simulation applicable to various business functions. Use of computer software packages as analytical tools.

May be repeated to a maximum of 3 units. Letter grade only (A-F).

### **602. Management of Information Systems (3)**

Prerequisite: Graduate business standing.

Foundation and infrastructure of information technology applied to strengthen competitiveness. Effective utilization of strategic information systems, telecommunications, system development process, database concepts and electronic commerce to enhance organizations' operations.

Letter grade only (A-F).

### **615. Information and Decision Systems (4)**

Prerequisite: Graduate business standing.

Information and decision technology systems used in managerial decision making. Data-related concepts and subjects. Role of information systems in business. Data analysis and interpretation using statistical and quantitative techniques. Use of appropriate software.

Letter grade only (A-F).

### **695. Selected Topics in Information Systems (3)**

Prerequisites: Graduate business standing and consent of instructor.

Letter grade only (A-F). Topics announced in the *Schedule of Classes*.

### **697. Directed Studies (1-3)**

Prerequisites: Graduate business standing and consent of instructor.

Individual study under the direction of the faculty.

Letter grade only (A-F).

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## **Management Courses (MGMT)**

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### **500. Business Policies, Operations and Organizations (3)**

Prerequisite: Graduate business standing.

Recommended Preparation: IS 310 or 410.

Theory and philosophies of administrative organizations systems, information systems, management functions, decision making, strategy and policy formulation, operations planning, and control systems.

Letter grade only (A-F).

### **541. Industrial Logistics (3)**

Prerequisites: Graduate business standing, and MGMT 500 or equivalent.

Systems analysis and synthesis of the general logistics system containing the marketing, production, and transportation activities. Definition of system components of outputs, activities and inputs. Specification and quantification of the major functional relationships interrelating these components.

Letter grade only (A-F).

### **542. Seminar in Entrepreneurship and New Venture Creation (3)**

Prerequisites: Graduate business standing, and MGMT 500 or equivalent.

Explores dimensions of new venture creation and growth. Covers basics of entrepreneurial processes. Teaches students skills in identifying opportunities, obtaining resources, managing and growing entrepreneurial organizations, and creating value for stakeholders. Students choose businesses and develop new venture plans.

Letter grade only (A-F).

### **543. International Business Policy (3)**

Prerequisites: Graduate business standing, and MGMT 500 or equivalent.

Current theory and principles of international business management pertaining to problems of formulating policy and developing strategies and tactics in the multinational corporation. Case studies, readings, logistic analysis and research report.

Letter grade only (A-F).

### **615. Fundamentals of Management, Organizational Behavior and Human Resources (4)**

Prerequisite: Graduate business standing.

Functions of management, with emphasis on theory from human resource management and organizational behavior. Strategy formulation, managing change, managing performance, hiring, firing, and motivating employees. Case studies, readings, simulation exercises, diagnostic reports, and presentations.

Letter grade only (A-F).

### **646. Seminar in Managing Mergers and Acquisitions (3)**

Prerequisites: Graduate business standing, and MGMT 500 or equivalent.

Reasons for trend of mergers and acquisitions. Examination of the merger and acquisition process. Coordination and integration across business boundaries, exploiting synergies, strategic vs. operating focus, hierarchical structure of combined companies, learning transfer, and the rationalization of shared activities.

Letter grade only (A-F).

### **647. Seminar in Management Planning and Control Systems (3)**

Prerequisites: Graduate business standing, and MGMT 500 or equivalent.

Analysis of planning and control systems in management. Use of case studies and problems.

Letter grade only (A-F).

### **695. Selected Topics in Management (3)**

Prerequisite: Graduate business standing.

Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics. Topics announced in the *Schedule of Classes*.

### **697. Directed Studies (1-3)**

Prerequisites: Graduate business standing and consent of instructor.

Individual study under the direction of the faculty.

Letter grade only (A-F).

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## Marketing Courses (MKTG)

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### 500. Marketing Concepts (3)

Prerequisite: Graduate business standing.

Overview of the decision process in marketing. Consideration of functional areas and their interaction with the total operations of the firm. Introduction to the development of marketing strategy and planning.

Letter grade only (A-F).

### 615. Marketing Management (3)

Prerequisites: Graduate business standing, basic Accounting, basic Finance, basic Statistics, Intermediate Microeconomics.

Decision process in marketing, functional areas and interaction with the total operations of the firm. Solving of practical, domestic and international, profit- and non-profit-oriented marketing problems. Sophisticated strategic and tactical, qualitative and quantitative case analysis, simulation, and discussion. Marketing principles and technologies.

Letter grade only (A-F).

### 661. Seminar in Marketing Policies (3)

Prerequisites: Graduate business standing, MKTG 500.

Solving practical, profit-oriented problems in marketing. Sophisticated case analysis and discussion. Application of marketing principles and technologies, including information systems, databases, behavioral theories, and management techniques.

Letter grade only (A-F).

### 663. Seminar in Advertising Policies (3)

Prerequisites: Graduate business standing, MKTG 500.

Discussion and analysis of advertising situations, objective setting, creative strategies, media strategies and models, and evaluation. Applications of mass communication theories and marketing databases.

Letter grade only (A-F).

### 665. Seminar in Marketing Research (3)

Prerequisites: Graduate business standing, MKTG 500, and IS 601.

The role of research in the solution of marketing problems. Research methods in collecting, analyzing, and interpreting information for business use. Survey and experimental approaches included. Case studies and/or class projects required.

Letter grade only (A-F).

### 666. Seminar in International Marketing (3)

Prerequisites: Graduate business standing, MKTG 500.

Analysis of problems and opportunities in international marketing operations. Consideration of entry strategies, competitive strategies, domestication, and nationalization problems. Use of marketing information systems to evaluate opportunities and threats in foreign markets.

Letter grade only (A-F).

### 668. Seminar in Consumer Behavior (3)

Prerequisites: Graduate business standing, MKTG 500.

Topics in the behavioral sciences as they apply to marketing. Application of psychological, sociological, anthropological, and economic theories and models to the understanding of buyer behavior and the development of marketing strategy.

Letter grade only (A-F).

### 669. Seminar in Strategic Planning (3)

Prerequisites: Graduate business standing, MKTG 661.

The role and use of marketing research and information systems as the basis for development and implementation of marketing strategy. Case studies and/or class projects required.

Letter grade only (A-F).

### 695. Selected Topics in Marketing (3)

Prerequisites: Graduate business standing and consent of instructor.

Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics. Topics announced in the *Schedule of Classes*.

### 697. Directed Studies (1-3)

Prerequisites: Graduate business standing, consent of instructor and department chair.

Individual study under the direction of the faculty.

Letter grade only (A-F).

# ACCOUNTANCY

College of Business Administration

**Department Chair:** Steven A. Fisher

**Department Office:** College of Business Administration Room 411

Telephone: (562) 985-4653

Website: [www.csulb.edu/colleges/cba/accountancy/](http://www.csulb.edu/colleges/cba/accountancy/)

**Faculty:** David Bojarsky (emeritus), Michael Constas, Steven Fisher, Debra Grace, Xuan Huang, Herbert G. Hunt, III, Sudha Krishnan, John Lacey, Ping Lin, Sitikantha Mahapatra (Emeritus), Jae K. Shim (Emeritus), Praveen Sinha, Rodney Smith, Judy Yin

**Administrative Support Coordinator:** Kellee Zbornak

## Career Possibilities

Accountant • CPA • Cost Accountant • Auditor • IRS Agent • Financial Analyst • Bank Officer • Controller • FBI Agent • Management Information Systems Manager • Credit Analyst, Financial Analyst • Appraiser • Banker • Contract Administrator • Stock Broker (Some of these, and other careers, require additional education or experience. For more information, see [www.careers.csulb.edu](http://www.careers.csulb.edu).)

