



G

General Business

Department of Management,
Operations, and Marketing

General Business

What will I study?

The **General Business** student takes a self-selected combination of advanced, upper-division courses from Management, Marketing, Operations Management, Accounting, Finance, and Computer Information Systems.

The student is required to complete a minimum of 15 semester units accumulated across a minimum of three of these areas. Core classes include Business Finance, Principles of Marketing, and Management Theory and Practice.



What can I do with a concentration in General Business?

The resulting broad overview of business gained through the General Business concentration enables its graduates to gain entry into a variety of lower-level management positions in a broad range of businesses.

POTENTIAL CAREER TIMELINE

A clear path for opportunity is easy to discern based upon data from our alumni and faculty familiar with the career field.



CONCENTRATION

Why choose General Business at CSU Stanislaus?

The General Business concentration provides an outlet for — and appeals to — the student who may have interests that transcend the normal boundaries of the individual business disciplines, or who may desire a specialized career path that melds technique and theory from several fields.

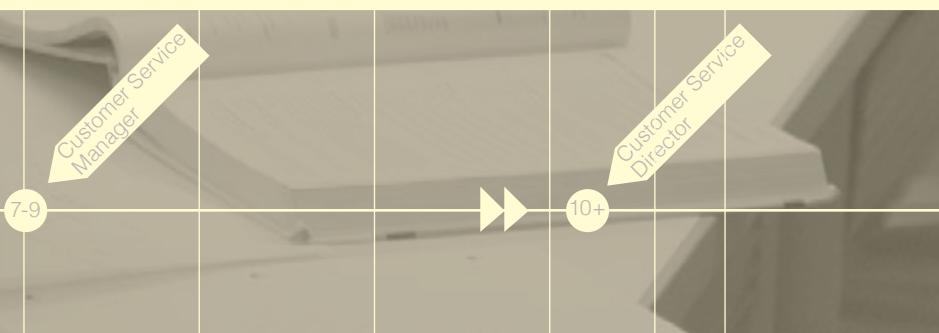
The concentration is unique among nearby universities for the latitude it provides students with “out-of-the-box” career plans: the a la carte approach affords a multitude of potential academic experiences. Housed within the Computer Information Systems department is one of many concentrations pursuant to the Bachelor of Science in Business Administration.



The College of Business Administration mission:

- To be a premier learning-centered College of Business Administration in California's Central Valley that develops graduates who have the knowledge and skills to perform well and is recognized for academic excellence, innovation, use of technology, scholarship, and continuous improvement.

Right now, **CSU Stanislaus General Business graduates** are employed in entry-level and middle-management positions across a wide variety of service and manufacturing industries.



ON THE PATH *of*

Business Alumni

RONALD E. REID



1997, Business
Administration

presented by
 Gallo
FAMILY
VINEYARDS™

Lieutenant, Turlock Police Department

Born and raised in Modesto, Reid graduated from Grace Davis High School in 1984. He earned an Associate Degree in Liberal Studies from Modesto Junior College in 1987. Upon graduating from the Police Academy in 1989, Reid began his career as a police officer in Atwater.

Reid used his knowledge and experience stemming from his 1997 Business Administration degree from CSU Stanislaus to vault himself into a new position within the Modesto Police Department — working as a detective in the Vice, White Collar Crime, and Crimes Against Persons departments.

In 2003, Reid took on the role of sergeant—focusing on Internal Affairs, Hi-Tech Crimes Task Force, Patrol and Hostage Negotiations. All said, Reid served with the Modesto Police Department for 17 years.

In 2006, Reid obtained his Master's degree in Emergency Services Administration from CSU Long Beach. A year later, he found himself promoted to Lieutenant and working with the Turlock Police Department.

Advising & Student Success

The Student Success Center is a one-stop shop for CSU Stanislaus business students. The SSC facilitates the educational and career goals of students by providing services such as academic advising, career information, and scholarship information. Contact the SSC at (209) 667-3864 or e-mail cbassc@csustan.edu.



College of
**BUSINESS
ADMINISTRATION**

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