

P-2 B.S. in Business Admin. Reduction of 2 units

CALIFORNIA STATE UNIVERSITY SAN MARCOS

For Academic Programs Office Use Only
R. E. _____ Catalog _____ File _____

PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE CHABSS CoBA CoEHHS CSM

TITLE OF PROGRAM Bachelor of Science in Business Administration

Discipline Business

Check one: Change to Program Program Deletion

TITLE OF DEGREE PROGRAM: Bachelor of Science in Business Administration

This form is the signature sheet for a change to, or deletion of, an existing program. Note that the addition of a new option/concentration/emphasis/track is a new "program," and requires the use of Form P.

For a change to a program,

- 1. Attach a page (or pages) giving a brief summary of the purpose of this proposal, and its connection to the mission and student learning outcomes of the program.
2. Attach catalog copy showing exactly how the program should appear in the catalog if the changes are approved.

For a program deletion, attach a statement explaining the impact on students: how will the program be "taught-out" for declared majors?

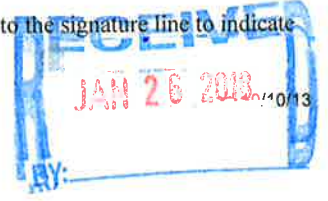
Does this proposal impact other disciplines or units? Yes ___ No ___X___ If yes, obtain signature(s). Any objections or concerns should be stated in writing and attached to this form. Please check the box to indicate whether a memo has been attached.

Table with 4 rows for signatures. Columns: Discipline/Unit, Signature, Date, Support, Oppose.

Approval process section with numbered lines 1-9 for signatures and dates. Includes handwritten signatures and dates like 1.18.18.

* Where appropriate, attach a memo on program impact on the unit and the ability of the unit to support it. Check the box next to the signature line to indicate whether a memo has been attached. ^ Where appropriate, attach a memo summarizing the curricular and/or resource deliberations. Check the box next to the signature line to indicate whether a memo has been attached.

RP Tracker



Business Professional Development Course Justification January 2018

Purpose

→ To add Business Professional Development (BUS 300) into the business major as a required core course. This is a new 2-unit course and all seven options within business agreed to reduce 2 units from their curriculum to maintain the current 51-unit upper-division program:

Accounting: replaces BUS 444 (4 units) with BUS 442 (2 units)

Finance: reduces electives by 2 units

Global Business Management: reduces electives by 2 units

Global Supply Chain Management: replaces MIS 304 (4 units) with MIS 302 (2 units)

Management Information Systems: replaces OM 305 (4 units) with OM 302 (2 units)

Management: reduces electives by 2 units

Marketing: replaces BUS 444 (4 units) with BUS 442 (2 units)

Importance of the Course

The College of Business Administration (CoBA) recognizes that we have a responsibility to our students to provide an excellent education, and quality services and programs that enhance students' knowledge, skills, and employability post-graduation. Higher education is under scrutiny with regards to post-graduate outcomes. The concern of employability post-graduation is valid. The CoBA career outcome surveys that are given to the seniors before graduation indicate that roughly 65% of CoBA students are still seeking employment or have no immediate plans. As a College, we agree there is a need for a course on soft skill development and career readiness.

CoBA developed the Business Professional Development (BPD) program that is led by our Director of Student Success and a group of highly qualified business executives, also known as, Executives in Residence (EIR). The current program is required for all business students and is a prerequisite of Senior Experience (BUS 495) and Global Management Experience (GBM 495). The program has been designed to help increase students' confidence in career decision-making and job search strategies. It also strongly emphasizes soft skill development. We have modeled the current program after a combination of highly successful career development courses, including a Career Development course (MGT 445) offered as an elective in our Management Department. The National Association of Colleges and Employers (2018) championed defining career readiness and created 8 career readiness competencies in 2015 for educators to integrate into curriculum and co-curricular programming. CoBA uses these competencies when creating learning outcomes for students in BPD. Despite BPD being a required program, it has been effective in preparing our students but we find that engagement numbers are low due to the lack of course credit attached to the program.

Research suggests that having a course led by faculty and executives increases employability and career decision-making skills (Achenreiner & Hein, 2010; Clark, 2005; Johnston 2004). Since rolling out the BPD program to our students in fall 2016, we have received consistent feedback through survey and focus groups that students are less engaged due to outside obligations such as work, athletic, and family commitments and because the BPD program is not in the format of a course for academic credit.

Student data, we have collected from our BPD program participants, shows that the participants who take the program increase in their career confidence. In the fall 2017 survey for the BPD program, 75% of students attribute the BPD Program to increasing their confidence in making a career decision, and 80% of the participants stated that their executive coach (i.e., EIR) made them feel more confident about making a career decision. We educate students and provide them with opportunities to enter into the real-world as better critical thinkers, prominent and ethical leaders, and life-long learners. The BPD program further increases their chances of excelling and advancing in social and economic circles and providing for life-long career satisfaction through an emphasis on career decision-making and self-analysis.

CoBA recognizes through our personal interactions with our students and data that there is a strong need to focus on soft skill development in a formal course. From a Gallup and Lumina Foundation poll, only 11% of the business leaders had agreed that graduates have the necessary skills to succeed in the workplace (2014). In multiple conversations with CoBA advisory board members and employers, the common theme echoed about CSUSM students was that our students lack soft skills. The CSUSM Career Center (2017) conducted a survey with employers for graduates hired in 2016 across southern California and compared our CSUSM students to those hired from the University of San Diego, University of California San Diego, and San Diego State University. From the data they collected, it reiterated that CSUSM students lack the soft skills they need to secure a job. Ninety-three percent of the employers rated CSUSM students' interview skills below average because students are not connecting experience to the positions they interview for as well as reporting that 86% of our students fail to secure a position after the second round of interviews. In addition to this, 81% of the employers surveyed rate CSUSM students' confidence below average.

As a University that serves first-generation college students, underrepresented minority students, low-income students, and students who primarily stay in the San Diego region (CIRP, 2018; College Portraits, 2018; IPA, 2018), we have found that many of these students need more proactive support around the area of career development. Many of the students we serve just have not had the conversations with family members about the connection between higher education and employment. The National Center for Education Statistics (2018) reported that employment rates were higher for graduates with a bachelor's degree or higher in 2016. Many of our students are not prioritizing post-graduate goals and often focusing more on the present (how to pay for school) as opposed to long-term success and employability in a field they have a passion for. The BPD course forces our students to engage earlier in their career decision-making and long-term goal setting process. BPD will be an upper-division course offered as one of the first semester courses to take in business status; however, we will encourage pre-business students in at least their sophomore year to take BPD as well. The importance of offering such a course to our pre-business students is two-fold: 1) it forces lower-division students to have the conversation about how they will use their degrees post-graduation, with their instructor of the course earlier on in their career, which will clarify their major choice and subsequently increase retention within the University if they decide that business is not the degree for them, 2) it provides our students an earlier start to gaining experience in their fields of interest as recruiters are starting to recruit as early as a student's fall semester in their sophomore year for summer internships. Our students currently have a disadvantage against other local regional institutions in that they are waiting until their senior year to look for internships and full-time employment that will help them to gain experience in their fields of interest.

Offering BPD to business students teaches them the importance of networking and gaining experience in the real-world earlier in their educational career. The only way students will improve their soft skills is

to practice. This course is designed to entail both academic rigor and practical application of soft skills in a variety of business settings.

Alignment with Mission Statements and Accreditation

The mission of CSUSM focuses on the student as an active learner. BPD offers students an opportunity to be active participants in the learning process by helping them make the connections between curriculum, co-curricular activities, and future employment. The Academic Affairs mission statement includes preparing students to be life-long learners and productive contributors to a global society. Students taking BPD will acquire the necessary knowledge, skills, and values to be life-long career decision makers and productive contributors to a global society.

BPD also aligns well with the standards set by the Association to Advance Collegiate Schools of Business (AACSB) with regards to academic and professional engagement ensuring that students are professionally developed as well as educated in theory of their chosen CoBA option.

