

# Bachelor of Science Degree Programs

**BS Business Administration**  
**BS Economics**  
**BS Industrial Technology**

## BS BUSINESS ADMINISTRATION

The undergraduate business program provides students with the knowledge and the analytical skills essential for employment in all sectors of business, industry, governmental and non-profit organizations. Graduates of the business program will understand the fundamentals of how a successful enterprise operates, and will have sufficient depth in an area of study to begin a successful career by providing immediate value to an organization.

### Program Learning Objectives

#### BS Business Administration

- A. Demonstrate breadth of knowledge and skills in general business fundamentals;
- B. Demonstrate depth of knowledge, skills, and perspectives within their selected, specific business discipline;
- C. Recognize the social responsibilities of business organizations, including dimensions of ethics;
- D. Be able to generate innovative solutions to business problems that are supported by appropriate data analysis and evaluation of alternatives;
- E. Function as members of society and as professionals with people who have ideas, beliefs, attitudes and behaviors that are different from their own;
- F. Demonstrate effective writing;
- G. Demonstrate effective speaking skills;
- H. Demonstrate effective peer leadership;
- I. Demonstrate effective participation in teams

The Orfalea College of Business engages in a comprehensive assessment plan to ensure student achievement of these objectives.

#### Concentrations

Concentrations are provided for students preparing for careers in Accounting, Financial Management, Management, Information Systems, Marketing Management, Entrepreneurship, International Business, and Packaging and Logistics. The Quantitative concentration and the Real Estate concentration, offered under the BS Economics, are also available to Business Administration majors.

The Business Administration degree program consists of five components: Major, Concentration, Support, General Education, and Electives.

## BS BUSINESS ADMINISTRATION

- 60 units upper division
- 2.0 GPA
- GWR
- USCP

\* = Required in Support; also satisfies GE

Note: No major, support or concentration courses may be taken as credit/no credit.

### MAJOR COURSES

BUS 207 Legal Responsibilities of Business.....	4
BUS 214 Financial Accounting .....	4
BUS 215 Managerial Accounting .....	4
BUS 342 Fundamentals of Corporate Finance.....	4
BUS 346 Principles of Marketing.....	4
BUS 387 Organizational Behavior .....	4
BUS 391 Information Systems .....	4
BUS 401 Seminar in General Mgmt and Strategy	4
BUS 404 Governmental and Social Influences.....	4
Technology management. <i>Select one:</i> .....	4
IT 303, 326, 330, 341, 371 (5/23/13)	
International business. <i>Select one:</i> .....	4
BUS 301, 302, 303, 304, 410, 427, 433, 446; ECON 330 (4/20/11)(4/17/12)	
Senior Project. <i>Select:</i> .....	4
BUS 461 and 462, or <i>one of the following:</i> BUS 416, 463, 464, 465, 466, ECON 464 (6/22/11)(6/2/15)	
Concentration courses ( <i>see following pages</i> ).....	24-28 72-76

### SUPPORT COURSES

ECON 221 Microeconomics.....	4
ECON 222 Macroeconomics (D2)* .....	4
ECON elective (300–400 level) .....	4
MATH 221 Calculus for Business and Econ (B1)*	4
<sup>1</sup> STAT 251 Statistical Inference-Mgmt. I (B1)* .....	4
<sup>1</sup> STAT 252 Statistical Inference-Mgmt. II .....	5
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### GENERAL EDUCATION (GE)

72 units required, 12 of which are specified in Support.

→See page 39 for complete GE course listing.

→Minimum of 12 units required at the 300 level.

#### Area A Communication (12 units)

A1 Expository Writing .....	4
A2 Oral Communication .....	4
A3 Reasoning, Argumentation, and Writing.....	4

#### Area B Science and Mathematics (8 units)

B1 Mathematics/Statistics * 8 units in Support .....	0
B2 Life Science.....	4

<sup>1</sup>STAT 301 (4) and STAT 302 (4) may be used as a substitute for STAT 251 (4) and STAT 252 (5). All students must still complete two approved GE B1 courses. STAT 301 and 302 are not GE courses. Students should follow the advising footnote under the Support section of the ECON major (p. 145 of the 2011-13 Catalog): "Students pursuing the Quantitative Concentration should take MATH 141 and MATH 142 instead of MATH 221". (4/13/12)

