



College of
BUSINESS
ADMINISTRATION



M **S/E**

Management

Strategy/Entrepreneurship

Department of Management,
Operations, and Marketing



California State University | Stanislaus

Management

What will I study?

The **Strategy/ Entrepreneurship Track** provides students with the opportunity to focus on the process of guiding and implementing the future direction of their business organizations. Courses are designed to help students make

key strategic management, implementation and entrepreneurial decisions including how to start a business, grow a business, and guide a business in an uncertain and changing competitive environment.

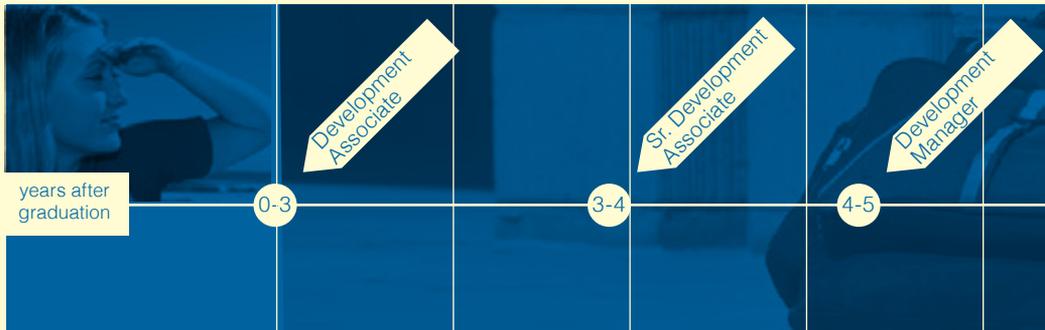


What can I do with a concentration in Strategy/ Entrepreneurship?

With a degree in Business Administration on the S/E Track, graduates can start their own company, contribute to the development and implementation of the strategic, functional and operational plans in an existing company, or contribute to the initiation of new products/services in an existing company.

POTENTIAL CAREER TIMELINE

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



STRATEGY/ ENTREPRENEURSHIP TRACK

Why choose S/E Management at CSU Stanislaus?

Every company is looking for visionary, creative, and hands-on people. Therefore, in addition to preparing students to start their own businesses as entrepreneurs, this track prepares students to be capable of participation in the development and implementation of the strategic, functional and operational plans of an existing company.

While few in number, the faculty in Strategy and Entrepreneurship at CSU Stanislaus represent expertise in a wide array of managerial functional areas. Through traditional coursework and unique projects that often involve the local business community, they work together with the students to make the study of Strategy and Entrepreneurship a successful and enjoyable experience.



The Management Department endeavors to:

- Provide an outlet for — and appeal to — the student who has an interest in the development and implementation of management strategies in existing companies and the entrepreneurial initiation of new businesses.

Right now, **CSU Stanislaus Strategy/Entrepreneurship graduates** are working as Entrepreneurs, Franchisees, small business or family business Owners/Managers, Realtors/ Real Estate Managers, and Management consultants.



ON THE PATH of
CBA Alumni



**PAULA
ZAGARIS
LEFFLER**

1987, MBA

presented by

Gallo
FAMILY
VINEYARDS™

President, Liberty Property Management

The youngest child in a business-savvy family with three older brothers, Zagaris Leffler developed an interest in the business world by watching her father start and grow his own real estate business in Modesto in the early 1960s. Paul Zagaris was an incredibly hardworking entrepreneur who took immense joy in helping other people. After attending UC Berkeley and earning her degree in Economics, Zagaris Leffler enrolled in the CSU Stanislaus MBA program. She saw the program as a terrific opportunity to continue to work and learn in the business world while at the same time obtain an advanced education directly applicable to the accounting work she was performing at PMZ Real Estate.

At CSU Stanislaus, she felt embraced within the nurturing environment of the College of Business Administration. The small class sizes and professors enhanced her learning experience dramatically.

Today, Zagaris Leffler manages a property management firm with over 1,700 properties in three counties. She also serves as CFO for PMZ Real Estate, which stands among the top 100 privately owned Real Estate companies in America.

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.



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