Community Support and Academic Solution

Through various relationships CoBA has developed around the region, we have gained great support from executives in the field who are currently volunteering 125 hours per semester to coach students on soft skill and career development. Our 15 EIRs see the value of bringing the real-world to the classroom. With the help of the EIRs, we will integrate mock interactions (e.g., mock interviews, business etiquette dinners, effective communication techniques, resolving team conflict, effective presentation skills, etc.) in the classroom that students will encounter in various business settings so that students will have many opportunities to practice what they are learning in theory. Our faculty members are developing the curriculum to ensure the course is rigorous but well balanced with practical application. EIRs participation in course development will provide insight into ensuring the curriculum addresses industry standards and formalities. Additionally, there is an important emphasis on ethics in professional settings incorporated into the course curriculum.

We are not pioneers in offering a course like this in a College of Business Administration; however, we are confident based on the student feedback, and wide-spread support amongst employers and community members who contribute time, money, and expertise towards developing our aspiring professionals, that this course is necessary for our students' post-graduation success and retention.

References

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Business Administration, Accounting Option, B.S.

←Return to: [Degree and Program Offerings](#)

Program of Study

After successful completion of the Lower-Division Pre-Business Core, students take an associated set of Foundation of Business and Core courses for their selected option/track. Each option/track has numerous required and elective courses from which a student can tailor a program to satisfy individual career goals. Students in the College of Business Administration (CoBA) will find that their program of study is both rigorous and relevant to real-world business problems. The curriculum is designed to help students develop a wide range of skills and abilities applicable to both for-profit and not-for-profit sectors of the economy. The program's focus on problem identification and problem solving allows students to develop analytical and critical thinking skills that gives Cal State San Marcos business graduates a distinctive advantage in today's job market.

Senior Experience is a one-semester, 3-unit capstone course. This course challenges students to integrate and apply their business education by participating in real-world consulting engagements. This project is conducted while working in a team with fellow students. The goals for the first two weeks of the semester are to have students form into teams, match teams with projects, and provide them with the tools needed to successfully complete projects during the remainder of the semester. Topics to be covered during these first two weeks are: the problem-solving process, primary and secondary research, critical thinking, consultation, project management, and strategies for team effectiveness. Senior Experience is offered each semester, Fall and Spring.

For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email seniorexperience@csusm.edu. Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

Student Learning Outcomes



The goal of CoBA is to ensure that our graduates have learned and are able to demonstrate the knowledge, skills, competencies, and values they will need to achieve their personal and professional goals. Students who graduate with a Bachelor of Science in Business Administration will be able to:

1. Effectively and professionally communicate both orally and in writing;
2. Demonstrate critical thinking and problem-solving skills;
3. Demonstrate interpersonal and collaboration skills;
4. Apply analytics to business situations;
5. Demonstrate proficiency in the use of information technology;
6. Apply ethical and socially responsible perspectives/viewpoints and demonstrate an understanding of their consequences;
7. Identify and apply global perspectives in making business decisions; and
8. Describe and apply foundational business concepts, theories, processes, and strategies.

Program Requirements

The undergraduate program leads to a Bachelor of Science in Business Administration. Careful planning is the key to efficiently meeting program requirements. There are General Education and university-wide graduation requirements, lower-division pre-business core, and upper-division requirements for the major.

All students applying for admission to the CoBA are initially classified as Pre-Business status. Students need to submit a Business Status Application (available at www.csusm.edu/coba) to the CoBA Advising Office in person, or via online, fax, or U.S. mail, along with complete copies of unofficial transcripts for all non-CSUSM coursework in the pre-business core. This is in addition to the official transcripts that are required by the Office of Admissions. Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).

Completion of the pre-business core (Business Status) is a prerequisite for all upper-division CoBA business courses.

The CoBA requires that at least 50 percent of the upper-division major coursework required for each of its options be earned at Cal State San Marcos. Completion of the Senior Experience at Cal State San Marcos is required of all students.

Transfer Credit

Lower-division courses clearly equivalent in scope, content, and level will be accepted for transfer credit (if taken from a regionally accredited U.S. institution or from a foreign institution recognized by Cal State San Marcos and the CoBA).

Transfer credit will be granted for upper-division courses only in those cases where the course content and level are equivalent to Cal State San Marcos courses and/or where the courses were taken in a program accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Exceptions will be made on an individual basis only where a review of the proposed transfer credit course indicates content and depth at least equal to the equivalent of a Cal State San Marcos course. An Upper-Division Transfer Credit Approval Form is available on the CoBA website. A student requesting such a review will be required to provide supporting documentation, such as course syllabi and required texts, along with complete copies of unofficial transcripts. This is in addition to the official transcripts that are required by the Office of Admissions.

Requirements

In order to receive a Bachelor of Science in Business Administration, a student must earn a minimum of 120 units. All courses counted toward the major must be completed with a grade of C (2.0) or better. The Lower-Division Pre-Business Core must be completed with a minimum GPA of 2.5 or better.

Students should refer to the College of Business website (www.csusm.edu/coba) for an option checklist and a suggested course sequence for each option.

Lower-Division Pre-Business Core (24 Units)

- ACCT 201 - Introduction to Financial Accounting **Units: 3**
- ACCT 202 - Introduction to Managerial Accounting **Units: 3**
- BUS 202 - Introduction to Business Law **Units: 3**
- BUS 203 - Business Writing **Units: 3**
- BUS 204 - Business Statistics **Units: 3**
- ECON 201 - Principles of Microeconomics **Units: 3**
- ECON 202 - Principles of Macroeconomics **Units: 3**
- MATH 132 - Survey of Calculus **Units: 3**

Accounting (51 Units)

Accounting has often been called “the language of business.” Through its accounting system, an organization records its transactions and communicates its performance to stakeholders. In today’s increasing complex and dynamic business environment, accounting professionals are an integral member of the team of business decision-makers. Our program emphasizes building strong technical knowledge, developing written and oral communication skills, fostering lifelong learning and critical thinking ability, and offering opportunities to interact with the local professional accounting community. The accountancy curriculum at CSUSM is designed, in part, to prepare students for careers as accounting professionals. Through its relevant and rigorous curriculum, the option prepares students for careers in public accounting, managerial accounting, government accounting, not-for-profit accounting, and other business-related areas.

Foundations of Business Courses (120 Units)

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 322 - Introduction to Data Analytics **Units: 2**
- MGMT 302 - Foundations of Organizational Behavior **Units: 2**
- MKTG 302 - Foundations of Marketing **Units: 2**
- OM 302 - Foundations of Operations Management **Units: 2**

Note:

Transfer credit for upper-division Accounting courses will not be accepted from any institution outside of CSUSM. Accounting courses can be attempted a total of only two times. Exceptions can be made on a case-by-case basis if a student submits a petition that explains what happened.

Core Courses (26 Units)

- ACCT 301 - Intermediate Accounting I **Units: 4**
- ACCT 302 - Intermediate Accounting II **Units: 2**
- ACCT 306 - Cost Accounting **Units: 4**

- ACCT 307 - Tax Accounting **Units: 4**
- ACCT 308 - Accounting Information and Systems **Units: 4**
- ACCT 416 - Auditing **Units: 4**
- FIN 304 - Introduction to Corporate Finance **Units: 4**

Electives (8 Units)

All 8 units must be selected from the following list of Accounting Courses.

- ACCT 406 - Cost Management, Measurement, and Control **Units: 2**
- ACCT 407 - Advanced Tax Accounting **Units: 2**
- ACCT 421 - Financial Accounting in Government and Non-Profit Organizations **Units: 2**
- ACCT 422 - Advanced Accounting **Units: 2**
- ACCT 423 - International Accounting **Units: 2**
- ACCT 424 - Accounting Ethics **Units: 3**
- ACCT 481 - Selected Topics in Accountancy **Units: 1**
- ACCT 482 - Selected Topics in Accountancy **Units: 2**
- ACCT 483 - Selected Topics in Accountancy **Units: 3**
- ACCT 484 - Selected Topics in Accountancy **Units: 4**
- ACCT 498 - Independent Study in Accountancy **Units: 1-4**

Capstone (57 Units)

- BUS 444 - Strategic Management in Global Environments **Units: 4**
- BUS 442 - Business Strategy **Units: 2**
- BUS 495 - Senior Experience **Units: 3**

Business Professional Development Program

Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

4.1. Beginning Fall 2016, BPD Module I and BPD Module II were added to the

Option Checklists and Suggested Course Sequence Sheets are on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).