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## Undergraduate Programs

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### Bachelor of Science in Business Administration

#### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

#### Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

MATH 114 Finite Mathematics (3)  
Prerequisites: Appropriate ELM score, ELM exemption, or MAPB 11.

##### 2. Ethics Course Requirements:

Choose one of the following:

PHIL 160 Introduction to Ethics (3)

CBA/PHIL 400 Business Ethics (3)

##### 3. Critical Thinking Course Requirements

Any critical thinking course (GE category A3); IS 100 is recommended.

##### 4. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

##### 5. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

ACCT 320 Cost Accounting (4)  
Prerequisites: ACCT 201 with a grade of "C" or better.

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 320, FIN 300, MGMT 300, MKTG 300, IS 301):

MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320; MGMT 300; MKTG 300; FIN 300; IS 301.

6. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

### Option in Accountancy (120 units)

The Accountancy curriculum is designed to meet the general education goals of those entering the accounting profession. It satisfies the requirements established by the American Institute of Certified Public Accountants and may

be used to meet educational requirements for the California CPA Certificate. The accounting program develops an understanding of an organization's management information system on a broad base of general education and business administration courses. The program is carefully planned and rigorous, building the conceptual, analytical, and communication skills necessary to succeed in the accounting profession. It prepares students for careers in all areas of accounting, including the necessary qualifications for professional examinations such as the C.P.A., C.M.A., C.I.A.

## Requirements

Take all of the following:

- ACCT 300A Intermediate Accounting (4)  
Prerequisites: ACCT 201 with a grade of "C" or better.
- ACCT 300B Intermediate Accounting (4)  
Prerequisites: ACCT 300A with a grade of "C" or better.
- ACCT 351 Federal Tax Law II (4)  
Prerequisites: Any upper-division Accountancy course with a grade of "C" or better.
- ACCT 400 Advanced Accounting (4)  
Prerequisites: ACCT 300B with grade of "C" or better, IS 301.
- ACCT 470 Auditing (4)  
Prerequisites: ACCT 300A, 300B, 320 with grades of "C" or better, IS 301.
- ACCT 480 Accounting Systems & Data Processing (4)  
Prerequisites: IS 300, ACCT 300B and 320 with grades of "C" or better, IS 301.

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## Accountancy Courses (ACCT)

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### LOWER DIVISION

#### 201. Elementary Financial Accounting (3)

Introduction to financial accounting practice.

For business majors. Laboratory and/or class computer applications required.

#### 202. Managerial Accounting (3)

Prerequisite: ACCT 201.

The use and reporting of accounting data for managerial planning, cost control, and decision making purposes. Includes broad coverage of concepts, classifications, and behaviors of costs.

Letter grade only (A-F).

### UPPER DIVISION

#### 300A-B. Intermediate Accounting (4-4)

Prerequisites: ACCT 300A: ACCT 201 with a grade of "C" or better. ACCT 300B: ACCT 300A with a grade of "C" or better.

Accounting theory including recording, valuation, and statement presentation of assets, liabilities, capital, and earnings. Funds statements, financial analysis, compound interest theory, and applications.

Letter grade only (A-F). Laboratory and/or class computer applications required.

#### 310. Cost Accounting for Managers (3)

Prerequisite: ACCT 201 or equivalent.

Use and interpretation of financial statements. Evaluation of accounting information systems. Accounting for and analysis of costs. Managerial use of accounting data for planning and decision making.

Letter grade only (A-F). Not open to accounting majors for course or unit credit. Laboratory and/or class computer applications required.

#### 320. Cost Accounting (4)

Prerequisite: ACCT 201 with a grade of "C" or better.

Theory and practice of cost accounting. Managerial use of cost accounting data for planning, controlling and decision making. Emphasis on cost accumulation and management information systems.

Letter grade only (A-F). Laboratory and/or class computer applications required.

#### 350. Individual Income Taxation (3)

Prerequisite: Any upper-division Accountancy course with a grade of "C" or better.

Federal income taxation of individuals and property transactions. Coverage of tax research methodology and communication of research results. Laboratory and/or class computer applications required.

Letter grade only (A-F).

#### 351. Federal Tax Law II (4)

Prerequisite: Any upper-division Accountancy course with a grade of "C" or better.

Federal income taxation of partnerships, corporations, and S corporations. Personal and family tax planning and ethics.

Letter grade only (A-F). Laboratory and/or class computer applications required. Not open for credit to students with credit in ACCT 451.

#### 400. Advanced Accounting (4)

Prerequisites: ACCT 300B with grade of "C" or better, IS 301.

Specialized problems in partnership and corporate accounting. Consolidations, foreign currency transactions, and translations. Fund accounting and selected topics.

Letter grade only (A-F). Laboratory and/or class computer applications required.

#### 465. International Accounting (3)

Prerequisites: ACCT 201, ACCT 202, IS 301.

Contemporary accounting theory and practice from an international perspective. Comparative accounting systems in various countries based on prevailing practice in the United States. Analysis of international accounting and auditing standards.

Letter grade only (A-F). Laboratory and/or class computer applications required.

#### 470. Auditing (4)

Prerequisites: ACCT 300A, 300B, 320 with grades of "C" or better, IS 301.

Problems of verification, valuation and presentation of financial information in reports covered by opinion of independent public accountant. Major concepts of operational auditing and relationship to independent audit. Public accountant and internal auditor responsibilities. Rules of professional conduct.

Letter grade only (A-F). Laboratory and/or class computer applications required.

#### 480. Accounting Systems and Data Processing (4)

Prerequisites: IS 300, ACCT 300B and 320 with grades of "C" or better, IS 301.

Familiarization to accounting information systems development process. Analysis, design, development, and implementation of accounting information systems. Automation of accounting information systems studied through use and application of computers.

Letter grade only (A-F). Laboratory and/or class computer applications required.

**493. Accounting Internships (3)**

Prerequisites: ACCT 300B, Accounting GPA 3.0, overall GPA 3.0.

Real world accounting experience by working in public accounting or accounting divisions of private industry or governmental agencies. Class seminar analysis and evaluation of academic theory in terms of the real world environment.

Credit/No credit grading only.

**495. Selected Topics in Accountancy (1-4)**

Prerequisite: Consent of instructor.

Intensive study of current topics in accounting.

Letter grade only (A-F). May be repeated for a maximum of 8 units.

Topics announced in the *Schedule of Classes*.

**497. Directed Studies (I-4)**

Prerequisites: Consent of instructor and department chair, on Dean's List, Accounting GPA 3.0.

Advanced individual projects, study, and research in accounting.

Letter grade only (A-F).



# FINANCE

## College of Business Administration

**Department Chair:** S. V. Le

**Department Office:** College of Business Administration 420  
Telephone: (562) 985-4569  
Website: [www.csulb.edu/colleges/cba/finance/](http://www.csulb.edu/colleges/cba/finance/)

**Faculty:** Peter Ammermann, Hamdi Bilici (Emeritus), Cindy Chen, Pia Gupta, S. V. Le, Yulong Ma, Chanwit Phengpis, Wikrom Prombutr, Thomas A. Rhee, Darshan L. Sachdeva, Jasmine Yur-Austin

**Administrative Support Coordinator:** Lashon Dumas-Jackson  
For MBA with Specialization in Finance, see Business Administration, Graduate Programs.

### Career Possibilities

Financial Analyst • Bank Manager • Credit Manager  
• Securities Broker • Securities Company Manager •  
Securities Analyst • Real Estate Agent • Property Manager •  
Appraiser • Assessor • Contract Administrator • Underwriter  
• College Professor (Some of these, and other careers,  
require additional education or experience. For more  
information, see [www.careers.csulb.edu](http://www.careers.csulb.edu).)

