College of Business Administration

Nael A. Aly, Ph.D., Dean

Al Petrosky, Ph.D., Chair, Department of Management, Operations, and Marketing
Randall B. Brown, Ph.D., Director, Master of Business Administration Program
(vacant) Director, Management Development Center and Student Success Center
David H. Lindsay, Ph.D., Chair, Department of Accounting and Finance
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The College of Business Administration is fully accredited by AACSB International — The Association to Advance Collegiate Schools of Business. AACSB International accreditation represents the highest standard of achievement for business schools worldwide. AACSB accreditation is the hallmark of excellence in management and business administration education.

The College of Business Administration is organized into three academic departments: Accounting and Finance; Computer Information Systems; and Management, Operations, and Marketing.

Courses in the Bachelor of Science programs are offered both day and evening. In addition to course offerings on the Turlock campus, the College schedules upper-division and graduate courses at the CSU Stanislaus Stockton Center, mediated courses, and on-line courses.

Programs are listed alphabetically within the department that houses them. When a program is housed within the college but not assigned to a specific department, it is listed first.
Credit for Approved Coursework

Up to 30 semester units of credit towards the Bachelor of Science degree in Applied Studies may be granted or approved, otherwise nontransferable course work applicable to a technical or vocational degree or certificate.

The Major (27 units minimum)

1. Advanced Communication, two of the following courses from different disciplines:
   - COMM 3110 Organizational Communication, 3 units
   - COMM 3120 Management Communication, 3 units
   - ENGL 3007 Business and Technical Communication (WP), 3 units

2. Administration, the following courses:
   - MGT 3310 Management Theory and Practice, 3 units
   - PSCI 3304 Introduction to Public Administration (WP), 4 units

3. Modern Organization, two or three of the following courses:
   - MGT 4000 Organization and Environment, 3 units
   - MGT 4360 Organizational Behavior, 3 units
   - OM 3010 Operations Management, 3 units
   - PSCI 4300 Organization Theory, 4 units
   - SOCL 4800 Formal Organizations in Modern Society, 3 units

4. Public Policy, one or two of the following courses:
   - ECON 3150 National Income Analysis, 3 units
   - ECON 4335 Political Economy (WP), 4 units
   - ECON 4540 Public Finance and Fiscal Policy, 3 units
   - PSCI 4315 Public Policy Making, 3 units

5. Group Dynamics, zero or one elective course:
   - COMM 4160 Intercultural Communication, 3 units
   - SOCL 4020 Sociology of Small Group Dynamics, 3 units

6. Leadership, one or two of the following courses:
   - COGS/PSYC 4440 Psychology of Workplace Performance, 3 units
   - COMM 4170 Professional Interviewing, 3 units
   - MGT 4340 Executive Leadership, 3 units
   - MGT 4610 Seminar in Human Resource Management, 3 units
   - OM 4570 Quality and Productivity Management, 3 units

Learning Objectives

Students in the Applied Studies program will:

- Develop advanced oral and written communication skills.
- Learn the basics of public sector and private sector administration.
- Learn how to interact constructively and productively with individuals and organizations in the public and private sectors.
- Obtain a basic understanding of: public policy; how a modern organization functions; group dynamics for their anticipated careers; and at least one leadership skill set.
Bachelor of Science in Business Administration

This degree provides preparation for careers in a wide range of business administration and business-related fields, along with:
- a broad, liberal education,
- a basic understanding of the operation of a business enterprise,
- an understanding of the environment in which business exists and of which it is a part,
- proficiency in analyzing, evaluating, and synthesizing managerial decisions, and
- a degree of specialized training in a selected area.

The business administration degree program has four principal components:
- prerequisites to the degree,
- English proficiency requirement,
- the business administration core, and
- the concentration requirements.

The prerequisites, which overlap the general education program, provide the foundation upon which the degree is later constructed. Students should schedule these courses during their freshman and sophomore years. The English proficiency requirement is important for all business courses and should be completed in the junior year.