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Business Administration, Finance Option, B.S.

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Program of Study

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Lower-Division Pre-Business Core (24 Units)

- ACCT 201 - Introduction to Financial Accounting **Units: 3**

- ACCT 202 - Introduction to Managerial Accounting **Units: 3**
- BUS 202 - Introduction to Business Law **Units: 3**
- BUS 203 - Business Writing **Units: 3**
- BUS 204 - Business Statistics **Units: 3**
- ECON 201 - Principles of Microeconomics **Units: 3**
- ECON 202 - Principles of Macroeconomics **Units: 3**
- MATH 132 - Survey of Calculus **Units: 3**

Finance (55 Units)

Finance is the study of the interaction of firms and financial markets. Financial managers attempt to identify projects that increase firm value and determine the best means by which to finance the projects they undertake. Investors, the source of financing for these projects, are free to choose from many types of securities issued by different types of firms. The risk-return profiles of these individual securities, and the impact of portfolio design on the attainment of optimal risk-return profiles, are major topics in finance. CSUSM students who choose the finance option are able to gain understanding in the study of corporate finance, investment analysis, and international finance. Students are provided an education that permits them to pursue careers such as financial analysts, financial managers, investment advisers, and portfolio/money managers.

Foundations of Business Courses (164 Units)

**Equivalent 4-unit course (OM 305) can be substituted for this 2-unit course with 2 units applied toward electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 324 - Introduction to Business Analytics **Units: 4**
- MGMT 302 - Foundations of Organizational Behavior **Units: 2**
- MKTG 302 - Foundations of Marketing **Units: 2**
- MIS 302 - Foundations of Management Information Systems **Units: 2**
- OM 302 - Foundations of Operations Management **Units: 2 ***

Required Courses (24 Units)

- FIN 304 - Introduction to Corporate Finance **Units: 4**

- FIN 321 - Investment Analysis **Units: 4**
- FIN 331 - Financial Markets and Institutions **Units: 4**
- FIN 341 - Multinational Financial Management **Units: 4**
- FIN 404 - Advanced Corporate Finance **Units: 4**
- FIN 422 - Advanced Investment Analysis **Units: 4**

Electives (68 Units)

The remaining units must be taken only from the following list of approved courses:

- ACCT 307 - Tax Accounting **Units: 4**
- ECON 301 - Intermediate Microeconomic Theory I **Units: 3**
- ECON 302 - Intermediate Macroeconomic Theory **Units: 3**
- ECON 303 - Intermediate Microeconomic Theory II **Units: 3**
- ENTR 422 - New Venture Finance **Units: 2**
- FIN 432 - Managing Financial Risk **Units: 2**
- FIN 481 - Selected Topics in Finance **Units: 1**
- FIN 482 - Selected Topics in Finance **Units: 2**
- FIN 483 - Selected Topics in Finance **Units: 3**
- FIN 484 - Selected Topics in Finance **Units: 4**
- FIN 498 **Units: 1-4**
- OM 440 - Pricing and Revenue Management **Units: 4**

Note:

Please check the prerequisites for elective courses in schedule planning.

Capstone (5 Units)

- BUS 442 - Business Strategy **Units: 2**
- BUS 495 - Senior Experience **Units: 3**

Business Professional Development Program

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Business Administration, Global Business Management Option, B.S.

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projects during the remainder of the semester. Topics to be covered during these first two weeks are: the problem-solving process, primary and secondary research, critical thinking, consultation, project management, and strategies for team effectiveness. Senior Experience is offered each semester, Fall and Spring.

For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email seniorexperience@csusm.edu. Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

Student Learning Outcomes

The goal of CoBA is to ensure that our graduates have learned and are able to demonstrate the knowledge, skills, competencies, and values they will need to achieve their personal and professional goals. Students who graduate with a Bachelor of Science in Business Administration will be able to:

- Effectively and professionally communicate both orally and in writing;
- Demonstrate critical thinking and problem-solving skills;
- Demonstrate interpersonal and collaboration skills;
- Apply analytics to business situations;
- Demonstrate proficiency in the use of information technology;
- Apply ethical and socially responsible perspectives/viewpoints and demonstrate an understanding of their consequences;
- Identify and apply global perspectives in making business decisions; and
- Describe and apply foundational business concepts, theories, processes, and strategies.

Program Requirements

The undergraduate program leads to a Bachelor of Science in Business Administration. Careful planning is the key to efficiently meeting program requirements. There are General Education and university-wide graduation requirements, lower-division pre-business core, and upper-division requirements for the major.

All students applying for admission to the CoBA are initially classified as Pre-Business status. Students need to submit a Business Status Application (available at www.csusm.edu/coba) to the CoBA Advising Office in person, or via online, fax, or U.S. mail, along with complete copies of unofficial transcripts for all non-CSUSM coursework in the pre-business core. This is in addition to the official transcripts that are required by the Office of Admissions. Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).

Completion of the pre-business core (Business Status) is a prerequisite for all upper-division CoBA business courses.

The CoBA requires that at least 50 percent of the upper-division major coursework required for each of its options be earned at Cal State San Marcos. Completion of the Senior Experience at Cal State San Marcos is required of all students.

Transfer Credit

Lower-division courses clearly equivalent in scope, content, and level will be accepted for transfer credit (if taken from a regionally accredited U.S. institution or from a foreign institution recognized by Cal State San Marcos and the CoBA).

Transfer credit will be granted for upper-division courses only in those cases where the course content and level are equivalent to Cal State San Marcos courses and/or where the courses were taken in a program accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Exceptions will be made on an individual basis only where a review of the proposed transfer credit course indicates content and depth at least equal to the equivalent of a Cal State San Marcos course. An Upper-Division Transfer Credit Approval Form is available on the CoBA website. A student requesting such a review will be required to provide supporting documentation, such as course syllabi and required texts, along with complete copies of unofficial transcripts. This is in addition to the official transcripts that are required by the Office of Admissions.

Requirements

In order to receive a Bachelor of Science in Business Administration, a student must earn a minimum of 120 units. All courses counted toward the major must be completed with a grade of C (2.0) or better. The Lower-Division Pre-Business Core must be completed with a minimum GPA of 2.5 or better.

Students should refer to the College of Business website (www.csusm.edu/coba) for an option checklist and a suggested course sequence for each option.

Lower-Division Pre-Business Core (24 Units)

ACCT 201 - Introduction to Financial Accounting **Units: 3**

ACCT 202 - Introduction to Managerial Accounting **Units: 3**

BUS 202 - Introduction to Business Law **Units: 3**

BUS 203 - Business Writing **Units: 3**

BUS 204 - Business Statistics **Units: 3**

ECON 201 - Principles of Microeconomics **Units: 3**

ECON 202 - Principles of Macroeconomics **Units: 3**

MATH 132 - Survey of Calculus **Units: 3**

Global Business Management

The mission of the Global Management Option is to develop talent for a sustainable world. The GBM program has been designed to develop professionals with a global worldview. In addition, required courses are directed specifically toward developing the personal skills that are essential to be successful in today's dynamic, uncertain, and complex business environment. There are three tracks in the GBM Option: Marketing, Entrepreneurship, and Information Systems.

GBM students must complete a Foreign Academic Experience. The Foreign Academic Experience is completed through either an individual international business internship (GBM 495) or through a foreign study experience at the university level of at least one semester in

duration. Students considered by the California State University to be “international (foreign) students” satisfy the Foreign Academic Experience through the CSUSM residence requirement.