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### Undergraduate Programs

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#### Bachelor of Science in Business Administration

##### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

##### Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ACCT 202 Managerial Accounting (3)  
Prerequisite: ACCT 201.

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

MATH 114 Finite Mathematics (3)

Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

##### 2. Critical Thinking Course Requirements:

Any critical thinking course (GE category A3); IS 100 is recommended.

##### 3. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

##### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 310 or 202, FIN 300, MGMT 300, MKTG 300, IS 301):

MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320 or 202; MGMT 300, MKTG 300, FIN 300, IS 301.

C. Completion of option requirements.

##### 5. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

#### Option in Finance (120 units)

The Finance option provides an understanding of the role of finance in the corporate and international environment and an understanding of investments at both the corporate and personal level. This option provides an understanding of the role of finance in a business context, including the development of a comprehension of business ethics.

## Core Requirements

Take the following courses:

FIN 300 Business Finance (3)  
Prerequisite: None

Take the following courses:

FIN 350 Investment Principals (3)  
Prerequisites: FIN 300, ACCT 201.

FIN 400 Intermediate Financial Management (3)  
Prerequisites: FIN 300, ACCT 201, IS 301.

Select 4 additional courses, with at least 3 courses at the 400-level, from the following courses:

FIN 310, 330, 340, 360, 450, 460, 470, 480, 485, 487, 490, 495, 497, 499A, 499B.

## Minor in Finance

For Non-Business Students only.

### Requirements

- Students must have Junior standing.
- Students will be allowed to declare the Finance minor after completing FIN 300 with letter grade "C" or better.
- Students must complete the following three core courses prior to taking any other Finance courses:

FIN 300 Business Finance (3)  
Prerequisite: None

FIN 350 Investment Principals (3)  
Prerequisites: FIN 300, ACCT 201.

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

NOTE: The IS 301 prerequisite requirement is waived for the minor.

Students must complete three additional courses (9 additional units) from among the various Finance courses, with at least two courses (6 units) being taken at the 400 level:

FIN 310, 330, 340, 360, 400, 450, 460, 470, 480, 485, 490.

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## Courses (FIN)

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### UPPER DIVISION

#### 300. Business Finance (3)

Introductory course for all business majors. Integration of computer applications and management information systems in (1) Time Value of Money, Risk, Valuation, Cost of Capital; (2) Capital Budgeting; (3) Long-Term Financing Decisions; (4) Working Capital Policy and Management; (5) Financial Analysis and Planning; (6) International Finance; (7) Special topics including Mergers, Acquisition and Bankruptcy.

Letter grade only (A-F).

#### 309. The Consumer in the Legal and Economic Environment (3)

Prerequisites: GE Foundation requirements, one or more Explorations courses; upper-division standing.

Incorporates an integrated coverage of the economic, legal, ethical and regulatory environment of consumers in avoiding and resolving disputes regarding fraudulent transactions, financial matters, personal and real property contracts, torts, credit and investment issues, and family relationships. Team taught.

(Lecture-Discussion 3 hours.) Same course as BLAW 309 and CAFF 309. Not open for credit to students with credit in CAFF 309 and BLAW 309.

#### 310. Personal Finance (3)

Financial analysis planning and management for the individual. Topics include owning and financing a home, minimizing taxes, goals and strategies for investing, budgeting, savings plans, controlling expenses and credit usage, determining insurance needs, and planning retirement.

Letter grade only (A-F).

#### 330. Insurance Principles (3)

Principles of risk-bearing and insurance. Life and property-liability insurance needs of the individual. Types of carriers and insurance markets; organization and functions of carriers; industry regulation.

Letter grade only (A-F).

#### 340. Real Estate Principles (3)

Real estate markets, institutions and activities from the perspective of the decision makers involved in real estate. Fundamental physical, legal, regulatory, economic, mathematical and taxation considerations influencing real estate decision and values. Brokerage, property management, appraisal and counseling.

Letter grade only (A-F).

#### 350. Investment Principles (3)

Prerequisites: FIN 300, ACCT 201.

Investment markets and transactions; sources of investment information; return vs. risk; margin trading and short selling; investment planning; investing in equities and fixed income securities; speculative tax-sheltered investments; gold and other tangibles; portfolio management. Demonstrations and use of microcomputer technology.

Letter grade only (A-F). Course fee may be required.

#### 360. Capital Markets (3)

Capital formation, rates, markets and institutions. Flow of fund analysis, intermediation, interest rate structures, risks and liquidity. Management of financial institutions.

Letter grade only (A-F).

#### 400. Intermediate Financial Management (3)

Prerequisites: ACCT 310 or 202; FIN 300, and IS 301.

Intermediate-level lecture-discussion course in corporate finance. Topics include: cash budgeting, capital budgeting, business acquisition and mergers, cost of capital, and international finance.

Letter grade only (A-F).

#### 450. Portfolio Analysis (3)

Prerequisites: FIN 350, IS 301.

Microcomputer technology to perform security analysis including bonds and the bond market, stocks and the stock market, security valuation, fundamental and technical analysis, portfolio management and risk-reward relationships. Microcomputer software programs that perform security analysis and portfolio management using numerous databases.

Letter grade only (A-F). Course fee may be required.

#### 460. Management in Financial Institutions (3)

Prerequisites: FIN 300, I S 301.

Students will be introduced to management of banks and other depository financial institutions. Banking trends and introductory topics, Asset and Liability Management, Capital adequacy and Management of Investment portfolios will be the main focus of the course.

Letter grade only (A-F).

#### 470. Seminar in Financial Management (3)

Prerequisites: FIN 400, I S 301.

Designed to enhance comprehension of finance theories through case studies. The subject of each designed case is related to specific finance subjects including estimation of cost of capital, resource allocation and capital budgeting, IPOs, stock repurchase, dividend policy, agency cost, and merger and acquisition.

Letter grade only (A-F).

### **480. Derivatives (3)**

Prerequisites: FIN 350, IS 301.

Exchanges, operation of firms, trading mechanics, and construction of a personal-risk profile analysis. Traditional decision variables, including construction of a 2-asset portfolio. Bias in futures prices, theory of storage price, ledger and speculator behavior, and stochastic nature of futures prices.

Letter grade only (A-F). Course fee may be required.

### **485. Fixed Income Securities (3)**

Prerequisites: FIN 350, IS 301.

The course analyzes fixed income securities, option embedded fixed income securities and interest rate derivatives. Usual duration and convexity analysis, and the interest rate stochastic processes and other forecasting techniques will be studied. New breeds of fixed income securities, various collateralized bond obligations and other asset backed securities, and interest rate arbitrage techniques will be introduced.

Letter grade only (A-F).

### **487. Mathematical Modeling in Finance (3)**

Prerequisites: FIN 350, FIN 400, IS 301.

Various mathematical and statistical tools will be used in building financial models. Basic mathematical and statistical tools and how these quantitative tools can be utilized in real world valuation models will be demonstrated. The course also applies the languages to the implementation of various quantitative financial models.

Letter grade only (A-F).

### **490. International Finance (3)**

Prerequisites: FIN 300, IS 301.

International trade theories, international payments; currency value fluctuations and exchange rates; international capital markets; roles of developing countries; international institutions and multi-national enterprises. Individual research required.

Letter grade only (A-F).

### **495. Selected Topics in Finance (1-3)**

Prerequisites: FIN 350, FIN 400, consent of instructor, IS 301.

Intensive study of current topics of interest in finance.

Letter grade only (A-F).

May be repeated to a maximum of 6 units. Topics announced in the *Schedule of Classes*.

### **497. Directed Studies (1-3)**

Prerequisites: FIN 350, FIN 400 and consent of instructor.