B3 Physical Science .....	4
B4 One lab taken with either a B2 or B3 course	
<b>Area C Arts and Humanities (20 units)</b>	
C1 Literature .....	4
C2 Philosophy .....	4
C3 Fine/Performing Arts .....	4
C4 Upper-division elective .....	4
Area C elective (Choose one course from C1-C4)	4
<b>Area D/E Society and the Individual (16 units)</b>	
D1 The American Experience (40404) .....	4
D2 Political Economy * 4 units in Support .....	0
D3 Comparative Social Institutions .....	4
D4 Self Development (CSU Area E) .....	4
D5 Upper-division elective .....	4
<b>Area F Technology Elective (upper division)</b>	
(4 units).....	4
	<b>60</b>
<b>FREE ELECTIVES .....</b>	<b>19-23</b>
	<b>180</b>

## Accounting

Business Bldg. (03), Room 403  
805 756-1543

### Area Chair, Douglas C. Cerf

Lee B. Burgunder	Charles R. (Tad) Miller
Chris Carr	Steven Mintz
Janice L. Carr	Rodney Mock
Li Dang	Arline Savage
Earl C. Keller	Andreas Simon
Kathryn A. S. Lancaster	Jeffrey Tolin

Accounting is known as the “language of business” and is fundamental to understanding the operations of organizations. It provides information for making sound and informed business decisions. The Accounting Area works closely with the accounting profession to help ensure curriculum relevancy and technical competency.

### ACCOUNTING CONCENTRATION

The Accounting Concentration prepares students for careers in public accounting (tax and audit), private industry, government, and not-for-profit organizations.

BUS 319 Accounting Information Systems .....	4
BUS 320 Federal Income Taxation for Individuals .....	4
BUS 321 Intermediate Accounting I.....	4
BUS 322 Intermediate Accounting II .....	4
BUS 424 Accounting Ethics .....	4
BUS 425 Auditing .....	4
Accounting elective .....	4
Select from BUS 412, 417, 422, 474 (11/9/15)	

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## Finance

Business Bldg. (03), Room 407  
805 756-1472

### Area Chair, Cyrus Ramezani

Bing Anderson	Sanjiv Jaggia
John Dobson	Hervé Roche
Samir Dutt	Alan M. Weatherford
Larry R. Gorman	

The Finance Area’s mission is threefold: First, to provide all Business students with an understanding of the financial principles which are essential to their success in the business world. Second, to provide students concentrating in Finance a rigorous, coherent, real-world-based, and up-to-date curriculum which prepares them for rewarding careers in Finance. Third, the Finance Area provides coursework in support of other majors and concentrations both within and outside the Orfalea College of Business.

Many of the classes are taught in the **Financial Analysis Resource Center**, a special-purpose classroom with Bloomberg and Reuters data terminals, scrolling ticker tape and DataWall display of prices of selected stocks. Each workstation is equipped with software which permits students to work on real-world problems, individually and in teams.

### FINANCIAL MANAGEMENT CONCENTRATION

This concentration has three required courses, which provide Finance students with fundamentals of asset valuation, and applies these principles to securities as well as business assets. These principles are applied in courses focused on financial markets and institutions, and on corporate finance. Within the Finance curriculum, students can further specialize in one of three tracks, depending upon their career goals: the Financial Services track, including insurance, retirement, and estate planning; the Corporate Finance track; or the Financial Analyst track, working for investment banks, brokerage industry, or the asset management industry. The following are the required courses that should be taken in sequence:

BUS 431 Security Analysis and Portfolio Mgmt .....	4
BUS 438 Advanced Corporate Finance .....	4
BUS 439 Fixed Income Securities and Markets.....	4
Finance electives (400 level).....	8
Select two courses from: BUS 433, 442, 443 <sup>1</sup> , 444	
Approved electives.....	8
Select one course from: BUS 432, 434, 435, 436, 437, 440, 441, 445	

<sup>1</sup> Business Administration majors may substitute ECON 339 for BUS 443. If ECON 339 is substituted, it may not count as an approved elective. (6/10/14)