GBM students may substitute GBM 495 for the Senior Experience team-oriented project (BUS 495) required in other Business Administration options. All GBM students must complete either BUS 495, or GBM 495.

Marketing Track (51 Units)

The Marketing track is primarily for those who want to become involved in global sales and marketing. This can include account management, global marketing campaign and strategy development and delivery, and related areas such as advertising. In all but very small firms, a career in global marketing and sales normally requires several years of experience at a domestic site and a good familiarity with the firm’s products and services. As a result, the specialized courses for this track are focused primarily on fundamental marketing principles and knowledge that are important for domestic and global operations.

Foundations of Business Courses (164 Units)

**Equivalent 4-unit courses can be substituted for these 2-unit courses, however, the excess units cannot count toward GBM: Marketing Track Electives.*

BUS 300 – Business Professional Development **Units: 2**

BUS 302 - Foundations of Business Environments **Units: 2**

BUS 322 - Introduction to Data Analytics **Units: 2**

FIN 302 - Foundations of Finance **Units: 2 ***

MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***

MIS 302 - Foundations of Management Information Systems **Units: 2 ***

MKTG 302 - Foundations of Marketing **Units: 2 ***

OM 302 - Foundations of Operations Management **Units: 2 ***

Marketing Track Core Courses (16 Units)

GBM 425 - International Business Management **Units: 4**

GBM 426 - Leadership in a Global Context **Units: 2**

GBM 427 - Cross-cultural Negotiating and Global Business **Units: 2**

GBM 428 - Emerging Markets **Units: 2**

MGMT 461 - Management in Different Cultures **Units: 4**

MKTG 448 - Global and Cross Cultural Marketing **Units: 2**

Marketing Track Electives (124 Units)

GBM 351 - Ethics of Management in Global Environments **Units: 1**

GBM 430 - Import and Export Operations **Units: 2**

MGMT 474 - Business Sustainability **Units: 4**

MKTG 315 - Services Marketing **Units: 2**

MKTG 433 - Marketing Communication **Units: 4**

MKTG 442 - Marketing Research **Units: 4**

MKTG 446 - Sales Management **Units: 2**

MKTG 450 - Consumer Demand and Channel Collaboration **Units: 4**

MKTG 451 - Customer Lifecycle Marketing **Units: 4**

MKTG 452 - Sports Marketing and Sponsorship **Units: 4**

MKTG 454 - Using Social Media for Marketing **Units: 4**

MKTG 481 - Selected Topics in Marketing **Units: 1**

MKTG 482 - Selected Topics in Marketing **Units: 2**

MKTG 483 - Selected Topics in Marketing **Units: 3**

MKTG 484 - Selected Topics in Marketing **Units: 4**

MKTG 498 **Units: 1-4**

Capstone (7 Units)

BUS 444 - Strategic Management in Global Environments **Units: 4**

BUS 495 - Senior Experience **Units: 3**

or

GBM 495 - Global Business Experience **Units: 3**

A Foreign Language Proficiency Exam

Students will be required to demonstrate proficiency at the advanced level in at least one foreign language. For details, see www.csusm.edu/gbm.

Entrepreneurship Track (51 Units)

The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different components essential to starting and managing a start-up business, and evaluate closely the viability of their idea. The program is designed to help students develop their ideas into a well-conceived business plan that can lead to a start-up business. In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. Students begin by learning about the challenges of entrepreneurship, and by completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and financing to increase their understanding and skills to further develop their business idea and determine its potential. Students will also benefit significantly from the experiences of entrepreneurs in the community, and learn from their successes and failures. The track concludes with the development of a business plan in the capstone course.

Foundation of Business Courses (164 Units)

**Equivalent 4-unit courses can be substituted for these 2-unit courses, however, the excess units cannot count toward GBM: Entrepreneurship Track electives.*

BUS 300 – Business Professional Development **Units: 2**

BUS 302 - Foundations of Business Environments **Units: 2**

BUS 322 - Introduction to Data Analytics **Units: 2**

FIN 302 - Foundations of Finance **Units: 2 ***

MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***

MIS 302 - Foundations of Management Information Systems **Units: 2 ***

MKTG 302 - Foundations of Marketing **Units: 2 ***

OM 302 - Foundations of Operations Management **Units: 2 ***

Entrepreneurship Track Core Courses (16 Units)

GBM 425 - International Business Management **Units: 4**

GBM 426 - Leadership in a Global Context **Units: 2**

GBM 427 - Cross-cultural Negotiating and Global Business **Units: 2**

GBM 428 - Emerging Markets **Units: 2**

MGMT 461 - Management in Different Cultures **Units: 4**

MKTG 448 - Global and Cross Cultural Marketing **Units: 2**

Entrepreneurship Track Elective Required Courses (124 Units)

ENTR 320 - Creativity, Innovation, and Entrepreneurship **Units: 4**

ENTR 420 - New Venture Marketing **Units: 2**

ENTR 421 - New Venture Management **Units: 2**

ENTR 422 - New Venture Finance **Units: 2**

ENTR 423 - Practicum in New Venture Creation (In the Trenches with Entrepreneurs)
Units: 2

ENTR 481 - Selected Topics in Entrepreneurship **Units: 1**

ENTR 482 - Selected Topics in Entrepreneurship **Units: 2**

ENTR 483 - Selected Topics in Entrepreneurship **Units: 3**

ENTR 484 - Selected Topics in Entrepreneurship **Units: 4**

GBM 481 - Selected Topics in Global Business Management **Units: 1**

GBM 482 - Selected Topics in Global Business Management **Units: 2**

GBM 483 - Selected Topics in Global Business Management **Units: 3**

GBM 484 - Selected Topics in Global Business Management **Units: 4**

MGMT 474 - Business Sustainability **Units: 4**

Capstone (7 units)

BUS 444 - Strategic Management in Global Environments **Units: 4**

GBM 495 - Global Business Experience **Units: 3**

or

BUS 495 - Senior Experience **Units: 3**

Foreign Language Proficiency Exam

Students will be required to demonstrate proficiency at the advanced level in at least one foreign language. For details, see www.csusm.edu/gbm.

Information Systems Track (51 Units)

The Information Systems (IS) track in the Global Business Management (GBM) Option is designed to equip students who are interested in helping firms manage their information systems while working in an international or global environment. An increasing number of firms, both small and large are operating in foreign countries in various capacities: direct sales, sourcing of supplies, working through distributors, entering into joint ventures, performing market research, coordinating subsidiary units for more efficient operations, and so on. The significant demands on firms to manage their information systems in this increasingly complex and interesting global environment requires students who understand both information systems and global business demands. The IS track within the GBM Option will prepare students to perform well in this kind of an environment.

Foundations of Business Courses (164 Units)

* *Equivalent 4-unit courses can be substituted for these 2-unit courses. However, the excess units cannot count toward Information System Track electives.*

** *MIS 304 can be substituted for MIS 302. The two excess units may be used for electives.*

BUS 300 – Business Professional Development **Units: 2**

BUS 302 - Foundations of Business Environments **Units: 2**

BUS 322 - Introduction to Data Analytics **Units: 2**

FIN 302 - Foundations of Finance **Units: 2 ***

OM 302 - Foundations of Operations Management **Units: 2 ***

MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***

MIS 302 - Foundations of Management Information Systems **Units: 2 ****

MKTG 302 - Foundations of Marketing **Units: 2 ***

Information Systems Track Core Courses (16 Units)

GBM 425 - International Business Management **Units: 4**

GBM 426 - Leadership in a Global Context **Units: 2**

GBM 427 - Cross-cultural Negotiating and Global Business **Units: 2**

GBM 428 - Emerging Markets **Units: 2**

MGMT 461 - Management in Different Cultures **Units: 4**

MKTG 448 - Global and Cross Cultural Marketing **Units: 2**

Information Systems Track Electives (124 Units)

MIS 308 - Enterprise Systems **Units: 4**

MIS 408 - Information Systems for Business Intelligence **Units: 4**

MIS 411 - Database Management **Units: 4**

MIS 425 - Business Systems Development **Units: 4**

MIS 320 - MIS Executives Seminar **Units: 2**

MIS 427 - Multimedia in Business **Units: 4**

MIS 440 - Electronic Commerce: Applications and Strategies **Units: 4**

MIS 498 **Units: 1**

MIS 481 - Selected Topics in Management Information Systems **Units: 1**

MIS 482 - Selected Topics in Management Information Systems **Units: 2**

MIS 483 - Selected Topics in Management Information Systems **Units: 3**

MIS 484 - Selected Topics in Management Information Systems **Units: 4**

MIS 485 - Selected Topics in Management Information Systems with Lab **Units: 4**

Capstone (7 Units)

BUS 444 - Strategic Management in Global Environments **Units: 4**

BUS 495 - Senior Experience **Units: 3**

or

GBM 495 - Global Business Experience **Units: 3**

Business Professional Development Program

Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

Beginning Fall 2016, BPD Module I and BPD Module II were added to the

Option Checklists and Suggested Course Sequence Sheets are on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).