Individual projects, study and research of advanced nature in finance.

Letter grade only (A-F).

### **499A-B. Applied Portfolio Management (3-3)**

Prerequisites: FIN 499A: FIN 350, 400, 450 (either or both FIN 400 and 450 may be taken concurrently), IS 301, and consent of instructor; FIN 499B: FIN 499A and consent of instructor. FIN 499A to be offered in Fall and accepted students must enroll in FIN 499B in Spring.

Participation in management of actual investment portfolio. Research, monitor, and analyze securities and make, buy and sell recommendations for a student-managed investment fund. Contribute to publication of semi-annual fund report. Market, sector and firm analysis with presentations and outside research.

Letter grade only (A-F).

# INFORMATION SYSTEMS

College of Business Administration

**Department Chair:** C. Sophie Lee

**Department Office:** College of Business Administration (CBA) 426  
Telephone: (562) 985-4993 (O) 985-5543 (F)

Website: [www.csulb.edu/colleges/cba/is/](http://www.csulb.edu/colleges/cba/is/)

**Faculty:** Omer S. Benli, Lori Brown, Ada Hongyu Chen, Robert T. Chi, H. Michael Chung, Mohammed B. Khan (Emeritus), Melody Y. Kiang, C. Sophie Lee, Ying Liu, Khosrow Moshirvaziri, Thang Nguyen, Dee Bruce Sun (Emeritus) C.J. Walter, Yu-Ming Wang

**Administrative Support Coordinator:** Gordon Thompson

For MBA with Specialization in Information Systems, see Business Administration, Graduate Programs.

## Career Possibilities

Business Application Developers • Business Analysts • Database Designers • Web and E-Commerce Developers and Administrators • Webmasters • Wireless and Mobile Application Developers • Business Intelligence Analysts • Data Mining Specialists • Network and Security Specialists • Network Administrators • Social Media Specialists • Information Systems Consultants  
(For more information, see [www.careers.csulb.edu/](http://www.careers.csulb.edu/).)

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## Undergraduate Programs

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### Bachelor of Science in Business Administration

#### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

#### Requirements

In order to graduate with a business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ACCT 202 Managerial Accounting (3)  
Prerequisites: ACCT 201

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

MATH 114 Finite Mathematics (3)

Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

##### 2. Critical Thinking Requirements

Any critical thinking course (GE category A3); IS 100 is recommended.

##### 3. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

##### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 310 or 202, FIN 300, MGMT 300, MKTG 300, IS 301):

MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320 or 202; MGMT 300, MKTG 300, FIN 300, IS 301.

C. Completion of option requirements.

5. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

### Option in Management Information Systems (120 units)

This option has an emphasis on systems management, information process and analysis, and new uses of information technologies and management information systems for business applications and decision-making. Also included are application development, e-commerce, business telecommunications, and decision technologies.

## Requirements

1. Take the following courses:
  - I S 340 Business Application Programming (3)  
Prerequisites: I S 300.
  - I S 380 Database Management (3)  
Prerequisite: I S 300.
  - I S 385 Systems Analysis and Design (3)  
Prerequisite: I S 300.
2. Take 9 units selected from the following:  
IS 320, 355, 445, 455, 456, 457, 464, 470, 480, 482, 483, 484, 485.

## Minor in Management Information Systems

### Requirements

1. Take the following course:  
IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.
2. Take 15 units selected from the following:  
IS 320, 340, 355, 380, 385, 445, 455, 456, 464, 470, 480, 483, 484, and 485.

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## Information Systems Courses (I S)

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### LOWER DIVISION

#### 100. Critical Thinking and Information Technology Literacy (3)

Critical thinking and information literacy skills through information needs assessment, information gathering, diagnosis, synthesis, deductive and inductive reasoning, and reporting and presentation using information technologies.

Letter grade only (A-F).

#### 233. Introduction to Computer Systems and Applications (3)

Introduction to using Internet and e-mail, Windows, word processing, spreadsheet, and database applications; basic computer literacy.

Credit/No Credit grading only.

### UPPER DIVISION

#### 300. Management Information Systems (3)

Prerequisite: IS 233 or equivalent.

Information systems concepts and components, contemporary organizational applications, development and management of information systems, and future trends. Computer-based team projects requiring integration and application of conceptual and skills-oriented information systems knowledge in business environment.

Letter grade only (A-F).

#### 301. Business Communications (3)

Analysis of principles of collecting, organizing, analyzing, and presenting business information. Written and oral communications involving problem solving in the business management process.

Letter grade only (A-F).

#### 301L. Business Communication Writing (3)

Prerequisite: Consent of instructor.

A writing intensive course format emphasizing concepts and practice for development of writing skills necessary for successful professional practice. This course may be used to satisfy the GVAR requirement.

May be repeated to a maximum of 4 units in different semesters. May be used to satisfy the GVAR.

#### 310. Business Statistics I (3)

Prerequisite: STAT 108 or MATH 114.

Application of statistics to business problems. Data collection and organization, probability theory, measures of central tendency and dispersion, hypothesis testing and estimation, simple regression, and correlation. Use of statistical software.

Letter grade only (A-F)

#### 320. Quantitative Analysis for Business Decisions (3)

Prerequisite: MATH 114.

Application of quantitative analysis and computer software for solving business problems. Linear programming, integer programming, PERT and CPM, inventory control, queuing models, quality control, number basis, transportation and assignment models, and simulation. Use of computer software.

Letter grade only (A-F).

#### 340. Business Application Programming (3)

Prerequisites: I S 300.

Object-oriented programming (OOP). Labels, buttons and text boxes, menus, dialog boxes and multiple forms, arrays, and drag-and-drop functions. Accessing database files. Concepts ranging from simple to advanced. Visual programming systems.

Letter grade only (A-F).

#### 355. Introduction to Business Telecommunications (3)

Prerequisite: I S 300.

Introduction to concepts and technology of telecommunications and networking in business and organizations. Basics of voice, data, image, and video transmission. Fundamentals of networking, use of Internet technology and telecommunication regulation and standards.

Letter grade only (A-F).

#### 380. Database Management (3)

Prerequisite: I S 300.

Introduction to database requirements, analysis and specification. SQL query formulation. Database implementation using relational database management system software, such as Oracle. Design of computerized business forms and reports.

Letter grade only (A-F).

#### 385. Systems Analysis and Design (3)

Prerequisite: I S 300.

Introduction to current and emerging practices, concepts and methods of systems analysis and design. Development process models, requirements analysis and system modeling, conceptual and physical design, systems implementation and maintenance, project management and teamwork, roles and responsibilities of systems analysts.

Letter grade only (A-F).

#### 410. Business Statistics II (3)

Prerequisites: IS 310 and 301.

A second course in business statistics. Sampling distributions, estimation, hypothesis testing, analysis of variance, linear regression and correlation analyses, multiple regression, non-parametric techniques, one-way and two-way analysis of variance, and time series forecasting. Use of appropriate software and spreadsheet modeling.

Letter grade only (A-F)

#### 445./545. Internet Applications Development (3)

Prerequisites: IS 301, IS 340.

Design, management, and applications of Internet-based electronic business transaction systems. Special emphasis on Web home page design and database-driven Web application development.

Letter grade only (A-F). Lecture, hands-on software project and case studies.

### **455. Local Area Networks (3)**

Prerequisites: IS 301, 355.

Technology and system development of local area networks. Network requirement analysis, design, implementation, and operation from user and network administrator perspectives. Network server management, wide area network and Internet connectivity, and network security and control.

Letter grade only (A-F).

### **456. Systems Integration and Security (3)**

Prerequisites: IS 301, 355.