The Business Administration core is a closely coordinated sequence of courses which introduces students to the broad field of business administration, develops knowledge of the organizational and management concepts which underlie the operation of all business enterprises, and develops effective ways of thinking about complex situations encountered in business administration. Except for the integrating course in business policy, which must be taken as the last course in the business administration core, students should schedule most courses in the core in their junior year.

The area of concentration provides the opportunity for specialized study in a selected area of interest.

Requirements
1. Complete the following prerequisites (21 units) with a letter grade of C– or better in each course:
   - ACC 2110 Financial Accounting, 3 units
   - ACC 2130 Managerial Accounting, 3 units
   - BLW 2060 Law, Environment, and Ethics, 3 units
   - ECON 2500 Principles of Macroeconomics, 3 units
   - ECON 2510 Principles of Microeconomics, 3 units
   - MATH 1500 Finite Mathematics, 3 units
   - MATH 1610 Statistics for Decision Making, 3 units
2. Complete the Writing Proficiency Requirement, 3 units, required by your concentration.
3. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   - CIS 3700 Information Technology for Management, 3 units
   - FIN 3220 Business Finance, 3 units
   - MGT 3310 Management Theory and Practice, 3 units
   - MGT 3400 Seminar in International Business, 3 units
   - MGT 4900 Business Policy, 3 units
   - MKT 3410 Principles of Basic Marketing, 3 units
   - OM 3010 Operations Management, 3 units
   - OM 3020 Management Science, 3 units

Learning Objectives, BSBA core courses
Students enrolled in the College of Business Administration will be able to:
- Communicate clearly and effectively using oral and written communication and electronic media.
- Recognize ethical issues and develop a framework of appropriate resolutions.
- Understand how diverse perspectives relate to business decisions.
- Think with sufficient depth and agility to make sound decisions based on logical analysis and substantive, integrative knowledge of the business disciplines.
Minor in Business Administration

Requirements (33 units)
1. Complete the following prerequisites (18 units) with a letter grade of C– or better in each course:
   ACC 2110 Financial Accounting, 3 units
   ACC 2130 Managerial Accounting, 3 units
   ECON 2500 Principles of Macroeconomics, 3 units
   ECON 2510 Principles of Microeconomics, 3 units
   MATH 1500 Finite Mathematics, 3 units
   MATH 1610 Statistics for Decision Making, 3 units
2. Complete the following required courses (15 units) with a letter grade of C– or better in each course:
   CIS 3700 Information Technology for Management, 3 units
   FIN 3220 Business Finance, 3 units
   MGT 3310 Management Theory and Practice, 3 units
   MKT 3410 Principles of Marketing, 3 units
   OM 3020 Management Science, 3 units

Note: Students from the other colleges on campus who are seeking a Minor in Business Administration should take no more than 25% of their total units in the College of Business Administration.

Bachelor of Arts in Spanish, Minor in Business Administration

This program provides an opportunity for students to earn a BA degree with a major in Spanish and a minor in Business Administration. Students who complete this program with a grade point average of 3.0 or better and score an overall 450 or more with 20th percentile partial scores in quantitative and verbal areas, and a 3.5 in analytical writing on the Graduate Management Admission Test (GMAT) are assured admission to the MBA program. Students with a grade point average below 3.0 may be considered for admission by the MBA Director. Please see the complete program description found in the Spanish section of Modern Languages.

Concentration in Agricultural Business

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This concentration will provide upper-division undergraduate students with the opportunity to specialize in the management of agricultural business to prepare for careers in farm management, agriculturally oriented financial institutions, and businesses primarily in agriculturally related products. The concentration provides for a seamless two-plus-two transition for students transferring from many community college agricultural programs, while fulfilling the prerequisites for the Business Administration core.

Requirements
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the prerequisites to the concentration.
3. Complete the prerequisites to the Business Administration major.
5. Complete the Business Administration core.
6. Complete the concentration.

