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 Department of Management, Operations Management, and Marketing, it is one of many concentrations pursuant to the Bachelor of Science in Business Administration.
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.