Technology, application, operating system, infrastructure, and systems integration in internetworking and enterprise networking. Interoperability, mobile system, multimedia, distributed and collaborative systems, network management, fault tolerance, security and middleware. Case studies and hands-on activities.

Letter grade only (A-F).

### **457. Wireless Systems and Mobile Applications (3)**

Prerequisites: IS 301, 340.

Application of information technologies, management in wireless and mobile environment. Technical aspects of wireless internetworking and mobile applications in business. Pervasive and ubiquitous computing environment and applications. Current technical issues, application development, and human interface design.

Letter grade only (A-F).

### **464./564. Network Modeling and Simulation (3)**

Prerequisites: IS 301, 310.

Fundamentals of simulation methodology for performance and feasibility study of business models. Basic probability distributions, random number generation, model formulation, evaluating results, validations, waiting-line simulation, and computer network performance measurement via simulation and use of computer software simulation packages.

Letter grade only (A-F).

### **470. Business Intelligence (3)**

Prerequisites: IS 301, 310.

Extract useful information (business intelligence BI) from large volumes of data or internet using BI software. Theories and applications in business intelligence, data mining, and business analytics. Topics include recommender system, collaborative filtering, classification, clustering, web mining, social network analysis.

Letter grade only (A-F).

### **480. Advanced Database Management (3)**

Prerequisites: IS 301, 380.

Advanced approaches such as object-oriented, data warehousing, and client/server methods to database applications and development. Use of entity-relationship analysis to identify objects. Development of relational database systems for a business. Application software development project using cutting-edge database technology.

Letter grade only (A-F).

### **482. Enterprise Systems (3)**

Prerequisites: IS 301, IS 340, IS 380.

Introduction to theories and application of enterprise systems. Issues and management of enterprise systems adoption. Understanding and hands-on experience of major business processes in enterprise systems. Enterprise systems configuration and customization with back-end programming language.

Letter grade only (A-F).

### **483. Business Applications Using Java (3)**

Prerequisites: IS 300, 301.

Development of business application using Java language. Tools and technologies including data types, program control,

objects, classes and relationship, class inheritance, interfaces, polymorphism, inner classes, the relationship between super-classes and sub-classes, event-driven programming and socket-bases communication in Java.

Letter grade only (A-F).

### **484./584. Electronic Commerce (3)**

Prerequisites: IS 300, 301.

Theory and applications of electronic commerce including issues such as E-cash, E-banking, E-tailing, SCM, E-marketing, B2C, B2B, C2C, E-government, Internet business opportunities, Internet security homepage maintenance, Internet database interface and cooperative computing.

Letter grade only (A-F).

### **485. Information Systems Project (3)**

Prerequisites: IS 301, 380.

A comprehensive systems project of moderate complexity for a client-server environment using a team approach for requirements analysis, system design, and prototype creation. Project planning and management techniques.

Letter grade only (A-F).

### **495. Selected Topics in Information Systems (1-3)**

Prerequisites: Consent of instructor and GPA of 3.0 or higher in major, IS 301.

Topics of current interest in the field.

May be repeated to a maximum of 6 units with different topics. Topics announced in the *Schedule of Classes*.

### **497. Directed Studies (1-3)**

Prerequisites: Consent of instructor and department chair; student must be on Dean's List with a GPA of 3.0 or higher in Management Information Systems.

Individual projects, research, or study in the option.

# INTERNATIONAL BUSINESS

College of Business Administration

**Director:** Terrence H. Witkowski

**Phone:** (562) 985-4766

**Website:** [www.csulb.edu/colleges/cba/ib/](http://www.csulb.edu/colleges/cba/ib/)

For MBA degree requirements, see Business Administration, Graduate Programs.

## Career Possibilities

Import/Export Agent • Foreign Sales Representative • Trade Broker • Buyer • Bank Manager • Financial Manager • Foreign Currency Investment Advisor • International Management Consultant • Relocation Consultant • Customs Broker

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## Undergraduate Programs

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### Bachelor of Science in Business Administration

#### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

#### Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

#### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ACCT 202 Managerial Accounting (3)  
Prerequisite: ACCT 201.

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

MATH 114 Finite Mathematics (3)  
Prerequisites: Appropriate ELM score, ELM exemption, or MAPB 11.

#### 2. Critical Thinking Course Requirements

Any critical thinking course (GE category A3); IS 100 is recommended.

3. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

#### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 310 or 202, FIN 300, MGMT 300, MKTG 300, IS 301):

MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320 or 202; MGMT 300, MKTG 300, FIN 300, IS 301.

C. Completion of option requirements.

5. Elective courses to total 120 units. Student are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

### Option in International Business (120 units)

This option prepares students for an increasingly competitive and interdependent international business world and offers information about how international business practices and customs differ from those in the U.S. Students need some familiarity with a language other than English as well as knowledge of culture and world geography.

## Requirements

### 1. Take all of the following:

- ACCT 465 International Accounting (3)  
Prerequisites: ACCT 201, ACCT 202, IS 301.
- FIN 490 International Finance (3)  
Prerequisites: FIN 300, IS 301
- MKTG 480 International Marketing (3)  
Prerequisite: MKTG 300, IS 301.

### Take one of the following:

- MGMT 405 International and Comparative Management (3)  
Prerequisites: MGMT 300, IS 301.
- MGMT 406 International Business Policy (3)  
Prerequisite: MGMT 300, IS 301.

### 2. Take one of the following courses:

- BLAW 424, CBA 493, 494, HRM 458, MKTG 481, and MGMT 405 or 406 (whichever was not taken in satisfaction of requirement #1)

### 3. Two years (4 semesters or 6 quarters finishing at the level of 201B or its equivalent) at the baccalaureate level of one of the following languages: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, or Spanish. Under individual, special circumstances, the Director of the International Business Option may approve a language other than those listed above to satisfy the language requirement for a degree in the option.

### 4. Choice of the language will determine the country or geographic area of the world about which the student must study a minimum of 2 courses (6 units).

These will be in lieu of 6 other elective units, and can be double counted as part of the student's general education requirement, if approved to meet GE requirements.

## General Education or Elective Courses

Select two courses (6 units), appropriate for your choice of language:

### All Languages:

- ANTH 412; COMM 330, 452; I/ST 317, 318, 319, 355; LING 413, 425, 470; POSC 371, 485; WGSS 401.

### Arabic:

- ARAB 250; CWL 402; GEOG 309L; HIST 394, 428, 432; POSC 367; R/ST 331.

### Chinese:

- ANTH 332; A/ST 307, 310, 495; CHIN 301, 350, 370; CWL 403; HIST 382B, 406A; POSC 362; R/ST 341.

### French:

- CWL 330A,B; GEOG 316; HIST 335, 337, 339; POSC 353; FREN 335, 336 or courses taken at a specified French university with which CSULB has an exchange agreement and taught by instructors from CSULB may be approved by the Director of the International Business Program in partial or full satisfaction of this requirement.

### German:

- CWL 330A, 330B; GEOG 316; HIST 335, 337, 339, 437; POSC 353; GERM 380, 415, 416.

### Italian:

- CWL 330A, 330B; GEOG 316; HIST 335, 337, 339; POSC 353.

### Japanese:

- ANTH 335; A/ST 307, 310; CWL 403; HIST 383B, 384, 406A, 407; JAPN 350, 451, 471; R/ST 341, 344.

### Portuguese or Spanish:

- ANTH 423, 324; CWL 440; HIST 364, 462, 463; POSC 358, 481; SPAN 330, 335A, 335B, 341, 430, 445.

### Russian:

- GEOG 318; HIST 341B; RUSS 310, 410.

## Certificate in International Business

This certificate combines an undergraduate degree in business with additional training in the area of international business. The objective of the program is to enhance the scope and perception of the business student to include the international business environment. Courses used to meet the certificate requirements may also apply toward College of Business Administration degree requirements.