Prerequisites to the Concentration
The following courses are prerequisites to the Agricultural Business concentration. Those which count toward University lower-division General Education requirements are:
- Introduction to Plant Science (G.E. area B2)
- Soils (G.E. area B1)
- Agricultural Economics (G.E. area D2)

Note: Community college Agricultural Program prerequisites must be approved in order to satisfy the G.E. requirements listed in parentheses. Verify information at the Enrollment Services Office or the transfer center at the community college.

Additional prerequisites to the concentration include:
- Introduction to Animal Science
- Agricultural Marketing or Sales
- Lower-division agriculture elective (3 units)

Prerequisites to the Major (21 units)
- ACC 2110 Financial Accounting, 3 units or Agricultural Accounting, 3 units
- ACC 2130 Managerial Accounting, 3 units
- BLW 2060 Law, Environment, and Ethics, 3 units
- ECON 2500 Principles of Macroeconomics, 3 units
- ECON 2510 Principles of Microeconomics, 3 units or Ag Economics (G.E. area D2), 3 units
- MATH 1500 Finite Mathematics, 3 units
- MATH 1610 Statistics for Decision Making (G.E. area B3), 3 units

Business Administration Core (24 units)
- CIS 3700 Information Technology for Management, 3 units
- FIN 3220 Business Finance, 3 units
- MGT 3310 Management Theory and Practice, 3 units, or
- MGT 3300 Farm Management, 3 units
- MGT 3400 Seminar in International Business, 3 units
- MGT 4900 Business Policy, 3 units
MKT 3410 Principles of Marketing, 3 units, or
MKT 3350 Agricultural Marketing, 3 units
OM 3010 Operations Management, 3 units
OM 3020 Management Science, 3 units

**The Concentration** (18-19 units)
Each course must be completed with a grade of C- or better.

**Required Courses**
AGST 4940 Agricultural Studies Internship, 3 units
ECON 4690 Agricultural Finance, 3 units
MGT 3340 Agricultural Commodity Futures, 3 units
MGT 4320 Appraisal of Agriculture Property, 3 units

**Electives**
Choose one from the following:
ECON 4640 Economics and Agriculture, 3 units
MGT 4930 Strategic Planning in Agriculture, 3 units
Choose one from the following:
ECON 4100 Labor Economics, 3 units
ECON 4455 The U.S. and World Trade, 4 units
GEOG 4070 Agriculture Geography, 4 units
MGT 4380 Public Policy in Agriculture, 3 units
MGT 4620 Seminar in Labor Management Relations, 3 units
MKT 4470 Global Marketing, 4 units
OM 4580 Supply Chain Management, 3 units
PSCI 4326 Planning Issues and Agriculture, 4 units

**Concentration in General Business**

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The General Business concentration is intended for students wishing to take coursework in several functional areas of business. To this end, the student must choose coursework in a minimum of three different functional areas of business administration and computer information systems. The resulting broad overview of business should enable graduates to gain entry into a variety of lower-level management positions in a broad range of businesses.

**Requirements**

1. Complete University General Education requirements for a Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites (21 units) to the business administration degree with a letter grade of C- or better in each course:
   ACC 2110 Financial Accounting, 3 units
   ACC 2130 Managerial Accounting, 3 units
   BLW 2060 Law, Environment, and Ethics, 3 units
   ECON 2500 Principles of Macroeconomics, 3 units
   ECON 2510 Principles of Microeconomics, 3 units
   MATH 1500 Finite Mathematics, 3 units
   MATH 1610 Statistics for Decision Making, 3 units

3. Complete BUS 3100 Business Technical Writing Communication (WP) (English proficiency requirement), 3 units.
4. Complete 24 units of course work in the business administration core with a letter grade of C- or better in each course:
   CIS 3700 Information Technology for Management, 3 units
   FIN 3220 Business Finance, 3 units
   MGT 3310 Management Theory and Practice, 3 units
   MGT 3400 Seminar in International Business, 3 units
   MGT 4900 Business Policy, 3 units
   MKT 3410 Principles of Marketing, 3 units
   OM 3010 Operations Management, 3 units
   OM 3020 Management Science, 3 units
5. Complete the concentration.