Select one course from: BUS 320, 321, 322, 412, ~~414, 415~~, 417, 425, 427, 429; ECON 311, 313, 330, 337, 339, 340, 405, 406, 408, 409, 420, 424  
*Corrected effective Summer 2011*

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# Management

Business Bldg. (03), Room 405  
 805 756-2012

## Area Chair, Rosemary Wild

Dawn Chandler	Kevin Lertwachara
Jean-Francois Coget	Alison Mackay
Rebecca Ellis	Tyson Mackay
Barry Floyd	Patricia A. McQuaid
Colette Frayne	William Pendergast
J. Michael Geringer	James Sena
Kenneth A. Griggs	A. B. (Rami) Shani

The Management Area offers coursework in human resource management, information systems, international management, organization behavior, organization theory, management science, and small business management. The area's objectives include: 1) to provide students with knowledge, skills, and competencies critical to managerial success in small and complex organizations; 2) to prepare students for initial employment and subsequent management career advancement; 3) to help professionally oriented students use theory, concepts, analytical tools, and problem solving techniques; 4) to provide experiences that integrate functional business knowledge; and 5) to prepare students for integrating technology-based solutions in the business environment. The Management Area includes two concentrations: Management and Human Resources, and Information Systems.

## MANAGEMENT AND HUMAN RESOURCES CONCENTRATION

### Concentration Coordinators

Rebecca Ellis and A. B. (Rami) Shani

The Management Concentration has five required courses devoted to managing people, processes, and change. This is an interdisciplinary program that prepares students to manage knowledge workers in both small and large enterprises within a global marketplace. Selected electives support a human resources emphasis *or* a selected course of study tailored to an individual's career or occupational goals.

BUS 382 Organizations, People and Technology.....	4
BUS 384 Human Resources Management .....	4
BUS 386 Employee Training and Development.....	4
BUS 475 Staffing.....	4

BUS 477 Managing Change and Development.....	4
Approved electives.....	8
Select two courses from the following:	
BUS 310, 407, 471, 488, 489 <del>5/4/11</del>	

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## INFORMATION SYSTEMS CONCENTRATION

### Concentration Coordinator

Barry Floyd

The Information Systems Concentration is an interdisciplinary program for students who want to analyze, design and implement information technology-based solutions for business and industry. With a focus on teamwork and turning theory into practice, the program ensures that students acquire a strong understanding of information systems and the functional areas of business while developing effective interpersonal skills. Students have opportunities to tailor the program to fit their particular interests, including earning a minor in Computer Science. Graduates enjoy exciting career opportunities in business and industry as business analysts, consultants, network administrators, database designers, database administrators, web developers, project managers, and programmers, among many others.

BUS 392 Business Application Development.....	4
BUS 393 Database Systems in Business .....	4
BUS 394 Systems Analysis and Design .....	4
BUS 395 Systems Design and Implementation.....	4
Approved electives.....	8
Select two courses from the following:	
BUS 470 (Android Application Development), (Technology Supported Collaboration), BUS 491, 494, 495, 496, 498, 499 (3/25/15)(12/8/15)(1/19/16)	

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# Marketing

Business Bldg. (03), Room 403  
805 756-1543

**Area Chair, Lynn E. Metcalf**

Norm A. Borin	Joan M. Lindsey-Mullikin
Jeffrey Danes	Stern Neill
Jeffrey Hess	

The objective of the Marketing Area is twofold: 1) to prepare students for rewarding careers in marketing, and 2) to provide non-marketing students with a basic understanding of marketing and its role in business. At the heart of marketing is a customer-focus; the same is true of the Area and its faculty. The marketing faculty is student-oriented and is committed to helping students develop the skills necessary to successfully transition from the academic environment to the business world. The Area offers classes in the undergraduate and graduate degree programs offered through the College and works to develop courses to meet student and market place needs.

## MARKETING MANAGEMENT CONCENTRATION

The Marketing Management Concentration provides students with a rigorous, analytical understanding of marketing decision-making. Students learn to generate, analyze, interpret, and present the information that organizations need to satisfy and retain customers; to build brand equity and maximize return on investment; and to develop innovative products and services.

The Marketing Management Concentration provides students with knowledge of a wide range of tools and techniques from fields as diverse as sociology, psychology, anthropology, information technology, engineering, and economics. Students learn to leverage information, technology, and knowledge to support innovation in virtually all areas of business, non-profit enterprises, and government.