## Requirements

1. A bachelor of Science degree in Business Administration. This requirement may be completed concurrently with certificate requirements.
2. Eighteen units or more of study at this University in International Business, including six of the following:
  - ACCT 465; BLAW 424; CBA 300; CBA 494; FIN 490; HRM 458; MGMT 405, 406; MKTG 480 or 481.
3. Grade of "C" or higher required in each course completed.
4. The Certificate does not permit use of the Credit/No Credit option. Students with specific geographic areas of interest should consider development of language competence and cultural understanding relative to their area of interest concurrent with their Certificate. For additional information or for application to the program, interested persons may contact the Director of International Business.



# MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

College of Business Administration

**Department Chair:** Judy P. Strauss

**Department Office:** College of Business Administration (CBA) 321

**Telephone:** (562) 985-4753

**Faculty:** David J. Abramis, Josh A. Arnold, Ming Chen, Philip S. Chong, Chailin Cummings, Eric Hansen (Emeritus), Sal Kukalis, Dana McDaniel, Sabine Reddy, Vicki M. Scherwin, Roger R. Stanton (Emeritus), Judy P. Strauss, Xuemei (Sherry) Su, Mark Washburn, Jun Yan

**Administrative Support Coordinator:** Jacqueline Kuenz

For MBA with Specialization in Management and Human Resources Management, see Business Administration, Graduate Programs.

## Career Possibilities

Human Resource Manager • Management Trainee • Retail Manager • Buyer • Bank Manager • Credit Manager • Property Manager • Hotel Manager • Restaurant Manager • Office Manager • Project Manager • Sales Representative • Insurance Office Manager • Assessor • Industrial Traffic Manager • City Manager • Community Services Director • Logistics Planning Specialist • Manufacturing Planner • Operations Manager

(Some of these careers require additional education or experience.) Various entry-level trainee positions in business and industry are available for graduates regardless of academic discipline.

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## Undergraduate Programs

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### Bachelor of Science in Business Administration

#### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

#### Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ACCT 202 Managerial Accounting (3)  
Prerequisite: ACCT 201

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None.

MATH 114 Finite Mathematics (3)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

##### 2. Critical Thinking Course Requirements

Any critical thinking course (GE category A3); IS 100 is recommended.

##### 3. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

##### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 310 or 202, FIN 300, MGMT 300, MKTG 300, IS 301):  
MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320 or 202; MGMT 300, MKTG 300, FIN 300, IS 301.

C. Completion of option requirements.

5. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

### Option in Management (120 units)

This option prepares students for management of the business enterprise with attention to the need to create and maintain a desirable internal environment. Additionally, the interface of that environment with the external environment in relation to success of the enterprise is considered. Philosophical basis for the practice of management, ethical considerations and human values are stressed.

#### Requirements

1. Take the following course:  
MGMT 454 Organization Theory (3)  
Prerequisites: MGMT 300, IS 301.
2. Take 15 units selected from the following:  
MGMT 326, 405, 406, 412, 413, 421, 426, 430, 455; SCM 410, 411, 414; HRM 361, 446.

### Option in Operations and Supply Chain Management (120 units)

The Operations and Supply Chain Management curriculum is designed to develop student competence in the conceptual, systematic, and analytical tools required for positions in manufacturing and service-oriented industries. Emphasis is placed on business process management and transformation, analytical and decision making skills, program or project management, managing client, supplier and channel relationships, end-to-end integrated supply chain knowledge and logistics application, total quality management/performance excellence, and lean thinking.

#### Requirements

1. Take nine units from the following:  
SCM 410 Logistics Management (3)  
Prerequisites: MGMT 300, IS 301.  
SCM 411 Operations Planning and Control (3)  
Prerequisites: MGMT 300, IS 301.  
SCM 414 Supply Chain Management (3)  
Prerequisites: SCM 410 and 411.
2. Take nine units from the following:  
MGMT 412, 413, 426, 430, 454, 455

### Option in Human Resource Management (120 units)

The objectives of this option: (1) provide students with theoretical foundations for understanding how employees are motivated to accomplish organizational goals; (2) develop skills to attract, reward, develop and retain human resources; (3) develop an understanding of the strategic, theoretical, and practical approaches to human resources management; (4) develop aspiring leaders with a strong sense of ethics and social responsibility and an awareness of how societal changes necessitate organizational change.

#### Requirements

1. Take the following course:  
HRM 361 The Human Resource Function (3)  
Prerequisite: None
2. 15 units selected from the following:  
HRM 440, 445, 446, 458, 460, 462, 463, 465; MGMT 405.

### Minor in Human Resource Management Requirements

For Non-Business Students only (NOTE: the IS 301 prerequisite requirement is waived for the minor).

1. Take the following courses:  
HRM 360 Organizational Behavior (3)  
Prerequisite: None  
HRM 361 The Human Resource Function (3)  
Prerequisite: None
2. 12 units selected from the following:  
HRM 440, 445, 446, 458, 460, 462, 463, 465.

### Minor in Entrepreneurship

#### Requirements

1. Take the following courses:  
MGMT 300 Principles of Management & Operations (3)  
Prerequisite: IS 310.  
MGMT 421 Entrepreneurship & New Venture Creation (3)  
Prerequisite: MGMT 300, IS 301.
2. 12 units selected from ACCT 201; CBA 300; BLAW 320; FIN 300, 340, 495; HRM 360, 361; IS 300, 355, 380, 445, 483, 484; MKTG 300, 330, 492, 310, 410, 430, 465, 480, 490, 495; MGMT 495 (two topics) as approved by the Management area of the Management/HRM Department.

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### Management Courses (MGMT)

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#### UPPER DIVISION

##### 300. Principles of Management and Operations (3)

Recommended: IS 310.

Principles and theories of management, organization theory, planning and control techniques. Management of the overall organization and the production/operation systems of organizations.

Letter grade only (A-F).

##### 326. Management and Society (3)

Issues of concern to business managers in dealing with the social environment. Business responsibility to stockholders, employees, customers, the government, and society. Issues including profits, consumerism, product safety, pollution, government regulation, and social accountability.

Letter grade only (A-F).

##### 405. International and Comparative Management (3)

Prerequisites: MGMT 300, IS 301.

Functions of management in international business; comparative management studies, and the impact of the environment on management performance.

Letter grade only (A-F).

##### 406. International Business Policy (3)

Prerequisites: MGMT 300, IS 301.

Developing multinational strategies and policies. International economics, economic development, international marketing, international finance, multinational planning, organization, and control. International transactions, economic and political integration, the competitiveness of countries, relations with host societies, and country studies.

Letter grade only (A-F). Case studies and research projects.

### **412. Production Control (3)**

Prerequisites: MGMT 300, IS 301.

Scheduling, controlling, and evaluating manufacturing activities at the shop-floor level. Shop order release, dispatching, priority control, queue management, and input/output monitoring using MRP II software. Job sequencing and scheduling, just-in-time production, Kanban control, and optimized-production-technology (OPT). Use of software and simulations.

Letter grade only (A-F).

### **413. Managing Quality for Productivity (3)**

Prerequisites: MGMT 300; Recommended: IS 301, 310.

Relationship between productivity and quality. Examination of the quality-assurance function, statistical quality control, and lot inspection. Relationship between productivity improvement, product quality, and manufacturing strategy.

Letter grade only (A-F).

### **421. Entrepreneurship and New Venture Creation (3)**

Prerequisites: MGMT 300, IS 301.

Starting a new business. Being an entrepreneur in a free enterprise environment or an entrepreneur in an existing organization. Use of state-of-the-art theory to plan and evaluate business startups. Testing ideas with successful entrepreneurs and creating individual business plans.