**The Concentration** (15 units)
Complete 15 units of upper-division (3000- and 4000-numbered courses) coursework in a minimum of three of the six functional areas of Accounting, Finance, Management, Marketing, Computer Information Systems, and Operations Management within the College of Business Administration. These courses may not include the General Education courses ACC 3005 Personal Financial Planning, CIS 3780 Management Information Systems and Microcomputers, and FIN 3210 Investment Management.

Note: All courses in the General Business concentration must be completed with a letter grade of C- or better.

**Course Descriptions**

Please refer to course descriptions listed under the Accounting, Finance, Computer Information Systems, Management, Marketing, and Operations Management sections of this catalog.

**Lower Division**

**BUS 1040 Seminar in First-Year Experience (2 units)**
(Formerly Freshman Experience Seminar) (Same as MDIS 1040) Introductory seminar explores relationships between two linked academic courses; supports academic adjustment and skill enhancement; and connects students with faculty, peer advisers, and campus resources and services. Students will have the opportunity to reflect on course content individually and in groups, and define their learning goals. Satisfies G.E. area E1. Corequisite: Identified linked academic courses.
BUS 1500 Introduction to Business (3 units)
Principles of business with a focus on the organization, strategy, operations, and impact of small and publicly traded enterprises in the modern American society. Functional areas include management, marketing, operations, accounting, and finance. Topics examined include the role of entrepreneurship, the importance of customer focus, and the role of ethics and social responsibility in a diverse and global environment. Satisfies G.E. area D2. (Fall, Spring, Summer)

Upper Division

BUS 3000 Introduction to Global Business (3 units)
Fundamentals of the nature, scope, institutions, and mechanics of today’s global business environment. Explanation of the position of the U.S. in the global marketplace as well as its role in promoting its companies involvement in global business activities. Examination of U.S. company strategies for entry and operation in international markets, and development of a broader understanding of global business impact on people’s lives in the U.S. and countries around the world. Satisfies G.E. area F3. Prerequisite: Junior standing. (Fall, Spring, Summer)

BUS 3090 Ethics for Business Professionals (3 units)
Course further develops the initial exposure to theories of ethics, structured decision-making, and the concepts of social responsibility provided by lower division coursework. Course includes in-depth coverage of professional ethics. This is a service learning course. Prerequisites: WP Course (BUS 3100, ENGL 3007, or ACC 3125 as required by major program), BUS 2090 or equivalent, junior standing.

BUS 3100 Business Technical Writing Communication (WP) (3 units)
Course explores concepts, theories, and practices of written communication for managers and professionals. Course integrates the use of language, both in conversation and writing, and includes group work and team interaction. Special emphasis will be placed on the impact of technology and the Internet on business communication and the integration of graphics in written communication. Topics include the practice of formal styles and formats of business writing, preparation of formal reports, development of research skills. Assignments will reflect real issues in the business world. Satisfies upper-division writing proficiency requirement. Prerequisites: Passing the Writing Proficiency Screening Test; junior standing; ENGL 1001 or 1002, and 2000 or equivalents.

Department of Accounting and Finance

David H. Lindsay, Ph.D., C.P.A., Chair

Concentration in Accounting

Professors: Campbell, Filling, Garner, Lindsay
Associate Professors: Johnson, L., Tan
Assistant Professor: McGhee

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Phone: (209) 667-3671

Accounting is a systematic way of analyzing and describing the activities of a business or other economic entity primarily in monetary terms. Its purpose is to provide useful information to managers, owners, investors, creditors, regulatory agencies, and others concerned about such information. Accounting involves analyzing and recording transactions and other events, combining recorded data in useful ways, and reporting results to those concerned. It also involves the art of analyzing and interpreting financial statements and other information provided by the accounting process.

Graduates will be prepared to function effectively in a competitive, professional environment where they must be adept with computers, software, and the people who create and maintain that software.