↩ Return to: [Degree and Program Offerings](#)

Business Administration, Global Supply Chain Management Option, B.S.

↩ Return to: [Degree and Program Offerings](#)

Program of Study

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Senior Experience is a one-semester, 3-unit capstone course. This course challenges students to integrate and apply their business education by participating in real-world consulting engagements. This project is conducted while working in a team with fellow students. The goals for the first two weeks of the semester are to have students form into teams, match teams with projects, and provide them with the tools needed to successfully complete projects during the remainder of the semester. Topics to be covered during these first two weeks are: the problem-solving process, primary and secondary research, critical thinking, consultation, project management, and strategies for team effectiveness. Senior Experience is offered each semester, Fall and Spring.

For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email seniorexperience@csusm.edu. Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

Student Learning Outcomes

The goal of CoBA is to ensure that our graduates have learned and are able to demonstrate the knowledge, skills, competencies, and values they will need to achieve their personal and professional goals. Students who graduate with a Bachelor of Science in Business Administration will be able to:

1. Effectively and professionally communicate both orally and in writing;
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4. Apply analytics to business situations;
5. Demonstrate proficiency in the use of information technology;

6. Apply ethical and socially responsible perspectives/viewpoints and demonstrate an understanding of their consequences;
7. Identify and apply global perspectives in making business decisions; and
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Program Requirements

The undergraduate program leads to a Bachelor of Science in Business Administration. Careful planning is the key to efficiently meeting program requirements. There are General Education and university-wide graduation requirements, lower-division pre-business core, and upper-division requirements for the major.

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Transfer Credit

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equal to the equivalent of a Cal State San Marcos course. An Upper-Division Transfer Credit Approval Form is available on the CoBA website. A student requesting such a review will be required to provide supporting documentation, such as course syllabi and required texts, along with complete copies of unofficial transcripts. This is in addition to the official transcripts that are required by the Office of Admissions.

Requirements

In order to receive a Bachelor of Science in Business Administration, a student must earn a minimum of 120 units. All courses counted toward the major must be completed with a grade of C (2.0) or better. The Lower-Division Pre-Business Core must be completed with a minimum GPA of 2.5 or better.

Students should refer to the College of Business website (www.csusm.edu/coba) for an option checklist and a suggested course sequence for each option.

Lower-Division Pre-Business Core (24 Units)

- [ACCT 201 - Introduction to Financial Accounting](#) **Units: 3**
- [ACCT 202 - Introduction to Managerial Accounting](#) **Units: 3**
- [BUS 202 - Introduction to Business Law](#) **Units: 3**
- [BUS 203 - Business Writing](#) **Units: 3**
- [BUS 204 - Business Statistics](#) **Units: 3**
- [ECON 201 - Principles of Microeconomics](#) **Units: 3**
- [ECON 202 - Principles of Macroeconomics](#) **Units: 3**
- [MATH 132 - Survey of Calculus](#) **Units: 3**

Global Supply Chain Management (51 Units)

The business model for leading companies has significantly changed over the last ten years to focus on creating a seamless supply chain that will use company assets more efficiently, take cost out of the supply chain, and create value for the consumers. The Global Supply Chain Management Option emphasizes the understanding of the complexity of the global supply chain and the competence to satisfy consumer demand in the global marketplace by getting the right product to the right consumer at the right time at the right price in a cost-effective manner. The option provides students with knowledge of cross disciplinary models

and theories, as well as the ability to apply those concepts in today's constantly changing marketplace.

Foundations of Business Courses (16 Units)

**Equivalent 4-unit courses can be substituted, but the excess units cannot count toward electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 324 - Introduction to Business Analytics **Units: 4**
- FIN 302 - Foundations of Finance **Units: 2 ***
- MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***
- MIS 304 – Principles of Management Information Systems **Units: 4**
- MIS 302 - Foundations of Management Information Systems **Units: 2 ***
- MKTG 302 - Foundations of Marketing **Units: 2 ***

Core Courses (10 Units)

- GBM 427 - Cross-cultural Negotiating and Global Business **Units: 2**
- OM 305 - Operations Management **Units: 4**
- OM 428 - Supply Chain Management **Units: 4**

Electives (20 Units)

- ACCT 423 - International Accounting **Units: 2**
- GBM 430 - Import and Export Operations **Units: 2**
-
- MKTG 448 - Global and Cross Cultural Marketing **Units: 2**
- or
- MGMT 461 - Management in Different Cultures **Units: 4**
-
- MKTG 450 - Consumer Demand and Channel Collaboration **Units: 4**
- OM 406 - Decision Models: A Computer Integrated Approach **Units: 4**
- OM 435 - Project Management **Units: 2**
- OM 440 - Pricing and Revenue Management **Units: 4**
- OM 441 - Business Logistics Management **Units: 4**

- OM 442 - Procurement and Supplier Management **Units: 2**
- OM 443 - Supply Chain Information Management **Units: 4**
- OM 444 - Strategic Supply Chain Cost Management **Units: 2**
- OM 445 - Warehousing and Distribution Management **Units: 4**
- OM 481 - Special Topics in Operations Management **Units: 1**
- OM 482 - Special Topics in Operations Management **Units: 2**
- OM 483 - Special Topics in Operations Management **Units: 3**
- OM 484 - Special Topics in Operations Management **Units: 4**
- OM 498A - Independent Study in Operations Management **Units: 1**
- OM 498B - Independent Study in Operations Management **Units: 2**
- OM 498C - Independent Study in Operations Management **Units: 3**
- OM 498D - Independent Study in Operations Management **Units: 4**

Capstone (5 Units)

- BUS 442 - Business Strategy **Units: 2**
- BUS 495 - Senior Experience **Units: 3**

Business Professional Development Program

Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

4.1. Beginning Fall 2016, BPD Module I and BPD Module II were added to the

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Business Administration, Management Information Systems Option, B.S.

←Return to: [Degree and Program Offerings](#)

Program of Study

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- BUS 203 - Business Writing **Units: 3**
- BUS 204 - Business Statistics **Units: 3**
- ECON 201 - Principles of Microeconomics **Units: 3**
- ECON 202 - Principles of Macroeconomics **Units: 3**
- MATH 132 - Survey of Calculus **Units: 3**

Management Information Systems (51 Units)

This option focuses on training business-oriented professionals for developing and managing information systems. Students will learn how to define organizational information requirements and employ technology-enabled solutions to meet the organization goals and objectives. They will also learn how to lead and manage mission-critical projects, especially those related to Internet applications. The themes of the option include principles of information systems, business systems analysis and design, and database management. The option also addresses subjects such as networking, web and mobile applications, enterprise systems and business intelligence. These topics provide students with knowledge and skills essential for enhancing organizational efficiencies and effectiveness. In addition, they prepare students for careers in business systems analysis, application development, social-networking driven business, entrepreneurship, and process design.

