



Business Administration



About the College

The College of Business Administration delivers a professional business education that provides students with the knowledge and skills they need to succeed in the business world and in society. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the college offers undergraduate programs in accounting, marketing, management, computer information systems and more, along with traditional, executive and online Master of Business Administration degrees.



CBA contact info

Dean: Linda Nowak, Ph.D.
Phone: (209) 667-3288
www.csustan.edu/CBA

When we say “Business Administration” we are really talking about the diverse program concentrations that this major offers — Accounting, Computer Information Systems, Finance, Management, Operations Management, Marketing and General Business. No matter which field students select, they are always prepared to enter the workforce. And they are ready to see the first of many successes.



Where can your degree take you? With business education always being a desired commodity, employers in the following fields are interested in Business Administration graduates: marketing, finance, education, sales, consulting, law, mediation, management and economics.

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Degrees and Programs

- Bachelor of Science, Business Administration, with concentrations available in Accounting, Computer Information Systems, Finance, Management, Operations Management, Marketing and General Business
- Minor available in Business Administration
- Master of Business Administration
- Executive Master of Business Administration
- Online Master of Business Administration

Our faculty

David Lindsay (Accounting and Finance Chair), Ph.D., Kent State ('92)

Pi-Sheng Deng (CIS and General Business Chair), Ph.D., Purdue ('87)

Al Petrosky (Management, Operations and Marketing Chair), Ph.D., Arizona ('92)

Interesting classes you might take

Management Accounting
Ethics and Social Responsibility for Business
Financial Accounting
Information Technology for Management
Principles of Marketing
Operations Management
Business Finance
Management Theory and Practice
Management Science

Course Spotlight

MKT 3410: Principles of Marketing

Marketing process with emphasis on the management point of view. Consideration is given to the role played by marketing in the economy, dynamics of consumer motivation and behavior, and problems including ethical considerations confronted by the business firm establishing an overall marketing program.

Go online to www.csustan.edu/CBA for course descriptions.



What you can learn

- The facets of international business, information technology and professional ethics
- To make intellectual contributions as viable employees

What you can earn

Auditor, \$76,000
Ag Lender, \$88,000
International Banking Manager, \$86,000
Financial Advisor, \$94,000
Bank Examiner, \$86,000
Retail District Manager, \$82,000
Commodities Manager, \$88,000
HR Director, \$94,000
Director of Marketing, \$140,000
Market Research Manager, \$85,000
Operations Manager, \$76,000
Supply Chain Manager, \$94,000
Management Analyst, \$79,000

Source: Indeed.com 2011

Contact information

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www.csustan.edu/CBA

Advising information

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Website:

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