Requirements
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites (21 units) to the business administration degree with a letter grade of C– or better in each course:
   - ACC 2110 Financial Accounting, 3 units
   - ACC 2130 Managerial Accounting, 3 units
   - BLW 2060 Law, Environment, and Ethics, 3 units
   - ECON 2500 Principles of Macroeconomics, 3 units
   - ECON 2510 Principles of Microeconomics, 3 units
   - MATH 1500 Finite Mathematics, 3 units
   - MATH 1610 Statistics for Decision Making, 3 units
3. Complete ACC 3125 Accounting Research and Communication (WP), 3 units
4. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   - CIS 3700 Information Technology for Management, 3 units
   - FIN 3220 Business Finance, 3 units
   - MGT 3310 Management Theory and Practice, 3 units
   - MGT 3400 Seminar in International Business, 3 units
   - MGT 4900 Business Policy, 3 units
   - MKT 3410 Principles of Marketing, 3 units
   - OM 3010 Operations Management, 3 units
   - OM 3020 Management Science, 3 units

5. Complete the concentration.

The Concentration (28 units)
1. Required courses, each of which must be completed with a grade of C– or better:
   - ACC 3110 Intermediate Accounting I, 4 units
   - ACC 3120 Intermediate Accounting II, 4 units
   - ACC 3140 Cost Accounting, 4 units
   - ACC 4110 Advanced Accounting, 4 units
   - ACC 4120 Auditing, 4 units
   - ACC 4140 Income Tax Accounting, 4 units
   - ACC 4160 Computers in Accounting, 4 units

   Note: A 2.0 grade point average must be earned in all required courses.

Uniform Certified Public Accountant Examination
Students preparing for the CPA Examination should take ACC 4110, 4120, 4140, 4160, and BLW 3060 as an elective.

Certified Management Accountant Examination
Students preparing for the CMA Examination should take ACC 4110, 4120, 4140, and 4160.

Course Descriptions

Lower Division

ACC 2110 Financial Accounting (3 units)
Introduction to financial statements of business entities. Underlying principles and procedures. Measurement of periodic income and financial position. Prerequisite: Sophomore standing. (CAN BUS 2) (Fall, Spring)

ACC 2130 Managerial Accounting (3 units)
Analysis, use, interpretation, and synthesis of accounting and financial data for and by management for planning, control, and decision making purposes. Prerequisite: ACC 2110. (CAN BUS 4) (Fall, Spring)

ACC 2950 Selected Topics in Accounting (1-4 units)
(Topics to be specified in Class Schedule) Development of a selected topic in accounting. Topics may vary each term. Different topics may be taken for credit. Prerequisite: Consent of instructor.

Upper Division

ACC 3005 Personal Financial Planning (3 units)
A study of basic personal financial planning principles in order to provide the students with a framework for making sensible decisions in the management of their personal financial resources. Covers material important for making rational consumption and investment decisions. The importance of tax, retirement, and estate planning practices and principles in wealth accumulation and transfers is emphasized. Not acceptable for concentration requirements. Satisfies G.E. area F3. Prerequisite: Junior standing. (Fall, Winter, Spring)

ACC 3110 Intermediate Accounting I (4 units)
Accounting for financial position and results of operations, cash, receivables, inventories, property, plant and equipment, other non-current assets, and current liabilities. Prerequisite: ACC 2110. (Fall, Spring)

ACC 3120 Intermediate Accounting II (4 units)
Accounting for bonds, other non–current liabilities, investments, stockholders’ equity, earnings per share, pensions, leases, accounting changes, error correction and changes in financial position. Prerequisite: ACC 3110 or consent of instructor. (Fall, Spring)

ACC 3125 Accounting Research and Communication (WP) (3 units)
Research methods for accounting and effective presentation of information, both oral and written. Assignments use financial accounting issues covered in ACC 3110 and 3120. Satisfies upper-division writing proficiency requirement. Prerequisites: Completion of the Writing Proficiency Screening Test with a passing score; junior standing; ENGL 1001 or 1002 or equivalents or concurrent enrollment in ACC 3110 or 3120.