Foundations of Business Courses (162 Units)

**Equivalent 4-unit courses can be substituted for these 2-unit courses with 2 units applied toward MIS electives. However, only 4 excess units can be counted as MIS electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 324 - Introduction to Business Analytics **Units: 4**
- FIN 302 - Foundations of Finance **Units: 2 ***
- MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***
- MKTG 302 - Foundations of Marketing **Units: 2 ***
- OM 302 - Foundations of Operations Management **Units: 2 ***

Core Courses (812 Units)

*Students who have taken lower-division 3-unit, MIS 203, do not need to take MIS 304, but need to take additional 4-units of electives from the list below.

- MIS 304 - Principles of Management Information Systems **Units: 4 ***
- MIS 411 - Database Management **Units: 4**
- ~~OM 305 – Operations Management **Units: 4**~~

Electives (22 Units)

A minimum of 16 units must be selected from the following approved MIS/OM courses. The remaining 6 units can be taken from electives in ACCT, ENTR, FIN, GBM, GSCM, MKTG, MGMT, or HIT. Students in the MIS option cannot take ACCT 308 for credit. Units outside of MIS may be substituted with prior approval from CoBA.

- MIS 308 - Enterprise Systems **Units: 4**
- MIS 320 - MIS Executives Seminar **Units: 2**
- MIS 328 - Mobile Business Applications **Units: 4**
- MIS 388 - Java Programming for Business Applications **Units: 4**
- MIS 408 - Information Systems for Business Intelligence **Units: 4**
- MIS 418 - Information Security Management **Units: 2**
- MIS 425 - Business Systems Development **Units: 4**
- MIS 426 - Telecommunication and Network Security for Management **Units: 4**
- MIS 427 - Multimedia in Business **Units: 4**
- MIS 435 - Web Business Applications **Units: 4**
- MIS 440 - Electronic Commerce: Applications and Strategies **Units: 4**
- MIS 480 - Managing Information Systems Project **Units: 4**
- MIS 481 - Selected Topics in Management Information Systems **Units: 1**
- MIS 482 - Selected Topics in Management Information Systems **Units: 2**
- MIS 483 - Selected Topics in Management Information Systems **Units: 3**
- MIS 484 - Selected Topics in Management Information Systems **Units: 4**
- MIS 498A - Independent Study in Management Information Systems **Units: 1**
- MIS 498B - Independent Study in Management Information Systems **Units: 2**
- MIS 498C - Independent Study in Management Information Systems **Units: 3**
- MIS 498D - Independent Study in Management Information Systems **Units: 4**
- OM 406 - Decision Models: A Computer Integrated Approach **Units: 4**

Capstone (5 Units)

-
- BUS 442 - Business Strategy **Units: 2**
 - BUS 495 - Senior Experience **Units: 3**
 - **Business Professional Development Program**
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Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to

pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

5. Beginning Fall 2016, BPD Module I and BPD Module II were added to the

Option Checklists and Suggested Course Sequence Sheets [are on the CoBA Advising website \(http://www.csusm.edu/coba/advising/optionchecklists.html\)](http://www.csusm.edu/coba/advising/optionchecklists.html).

←Return to: [Degree and Program Offerings](#)

Business Administration, Management Option, B.S.

←Return to: [Degree and Program Offerings](#)

Program of Study

After successful completion of the Lower-Division Pre-Business Core, students take an associated set of Foundation of Business and Core courses for their selected option/track. Each option/track has numerous required and elective courses from which a student can tailor a program to satisfy individual career goals. Students in the College of Business Administration (CoBA) will find that their program of study is both rigorous and relevant to real-world business problems. The curriculum is designed to help students develop a wide range of skills and abilities applicable to both for-profit and not-for-profit sectors of the economy. The program's focus on problem identification and problem solving allows students to develop analytical and critical thinking skills that gives Cal State San Marcos business graduates a distinctive advantage in today's job market.

Senior Experience is a one-semester, 3-unit capstone course. This course challenges students to integrate and apply their business education by participating in real-world consulting engagements. This project is conducted while working in a team with fellow students. The goals for the first two weeks of the semester are to have students form into teams, match teams with projects, and provide them with the tools needed to successfully complete projects during the remainder of the semester. Topics to be covered during these first two weeks are: the problem-solving process, primary and secondary research, critical thinking,

consultation, project management, and strategies for team effectiveness. Senior Experience is offered each semester, Fall and Spring.

For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email seniorexperience@csusm.edu. Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

Student Learning Outcomes

The goal of CoBA is to ensure that our graduates have learned and are able to demonstrate the knowledge, skills, competencies, and values they will need to achieve their personal and professional goals. Students who graduate with a Bachelor of Science in Business Administration will be able to:

- Effectively and professionally communicate both orally and in writing;
- Demonstrate critical thinking and problem-solving skills;
- Demonstrate interpersonal and collaboration skills;
- Apply analytics to business situations;
- Demonstrate proficiency in the use of information technology;
- Apply ethical and socially responsible perspectives/viewpoints and demonstrate an understanding of their consequences;
- Identify and apply global perspectives in making business decisions; and
- Describe and apply foundational business concepts, theories, processes, and strategies.

Program Requirements

The undergraduate program leads to a Bachelor of Science in Business Administration. Careful planning is the key to efficiently meeting program requirements. There are General Education and university-wide graduation requirements, lower-division pre-business core, and upper-division requirements for the major.

All students applying for admission to the CoBA are initially classified as Pre-Business status. Students need to submit a Business Status Application (available at www.csusm.edu/coba) to the CoBA Advising Office in person, or via online, fax, or U.S. mail, along with complete

copies of unofficial transcripts for all non-CSUSM coursework in the pre-business core. This is in addition to the official transcripts that are required by the Office of Admissions. Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).

Completion of the pre-business core (Business Status) is a prerequisite for all upper-division CoBA business courses.

The CoBA requires that at least 50 percent of the upper-division major coursework required for each of its options be earned at Cal State San Marcos. Completion of the Senior Experience at Cal State San Marcos is required of all students.

Transfer Credit

Lower-division courses clearly equivalent in scope, content, and level will be accepted for transfer credit (if taken from a regionally accredited U.S. institution or from a foreign institution recognized by Cal State San Marcos and the CoBA).

Transfer credit will be granted for upper-division courses only in those cases where the course content and level are equivalent to Cal State San Marcos courses and/or where the courses were taken in a program accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Exceptions will be made on an individual basis only where a review of the proposed transfer credit course indicates content and depth at least equal to the equivalent of a Cal State San Marcos course. An Upper-Division Transfer Credit Approval Form is available on the CoBA website. A student requesting such a review will be required to provide supporting documentation, such as course syllabi and required texts, along with complete copies of unofficial transcripts. This is in addition to the official transcripts that are required by the Office of Admissions.

Requirements

In order to receive a Bachelor of Science in Business Administration, a student must earn a minimum of 120 units. All courses counted toward the major must be completed with a grade of C (2.0) or better. The Lower-Division Pre-Business Core must be completed with a minimum GPA of 2.5 or better.

Students should refer to the College of Business website (www.csusm.edu/coba) for an option checklist and a suggested course sequence for each option.

Lower-Division Pre-Business Core (24 Units)

- ACCT 201 - Introduction to Financial Accounting **Units: 3**
- ACCT 202 - Introduction to Managerial Accounting **Units: 3**
- BUS 202 - Introduction to Business Law **Units: 3**
- BUS 203 - Business Writing **Units: 3**
- BUS 204 - Business Statistics **Units: 3**
- ECON 201 - Principles of Microeconomics **Units: 3**
- ECON 202 - Principles of Macroeconomics **Units: 3**
- MATH 132 - Survey of Calculus **Units: 3**

Management (51 Units)

The Management Option courses concentrate primarily on relationships among members of organizations as well as organization decision-making behavior and cultures. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. A common theme is the use of people skills. There are currently two tracks in the Management Option:

- Management and Organizations Track
- Entrepreneurship Track

Management and Organizations Track (51 Units)

The Management and Organizations track is designed to help students become effective leaders and managers in any organizational context. Courses in the track relate specifically to developing leadership and management competencies, understanding essential human resources practices, as well as building effective teams and organizational cultures. Required and elective courses also expose students to business and cross-cultural issues that are common in the global business environment. Most courses focus on both theory and application of management and organizational principles. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. Common themes are the use of people skills, the ability to analyze complex situations, and make effective decisions to achieve success in today's competitive environment.