Letter grade only (A-F).

### **425. Business Strategy and Policy (3)**

Prerequisites: ACCT 310, 320 or 202; MGMT 300, MKTG 300, FIN 300 and IS 301.

Integration and application of knowledge theories and techniques derived from the study of business disciplines. Use of the case method and business simulations to formulate business strategies and plans. Written reports required.

Letter grade only (A-F).

### **426. Management and Information Systems (3)**

Prerequisite: IS 301.

Concepts for evaluation and design of decision support systems, management decision models, socio-technical strategies for implementing information system changes.

Letter grade only (A-F).

### **430. Project Management (3)**

Prerequisites: MGMT 300, IS 301.

Selection of project ideas and implementation of projects. Roles of team member and project manager. Project planning and organization. Budgeting, scheduling, monitoring and controlling, including computerized network models and project management software packages. Final project analysis and termination.

Letter grade only (A-F).

### **434. Organization Theory (3)**

Prerequisites: MGMT 300, IS 301.

Design and adaptation of organizations. Development of tools for analysis and design. Exploration of organizational structure. The organization as a system of authority, a political system, and an information and coordination device. Cases and computer simulations.

Letter grade only (A-F).

### **455. Managerial Decision Making Processes (3)**

Prerequisites: MGMT 300, IS 301.

Incorporates both quantitative and psychological aspects of decision making for management problems. Includes topics such as decision making with multiple objectives, decision tree, risk management, game theory, utility theory, prospect theory, simulation, and responses to performance feedback.

Letter grade only (A-F).

### **495. Selected Topics in Management (1-3)**

Prerequisites: GPA of 3.0 in Management courses, consent of instructor, IS 301.

Topics and issues of critical importance to management. Development of critical thinking, writing, and speaking skills.

Letter grade only (A-F). May be repeated to a maximum of 6 units. Topics announced in *Schedule of Classes*.

### **497. Directed Studies (1-3)**

Prerequisite: Consent of instructor.

Individual projects, research, and study of advanced nature in management.

Letter grade only (A-F).

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## **Human Resource Management Courses (HRM)**

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### **360. Organizational Behavior (3)**

Overview of the dynamics of human behavior in organizations and implications for management. Motivation, personality and attitudes, human perception, groups and teams, norms, power and politics, conflict, learning, communication, job design, organizational culture, organizational change, leadership and cross-cultural issues.

Letter grade only (A-F).

### **361. The Human Resource Function (3)**

Overview of human resource functions designed to attract, motivate, develop and retain employees. Planning, job analysis, recruitment, selection, placement, appraisal, compensation and benefit administration, training and development, communications, labor management relations and the international environment. Discussion, cases and student presentations.

Letter grade only (A-F).

### **440. Collective Bargaining (3)**

Prerequisites: HRM 361, IS 301.

Roles of management, labor and government in structuring work environments. Nature of the process of negotiation and conflict resolution in organizations.

Letter grade only (A-F).

### **445. Compensation Administration (3)**

Prerequisites: HRM 361, IS 301.

Compensation and benefits management as an integrating human resource management process. Development and administration of equitable compensation and benefit programs. Job analysis and evaluation, pay structures, salary surveys, individual compensation, incentive, systems and benefits administration. Discussion, cases and simulations.

Letter grade only (A-F).

### **446. Leadership and Motivation in Organizations (3)**

Prerequisites: HRM 360, IS 301.

Determinants of effective leadership and successful methods of motivating employees to achieve organizational goals. Identification of appropriate styles of leadership and methods for developing and applying leadership skills. Case studies, research, and simulation exercises.

Letter grade only (A-F).

### **458. Managing Organizational Culture and Cultural Diversity (3)**

Prerequisites: HRM 360 or 361; IS 301.

Impact of diversity, culture, and ethnic origin on the work experience. Interaction of language, gender, race, tradition, education, economic structure, and organizational philosophy to create a set of rules for acceptable behaviors in complex organizations. Open dialogue, debate, outside research and group presentations.

Letter grade only (A-F).

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## Human Resource Management Courses (HRM)

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### 460. Current Issues in Human Resource Management (3)

Prerequisites: HRM 360 or 361; IS 301.

Current and emerging issues concerning the management and development of people and organizations. Motivation, leadership, job performance, hiring, compensation, planning, selection, staffing, training, performance appraisal, careers, and quality of work life. Discussion, projects, and outside research.

Letter grade only (A-F).

### 462. Labor-Management Relations (3)

Prerequisite: IS 301.

Principles and practices influencing labor-management relationships. Development, aims, structure, and functions of labor and employer organizations; collective bargaining process; labor law and governmental intervention; impasse resolution; unions and minorities; employee organizations in government and professional sectors; comparative international systems.

Letter grade only (A-F).

### 463. Organizational Training and Development (3)

Prerequisite: HRM 360 or 361; IS 301.

Review of the field of training and development, including learning theory, training needs assessment, design and delivery of training and development programs, evaluation, and program management. Career development and organizational development. Case studies, research, simulation exercises, and student presentations.

Letter grade only (A-F).

### 465. Staffing and Performance Management (3)

Prerequisites: HRM 361, IS 301.

Theories and techniques guiding personnel selection and appraisal processes. Determining staffing needs, conducting job analyses, writing job descriptions, developing recruitment strategies, affirmative action plans, and designing resumes. Designing effective appraisal systems and conducting productive performance appraisals. Cases and simulations.

Letter grade only (A-F).

### 497. Directed Studies (1-3)

Prerequisites: Consent of instructor and Department Chair, and 3.0 GPA or higher in human resources management courses.

Individual projects, study and research of advanced nature in human resources management.

Letter grade only (A-F).

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## Supply Chain Management Courses (SCM)

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### 410. Logistics Management (3)

Prerequisites: MGMT 300, IS 301.

The management of materials into, within and out of an organization, including location planning, procurement, inventory control, transportation, warehousing, packaging and materials handling and order management. Focus is on the analytical and managerial methods essential for an integrated logistics system.

Letter grade only (A-F). Not open for credit to students with credit in MGMT 410.

### 411. Operations Planning and Control (3)

Prerequisites: MGMT 300, IS 301.

Strategic principles and tactical practices related to operations planning. Topics include process selection, facilities layout, work systems design, inventory management, aggregate planning, master scheduling, MRP and ERP, scheduling and JIT production activity.

Letter grade only (A-F). Not open for credit to students with credit in MGMT 411.

### 414. Supply Chain Management (3)

Prerequisites: MGMT 300 and IS 301.

Management of value creation and the dynamic interaction of companies within a supply chain. Topics include supply chain drivers and performance, network planning, inventory positioning, supply chain coordination, and information sharing. Contemporary practices are discussed.

Letter grade only (A-F). Not open for credit to students with credit in MGMT 414.

# MARKETING

## College of Business Administration

**Department Chair:** Ingrid Martin

**Department Office:** College of Business Administration CBA 354

**Website:** <http://www.csulb.edu/colleges/cba/marketing/>

**Telephone:** (562) 985-4769

**Faculty:** Mary Celsi, Pamela Miles Homer, David Horne, Ingrid Martin, Sungwook "Sam" Min, Risto Moisis, Sayantani Mukherjee, Hieu Nguyen, Thuc "Doan" Nguyen, Tianjiao Qiu, Praveen Soni, Terrence H. Witkowski

**Administrative Support Coordinator:** Raquel Porter  
For MBA with Specialization in Marketing, see Business Administration, Graduate Programs.