ACC 3140 Cost Accounting (4 units)
Theory and practice of cost accounting, including costing manufactured products, planning and control of operations, budgeting, standards, and relevant quantitative techniques. Prerequisites: ACC 2130; MATH 1500, 1610. (Fall, Spring)

ACC 3170 Real World Accounting (3 units)
Introduces students to accounting as an activity which impacts their personal and professional lives. Includes hands-on work with QuickBooks. Satisfies G.E. area F3. One of three cluster courses in the G.E. Summit Program (The Real World: A Theatrical Work in Progress). Prerequisite: Consent of Summit Program Coordinator.

ACC 4110 Advanced Accounting (4 units)
Accounting for business combinations, international accounting standards, consolidated financial statements, foreign operations, industry segments, financially distressed companies, partnerships, governmental units, and other non-profit entities. Prerequisite: ACC 3120 or consent of instructor. (Fall, Spring)

ACC 4120 Auditing (4 units)
Standards and procedures broadly applied to examination of financial statements, including a consideration of the field of public accounting, professional ethics, internal controls, preparation of working papers, and audit reports. Prerequisite: ACC 3120. (Fall, Spring)
ACC 4140 Income Tax Accounting (4 units)
Principles and concepts of federal income tax for individuals, corporations, and partnerships; underlying rationale; advance planning to minimize tax impact. Prerequisite: ACC 2110. (Fall, Spring)

ACC 4160 Computers in Accounting (4 units)
A study of the uses of computers in accounting. Topics include the software available to perform financial and managerial tasks, accounting system design, and the internal control problems associated with computerized systems. Includes extensive individual work using personal computers and accounting software. Corequisite: ACC 4162. Prerequisite: ACC 2130, 3110, CIS 2700, or consent of instructor. (Lecture, 3 hours; laboratory, 2 hours) (Fall, Spring)

ACC 4910 Cooperative Education in Accounting (2-4 units)
Provides an opportunity to acquire relevant, practical experience in supervised paid employment in Accounting. Students are placed in private or public sector positions under the supervision of the employer and departmental Co-op coordinator. May be repeated for a total of 8 units depending upon departmental approval. Prerequisites: Junior standing and consent of departmental coordinator prior to registration.

ACC 4940 Internship (3 units)
Supervised field experience in a selected area of accounting. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

ACC 4950 Selected Topics in Accounting (1-5 units)
(Topics to be specified in Class Schedule) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

ACC 4980 Individual Study (1-4 units)
For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.

Business Law Course Descriptions

Lower Division

BLW 2060 Law, Environment and Ethics (3 units)
Law applicable to businesses; legal, ethical, political, and social environments in which businesses operate; sources of law; legal reasoning and procedure; law of contracts, agency. (CAN BUS 12) (Fall, Spring)

Upper Division

BLW 3060 Advanced Business Law (3 units)
Laws relating to sales, commercial paper, secured transactions, debtor-creditor rights, bankruptcy, agency, employment, partnerships, corporations, real and personal property including protection of interests. Prerequisite: BLW 2060. (Fall)

Concentration in Finance

Associate Professor: Wagner
Assistant Professors: Huang, T., Zong

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Phone: (209) 667-3671

Business finance is the three-fold function of determining funds requirements, evaluating and selecting alternate sources of funds, and managing available funds to achieve specified objectives.