As a discipline with broad applications, the Marketing Management Concentration offers flexible career paths and work styles. Graduates are in demand for positions in marketing intelligence, product development, product management, advertising, sales, and purchasing.

BUS 418 Listening to the Customer .....	4
BUS 419 Strategic Marketing Measurement .....	4
BUS 451 Product Development and Launch .....	4
BUS 452 Product Management .....	4
BUS 454 Developing/Presenting Marketing Projects	4
BUS 455 Marketing Strategy .....	4

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# Interdisciplinary Studies

~~Coordinator, Bradford P. Anderson, Associate Dean~~  
Business Bldg. (03), Room ~~408~~ 405  
~~805 756-5210~~  
~~805 756-2676~~

## ENTREPRENEURSHIP CONCENTRATION

**Concentration Coordinator, Jon York**

This interdisciplinary concentration provides an environment in which students develop an entrepreneurial mindset and acquire the knowledge and decision skills necessary to envision, plan and implement new ventures in start-up and existing organizations, domestic and international settings, in either service, product or technology-based companies and in for-profit and non-profit contexts. It draws expertise and coursework from across the College and emphasizes interdisciplinary problem-based learning.

BUS 310 Introduction to Entrepreneurship.....	4
<b>BUS 418 Listening to the Customer.....</b>	<b>4</b>
BUS 436 Entrepreneurial Finance.....	4
BUS 488 Planning and Managing New Ventures .....	4
<b>IT 428 Commercialization of New Technologies .....</b>	<b>4</b>
Approved electives <del>selected four courses from the</del>	<del>16</del>
<del>following courses: .....</del>	<del>8</del>
BUS <del>308</del> , 311, <del>382</del> , <del>384</del> , <del>392</del> , <del>418</del> , 451, <del>477</del> , 489;	
ECON 337	
IT 326, <del>330</del> , 402, 406, 407, <del>408</del> , <del>428</del> ; BUS/IT 470	
(Advanced Topics in Entrepreneurship)	
<b>Changes effective Summer 2011 (11/29/11)</b>	<b>28</b>

## INTERNATIONAL BUSINESS CONCENTRATION

**The International Business concentration is not being offered, effective Summer 2011.**

~~This interdisciplinary concentration provides the student the opportunity to develop proficiency in the subject matter basic to an occupational goal in business of international/multinational operations. It provides cultural understanding, business knowledge and analytical skills central to international business contexts.~~

<del>BUS 302 International and Cross Cultural Mgmt. ....</del>	<del>4</del>
<del>BUS 402 International Business Management .....</del>	<del>4</del>
<del>BUS 403 Adv. Seminar in International Mgmt. ....</del>	<del>4</del>
<del>BUS 407 Managing People in Global Markets .....</del>	<del>4</del>
Approved electives selected from the following	12
<del>courses:.....</del>	
<del>BUS 303</del> , 311, <del>350</del> , <del>405</del> , <del>406</del> , <del>410</del> , <del>433</del> , <del>446</del> ;	
<del>ECON 304</del> , <del>325</del> , <del>330</del> , <del>404</del> , <del>405</del> ;	
<del>AGB 318</del> ;	
<del>GEOG 308</del>	

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## *Industrial Technology*

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Business Bldg. (03), Room 435  
805 756-1754

### **PACKAGING AND LOGISTICS CONCENTRATION** **Concentration Coordinator, Eric Olsen**

This concentration provides business majors entry into a rapidly expanding field that has been fueled by the globalization of manufacturing and customer-supplier relationships. This trend has been enabled by new approaches to value chain management and packaging technology. Packaging plays a key role in any logistics system as products are shipped between value chain partners. The interactions between packaging and the logistics system creates a rich environment for students to examine complex problems. Lessons are drawn from a range of established and emerging industries, food and auto parts as well as biomedical devices and electronic components.

IT 330 Fundamentals of Packaging.....	4
IT 403 Quality Systems Management.....	4
IT 410 Operations Planning and Control.....	4
IT 457 Radio Frequency Identification in Supply Chain Management .....	4
IT 475 Packaging Performance Testing.....	4
Approved electives selected from the following courses: .....	8
IT 341, 406, 408, 435, 470	

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