### Career Possibilities

Social Media Planner • Sales Representative • Manager Trainee • Retail Buyer • Public Relations Specialist • Advertising Account Executive • Purchasing Agent • Retail Merchandising Manager • Brand Manager • Online Account Executive • Online Sales Manager • Media Sales Manager • Media Planner • New Product Manager • Real Estate Agent • Distribution Manager • Packaging Manager • Non-profit Fund Raiser • Event Coordinator and Publication Specialist • Market Research Analyst (Some of these careers require additional experience or education.) Various entry-level, trainee positions in business and industry are available for graduates regardless of academic discipline.

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### Undergraduate Programs

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#### Bachelor of Science in Business Administration

##### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

##### Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ACCT 202 Managerial Accounting (3)  
Prerequisite: ACCT 201

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (4)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

MATH 114 Finite Mathematics (3)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

##### 2. Critical Thinking Course Requirements:

Any critical thinking course (GE category A3); IS 100 is recommended.

##### 3. All business and pre-business majors shall demonstrate computer literacy and competency. Take one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).  
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

##### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

FIN 300 Business Finance (3)  
Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)  
Prerequisite: None

IS 300 Management Information Systems (3)  
Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)  
Prerequisite: None

IS 310 Business Statistics (3)  
Prerequisite: STAT 108 or MATH 114.

HRM 360 Organizational Behavior (3)  
Prerequisite: None

MGMT 300 Principles of Management (3)  
Prerequisite: None

MKTG 300 Marketing (3)  
Prerequisite: None

B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed (ACCT 310 or 202, FIN 300, MGMT 300, MKTG 300, IS 301):  
MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320 or 202; MGMT 300, MKTG 300, FIN 300, IS 301.

C. Completion of option requirements.

##### 5. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

## Option in Marketing (120 units)

This option establishes that marketing is largely a social process, emphasizing that enterprises meet the needs of individuals or segments of society. The function of marketing is to determine those needs, provide the most effective means of informing actual and potential customers of the availability of services and goods, and deliver such services and goods.

### Requirements

1. Nine units selected from the following courses:  
MKTG 310, 330, 410, 420, 430, 437, 465, 480, 481, 492.
2. Take the following courses:
  - MKTG 470 Marketing Research (3)  
Prerequisites: MKTG 300; IS 301, 310.
  - MKTG 490 Consumer Behavior (3)  
Prerequisites: MKTG 300, IS 301.
  - MKTG 494 Marketing Management (3)  
Prerequisites: MKTG 300, IS 301; senior marketing majors or consent of instructor.

## Minor in Marketing

### Requirements

1. Take the following course:  
MKTG 300 Marketing (3)  
Recommended: ECON 100, 101.
2. 15 units selected from the following courses:  
MKTG 310, 330, 410, 420, 430, 437, 465, 470, 480, 481, 490, 492, 494 or CBA 300 as approved by the department.

### Prerequisites

1. IS 310 is a prerequisite for MKTG 470;
2. MKTG 300 is a prerequisite for MKTG 410, 420, 430, 437, 465, 470, 480, 481, 490, 492, and 494.

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## Courses (MKTG)

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### UPPER DIVISION

#### 300. Marketing (3)

Recommended: ECON 100, 101.

Relation of marketing system to other activities in the firm. Firms and domestic and world marketing environments. Economic and social effects on marketing. Human behavior's effects on marketing, communications, information systems, management problems and their solutions.

#### 310. Retail Concepts and Policies (3)

Overview of the retail system. Retail decision making emphasized in relation to these areas: store operation and management, merchandise assortment and pricing, store location and layout, advertising and sales communication, consumer analysis, retail information systems, retail accounting and control.

Letter grade only (A-F).

#### 330. Mass Marketing Communications: Advertising (3)

Principles and practices of advertising. Social and economic importance of advertising and its relation to modern business organization. Importance of an advertising plan, preparation of advertisements, copy and layout, media planning and application of information technology.

Letter grade only (A-F).

#### 410. Services Marketing (3)

Prerequisites: MKTG 300, IS 301.

Applies marketing management techniques, marketing strategies, and processes for service evaluation and service quality improvement to service marketing. Characteristics of services marketing, service management, service evaluation, techniques for improvement, services marketing in global environments, and marketing techniques.

Letter grade only (A-F).

#### 420. Sales Management (3)

Prerequisites: MKTG 300, IS 301.

Management of sales force. Sales Analysis, forecasting techniques, account and territory management and negotiations. Integrating the personal computer into the sales function.

Letter grade only (A-F).

#### 430. Promotion Strategies (3)

Prerequisites: MKTG 300, IS 301.

Management of the promotional mix. Behavioral and data-based foundations for promotional strategies. Budgeting, allocation of promotional resources, and media models. Integration of promotional strategies into the marketing mix. Applications of information-based technologies and tools for analysis.

Letter grade only (A-F).

#### 437. Digital Marketing and Media (3)

Prerequisites: MKTG 300, IS 301.

Course Description: The role of digital media (e.g., e-commerce, social media, search optimization, mobile applications, online video, gaming) in consumer behavior and implications for marketing strategies. Digital marketing metrics, analysis of online business models, and future trends in digital marketing also discussed.

Letter grade only (A-F).

#### 465. Business To Business Marketing (3)

Prerequisites: MKTG 300, IS 301.

Focus on business, government, and institutional markets. Comparison with consumer marketing. Analysis of business products/services and domestic/international strategy. Emphasis in relationship-management, e-commerce, supply chain, negotiation, technology innovation, brand assessment, trade, selling, and advertising strategy. Integration and application of information technology.

Letter grade only (A-F).

#### 470. Marketing Research (3)

Prerequisites: MKTG 300; IS 301, IS 310.

Fundamentals of marketing and industrial research as an aid to problem-solving in business. Familiarization with current industry research efforts. Data collection, interviewing, and report-generation software. Analysis of data. Project, instrument and sampling designs.

Letter grade only (A-F).

#### 480. International Marketing (3)

Prerequisites: MKTG 300, IS 301.

The study of global marketing theory and practice. The historical, economic, cultural, political, and legal factors that affect marketing decision-making in an international context. How to develop and present plans for exploiting global marketing opportunities.

Letter grade only (A-F).

#### 481. International Marketing in Selected Markets (3)

Prerequisites: MKTG 300, IS 301.

Taught as a special topics seminar. Depending upon the instructor, topics may include marketing within specific regions such as Asia or Europe, marketing in developing countries, or international aspects of the marketing mix such as global advertising and global retailing.

Letter grade only (A-F).

**490. Consumer Behavior (3)**

Prerequisites: MKTG 300, IS 301.

Consumer behavior in a marketing context. Information processing, personality/lifestyle, group, social class, cultural/sub-cultural, and demographic factors to influence consumption behavior. Strategic and analytical thinking of consumer behavior both in profit and nonprofit contexts as well as relevant public policy applications.

Letter grade only (A-F).

**492. New Products/New Services (3)**

Prerequisites: MKTG 300 or consent of instructor; IS 301.

New product and new service development process from idea generation to launch; diffusion of innovation and sales forecast of new product; market entry strategy; branding of new product; business plan for new product/service.

Letter grade only (A-F).

**494. Marketing Management (3)**

Prerequisites: MKTG 300, IS 301; senior marketing majors or consent of instructor.

Strategies and techniques in marketing management. Application of prior material from marketing curriculum to problems and cases. Emphasis on problem identification, evaluation of alternatives, and developing recommendations.

Letter grade only (A-F).

**495. Selected Topics in Marketing (1-3)**

Prerequisites: Consent of instructor, a GPA of 3.0 in marketing, IS 301.

Topics of current interest in marketing selected for intensive study.

May be repeated to a maximum of 6 units. Topics announced in the *Schedule of Classes*.

**497. Directed Studies (1-3)**

Prerequisites: Consent of instructor and department chair, on Dean's List and a 3.0 GPA or higher in marketing.

Individual projects, study and research of advanced nature in marketing.