Foundation of Business Courses (142 Units)

**Equivalent 4-unit courses can be substituted, but the excess units cannot count towards electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 322 - Introduction to Data Analytics **Units: 2 ***
- FIN 302 - Foundations of Finance **Units: 2 ***
- MIS 302 - Foundations of Management Information Systems **Units: 2 ***
- OM 302 - Foundations of Operations Management **Units: 2**
- MKTG 302 - Foundations of Marketing **Units: 2 ***

Core Courses (16 Units)

- MGMT 305 - Organizational Behavior **Units: 4**
- MGMT 415 - Human Resource Management **Units: 4**
- MGMT 452 - Leadership in Organizations **Units: 4**
- MGMT 461 - Management in Different Cultures **Units: 4**

Electives (146 Units)

A minimum of 10 units must be selected from the list of electives below. The remaining 64 units can be taken from courses in ACCT, FIN, GBM, OM, MIS, MGMT, or MKTG. Students in the track cannot take ACCT 308 for credit. A maximum of 4 units may be taken outside the College of Business with prior approval from CoBA.

- ENTR 320 - Creativity, Innovation, and Entrepreneurship **Units: 4**
- ENTR 421 - New Venture Management **Units: 2**
- GBM 425 - International Business Management **Units: 4**
- GBM 427 - Cross-cultural Negotiating and Global Business **Units: 2**
- MGMT 420 - Personnel Selection and Appraisal **Units: 4**
- MGMT 432 - In The Executive's Chair **Units: 2**
- MGMT 445 - Career Development **Units: 2**
- MGMT 465 - Developing Management Skills **Units: 4**
- MGMT 481 - Selected Topics in Management **Units: 1**
- MGMT 482 - Selected Topics in Management **Units: 2**
- MGMT 483 - Selected Topics in Management **Units: 3**
- MGMT 484 - Selected Topics in Management **Units: 4**

- MGMT 498 **Units: 1-4**

Capstone (7 Units)

- BUS 444 - Strategic Management in Global Environments **Units: 4**
- BUS 495 - Senior Experience **Units: 3**

Entrepreneurship Track (51 Units)

The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different components essential to starting and managing a start-up business, and evaluate closely the viability of their idea. The program is designed to help students develop their ideas into a well-conceived business plan that can lead to a start-up business.

In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. Students begin by exploring their personal creativity, turning creative thought into innovative new products and services, developing their idea, understanding the challenges of entrepreneurship, and completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and finance to increase their understanding and functional skills to further develop their business idea and determine its potential. Students will also benefit significantly from the experiences of entrepreneurs in the community and learn from their successes and failures.

Foundation of Business Courses (142 Units)

**Equivalent 4-unit courses can be substituted, but the excess units cannot count towards electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 322 - Introduction to Data Analytics **Units: 2 ***
- FIN 302 - Foundations of Finance **Units: 2 ***
- MIS 302 - Foundations of Management Information Systems **Units: 2 ***
- OM 302 - Foundations of Operations Management **Units: 2 ***
- MKTG 302 - Foundations of Marketing **Units: 2 ***

Core Courses (16 Units)

- MGMT 305 - Organizational Behavior **Units: 4**
- MGMT 415 - Human Resource Management **Units: 4**
- MGMT 452 - Leadership in Organizations **Units: 4**
- MGMT 461 - Management in Different Cultures **Units: 4**

Entrepreneurship Track Required Courses (14 Units) + 2 Units of CoBA Electives]

**The remaining 2 units can be taken from courses in ACCT, FIN, GBM, OM, MIS, MGMT, or MKTG*

- ENTR 320 - Creativity, Innovation, and Entrepreneurship **Units: 4**
- ENTR 420 - New Venture Marketing **Units: 2**
- ENTR 421 - New Venture Management **Units: 2**
- ENTR 422 - New Venture Finance **Units: 2**
- ENTR 423 - Practicum in New Venture Creation (In the Trenches with Entrepreneurs) **Units: 2**
- ENTR 430 - New Venture Development **Units: 2**

Capstone (7 Units)

- BUS 444 - Strategic Management in Global Environments **Units: 4**
- BUS 495 - Senior Experience **Units: 3**

Human Resources Management Track (67)

Program of Study

The Human Resources Management Track within the Management Department is designed to equip students with the necessary knowledge and competencies needed for employment within the HRM field. These essential HR functions include HR planning, recruiting/selection, job design, training, employment law, performance appraisal/management, labor relations, compensation/benefits, employee retention/development and international

management. Successful completion of the recommended courses should enable graduates to compete effectively with graduates from other universities for positions within the HRM field. The HRM Track also strives to prepare our students to pass the HRM certification exams offered through the Society for Human Resource Management.

Foundations of Business Courses (120 Units)

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 322 - Introduction to Data Analytics **Units: 2 ***
- FIN 302 - Foundations of Finance **Units: 2 ***
- MIS 302 - Foundations of Management Information Systems **Units: 2 ***
- OM 302 - Foundations of Operations Management **Units: 2 ***

*Equivalent 4-unit courses can be substituted for these 2-unit courses. However, only 4 excess units can be counted toward MGMT: HRM Track electives.

Required Courses (16 Units)

- MGMT 420 - Personnel Selection and Appraisal **Units: 4 ***
- MGMT 422 - Training and Development **Units: 2 ***
- MGMT 425 - Employment Law **Units: 2 ***
- MGMT 428 - Compensation and Benefits **Units: 4 ***
- MGMT 445 - Career Development **Units: 2**
- MGMT 465 - Developing Management Skills **Units: 4**
- MGMT 470 - Strategic Management of Technological Innovation **Units: 2**
- GBM 425 - International Business Management **Units: 4**
- MGMT 481 - Selected Topics in Management **Units: 1**
- MGMT 482 - Selected Topics in Management **Units: 2**
- MGMT 483 - Selected Topics in Management **Units: 3**
- MGMT 484 - Selected Topics in Management **Units: 4**
- MGMT 485 - Selected Topics in Management with Lab **Units: 4**
-
- *HRM students are required to take at least 6 (six) units (any 2 courses) from the first four courses listed. These courses cover essential HRM functional competencies.

Human Resource Management Track Core Courses (18 Units)

- MGMT 305 - Organizational Behavior **Units: 4**
- MGMT 415 - Human Resource Management **Units: 4**
- MGMT 452 - Leadership in Organizations **Units: 4**
- MGMT 461 - Management in Different Cultures **Units: 4**
- MKTG 302 - Foundations of Marketing **Units: 2 ***
-
- *Prerequisite for Capstone and Senior Experience.

Human Resource Management Track Electives (146 Units)

- MGMT 420 - Personnel Selection and Appraisal **Units: 4 ***
- MGMT 422 - Training and Development **Units: 2 ***
- MGMT 425 - Employment Law **Units: 2 ***
- MGMT 428 - Compensation and Benefits **Units: 4 ***
- MGMT 445 - Career Development **Units: 2**
- MGMT 465 - Developing Management Skills **Units: 4**
- MGMT 470 - Strategic Management of Technological Innovation **Units: 2**
- GBM 425 - International Business Management **Units: 4**
- MGMT 481 - Selected Topics in Management **Units: 1**
- MGMT 482 - Selected Topics in Management **Units: 2**
- MGMT 483 - Selected Topics in Management **Units: 3**
- MGMT 484 - Selected Topics in Management **Units: 4**
- MGMT 485 - Selected Topics in Management with Lab **Units: 4**
-
- *HRM students are required to take at least six (6) units (any 2 courses) from the first four courses listed. These courses cover essential HRM functional competencies.

Capstone (4 Units)

- BUS 444 - Strategic Management in Global Environments **Units: 4**
- BUS 495 - Senior Experience **Units: 3**

Senior Experience (3 Units)

- BUS 495 – Senior Experience **Units: 3**

Business Professional Development Program

Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

7.1. Beginning Fall 2016, BPD Module I and BPD Module II were added to the

Option Checklists and Suggested Course Sequence Sheets are on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).

← Return to: [Degree and Program Offerings](#)

Business Administration, Marketing Option, B.S.

← Return to: [Degree and Program Offerings](#)

Program of Study

After successful completion of the Lower-Division Pre-Business Core, students take an associated set of Foundation of Business and Core courses for their selected option/track. Each option/track has numerous required and elective courses from which a student can tailor a program to satisfy individual career goals. Students in the College of Business Administration (CoBA) will find that their program of study is both rigorous and relevant to real-world business problems. The curriculum is designed to help students develop a wide range of skills and abilities applicable to both for-profit and not-for-profit sectors of the economy. The program's focus on problem identification and problem solving allows students to develop analytical and critical thinking skills that gives Cal State San Marcos business graduates a distinctive advantage in today's job market.

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For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email seniorexperience@csusm.edu. Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

Student Learning Outcomes

The goal of CoBA is to ensure that our graduates have learned and are able to demonstrate the knowledge, skills, competencies, and values they will need to achieve their personal and professional goals. Students who graduate with a Bachelor of Science in Business Administration will be able to:

- Effectively and professionally communicate both orally and in writing;
- Demonstrate critical thinking and problem-solving skills;
- Demonstrate interpersonal and collaboration skills;
- Apply analytics to business situations;
- Demonstrate proficiency in the use of information technology;
- Apply ethical and socially responsible perspectives/viewpoints and demonstrate an understanding of their consequences;
- Identify and apply global perspectives in making business decisions; and
- Describe and apply foundational business concepts, theories, processes, and strategies.

Program Requirements

The undergraduate program leads to a Bachelor of Science in Business Administration. Careful planning is the key to efficiently meeting program requirements. There are General Education and university-wide graduation requirements, lower-division pre-business core, and upper-division requirements for the major.

All students applying for admission to the CoBA are initially classified as Pre-Business status. Students need to submit a Business Status Application (available at www.csusm.edu/coba) to the CoBA Advising Office in person, or via online, fax, or U.S. mail, along with complete copies of unofficial transcripts for all non-CSUSM coursework in the pre-business core. This is in addition to the official transcripts that are required by the Office of Admissions. Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).

Completion of the pre-business core (Business Status) is a prerequisite for all upper-division CoBA business courses.

The CoBA requires that at least 50 percent of the upper-division major coursework required for each of its options be earned at Cal State San Marcos. Completion of the Senior Experience at Cal State San Marcos is required of all students.

Transfer Credit

Lower-division courses clearly equivalent in scope, content, and level will be accepted for transfer credit (if taken from a regionally accredited U.S. institution or from a foreign institution recognized by Cal State San Marcos and the CoBA).

Transfer credit will be granted for upper-division courses only in those cases where the course content and level are equivalent to Cal State San Marcos courses and/or where the courses were taken in a program accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Exceptions will be made on an individual basis only where a review of the proposed transfer credit course indicates content and depth at least equal to the equivalent of a Cal State San Marcos course. An Upper-Division Transfer Credit Approval Form is available on the CoBA website. A student requesting such a review will be required to provide supporting documentation, such as course syllabi and required texts, along with complete copies of unofficial transcripts. This is in addition to the official transcripts that are required by the Office of Admissions.

Requirements

In order to receive a Bachelor of Science in Business Administration, a student must earn a minimum of 120 units. All courses counted toward the major must be completed with a grade of C (2.0) or better. The Lower-Division Pre-Business Core must be completed with a minimum GPA of 2.5 or better.

Students should refer to the College of Business website (www.csusm.edu/coba) for an option checklist and a suggested course sequence for each option.

Lower-Division Pre-Business Core (24 Units)

- [ACCT 201 - Introduction to Financial Accounting](#) **Units: 3**
- [ACCT 202 - Introduction to Managerial Accounting](#) **Units: 3**
- [BUS 202 - Introduction to Business Law](#) **Units: 3**
- [BUS 203 - Business Writing](#) **Units: 3**
- [BUS 204 - Business Statistics](#) **Units: 3**
- [ECON 201 - Principles of Microeconomics](#) **Units: 3**
- [ECON 202 - Principles of Macroeconomics](#) **Units: 3**
- [MATH 132 - Survey of Calculus](#) **Units: 3**

Marketing (51 Units)

Marketing has been defined as “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders” (American Marketing Association). Effective marketing is very important for the long-term success of any organization because it focuses the organization on attracting and retaining customers through its combination of product, pricing, distribution, and promotion strategies.

All students in the Marketing Option will take a course that focuses on the foundational principles of marketing, and courses that explore personal branding, the behavior of consumers, the process through which marketers conduct research to understand consumers, and the special challenges and opportunities marketers face in different cultures. In addition, students will take specialized elective courses that focus on developing appropriate strategies for targeting and serving customers. Through their coursework and other educational experiences, students can prepare for a variety of positions in areas such as marketing communication and advertising, sports marketing, customer relationship management, marketing research, sales, services marketing, and international marketing.

Foundations of Business Courses (164 Units)

** Equivalent 4-unit course can be substituted for these 2-unit courses. However, the excess units cannot count toward Marketing electives.*

- BUS 300 – Business Professional Development **Units: 2**
- BUS 302 - Foundations of Business Environments **Units: 2**
- BUS 322 - Introduction to Data Analytics **Units: 2 ***
- FIN 302 - Foundations of Finance **Units: 2 ***
- MIS 302 - Foundations of Management Information Systems **Units: 2 ***
- MGMT 302 - Foundations of Organizational Behavior **Units: 2 ***
- MKTG 302 - Foundations of Marketing **Units: 2**
- OM 302 - Foundations of Operations Management **Units: 2 ***

Core Courses (12 Units)

- MKTG 310 - Personal Branding **Units: 2**
- MKTG 442 - Marketing Research **Units: 4**
- MKTG 445 - Consumer Behavior **Units: 4**
- MKTG 448 - Global and Cross Cultural Marketing **Units: 2**

Electives (18 Units)

A minimum of 14 units must be selected from the list of electives below. The remaining 4 units may also be selected from the list below or from any 300- and 400-level course in the College of Business. Up to 4 units may be taken outside the College of Business with prior approval from the Marketing Department Chair.

- MKTG 315 - Services Marketing **Units: 2**
- MKTG 340 - Personal Selling and Business Development **Units: 2**
- MKTG 433 - Marketing Communication **Units: 4**
- MKTG 446 - Sales Management **Units: 2**
- MKTG 449 - Database Marketing **Units: 4**
- MKTG 450 - Consumer Demand and Channel Collaboration **Units: 4**
- MKTG 451 - Customer Lifecycle Marketing **Units: 4**
- MKTG 452 - Sports Marketing and Sponsorship **Units: 4**
- MKTG 454 - Using Social Media for Marketing **Units: 4**

- ENTR 420 - New Venture Marketing **Units: 2**
- MKTG 481 - Selected Topics in Marketing **Units: 1**
- MKTG 482 - Selected Topics in Marketing **Units: 2**
- MKTG 483 - Selected Topics in Marketing **Units: 3**
- MKTG 484 - Selected Topics in Marketing **Units: 4**
- MKTG 498 **Units: 1-4**

Capstone (57 Units)

- BUS 444 - Strategic Management in Global Environments **Units: 4**
- BUS 442 - Business Strategy **Units: 2**
- BUS 495 - Senior Experience **Units: 3**

Business Professional Development Program

Business Professional Development consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

9.1. Beginning Fall 2016, BPD Module I and BPD Module II were added to the

Option Checklists and Suggested Course Sequence Sheets are on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).

↩ Return to: [Degree and Program Offerings](#)