Requirements
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites (21 units) to the business administration degree with a letter grade of C– or better in each course:
   ACC 2110 Financial Accounting, 3 units
   ACC 2130 Managerial Accounting, 3 units
   BLW 2060 Law, Environment, and Ethics, 3 units
   ECON 2500 Principles of Macroeconomics, 3 units
   ECON 2510 Principles of Microeconomics, 3 units
   MATH 1500 Finite Mathematics, 3 units
   MATH 1610 Statistics for Decision Making, 3 units
3. Complete BUS 3100 Business Technical Writing Communication (WP), 3 units
4. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   CIS 3700 Information Technology for Management, 3 units
   FIN 3220 Business Finance, 3 units
   MGT 3310 Management Theory and Practice, 3 units
   MGT 3400 Seminar in International Business, 3 units
   MGT 4900 Business Policy, 3 units
   MKT 3410 Principles of Marketing, 3 units
   OM 3010 Operations Management, 3 units
   OM 3020 Management Science, 3 units
5. Complete the concentration.
FIN 4820 Seminar in Financial Management (4 units)
Designed to focus on the analysis of financial policies and problems of non-financial firms. An extension of FIN 3220, it is intended to develop elements of the theory of business finance, to introduce the case study and/or simulation methods within the financial management context, and to access computer files (library programs and data banks) in financial analysis and decision making; heavy use of Excel in solving cases and problems in financial management. Prerequisites: FIN 3220 and OM 3020. (Fall)

FIN 4840 Derivative Securities (4 units)
Introduction to arbitrage-based pricing of derivative securities to focus on valuation of options, futures and swap contracts, and applications of derivatives for risk management purposes. Prerequisite: FIN 3220.

FIN 4850 Computer Applications in Finance (4 units)
Deals with the study of the uses of computers in financial management. Software packages such as Excel and SPSS are used to solve problems and cases in finance. Corequisite: FIN 4851. Prerequisites: CIS 3780 and FIN 3220. (Lecture, 3 hours; laboratory, 2 hours) (Spring)

FIN 4910 Cooperative Education in Finance (2-4 units)
Provides an opportunity to acquire relevant, practical experience in supervised paid employment in finance. Students are placed in private or public sector positions under the supervision of the employer and department Co-op coordinator. May be repeated for a total of 8 units depending upon departmental approval. Prerequisites: Sophomore standing and consent of departmental coordinator prior to registration.

FIN 4940 Internship (3 units)
Supervised field experience in a selected area of finance. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

FIN 4950 Selected Topics in Finance (1-4 units)
(Topics to be specified in Class Schedule) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

FIN 4980 Individual Study (1-4 units)
For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.
Department of Computer Information Systems

Eleftherios (Al) Tsacle, M.S., Chair

Professors: Deng, Gackowski, Lodewyck, Tsacle
Assistant Professors: Pengtao Li, Petratos

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Bachelor of Science in Computer Information Systems

This degree program provides preparation for careers in computer information systems involving the management of information resources—computer data and voice communication—to support business operations and corporate strategy.

Degree objectives include (1) a broad-based liberal education, (2) a basic understanding of business functions and organizations, (3) a basic understanding of computer information system functions, and (4) proficiency in analyzing, evaluating, and developing computer information systems to support decision-making.

Computer information systems core courses introduce the student to business functions, organizations, computer information systems concepts, and practice. The core develops effective skills to analyze, design, implement, and test computer information systems to support decision-making and transaction processing.

Students majoring in computer information systems are required to complete a two-semester course sequence in programming. Students may choose from the following languages: Visual Basic or Java. In addition, all CIS majors must complete courses in Database Management Systems, Systems Administration, Network Administration, and Systems Analysis and Design.

Bachelor of Science in Computer Information Systems

Requirements
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites to the major (24 units):
   - ACC 2110 Financial Accounting, 3 units
   - ACC 2130 Managerial Accounting, 3 units
   - BLW 2060 Law, Environment and Ethics, 3 units
   - CIS 2000 Introduction to Computer Information Systems, 3 units
   - CIS 2020 Visual Basic Programming, 3 units, or
   - CIS 2030 Introduction to Java Programming, 3 units
   - ECON 1500 Introduction to Microeconomics, 3 units
   - MATH 1500 Finite Mathematics, 3 units
   - MATH 1610 Statistics for Decision Making, 3 units

3. Complete each prerequisite, major, and elective course with a grade C– or better.
4. Complete the Writing Proficiency Requirement, BUS 3100 Business Technical Writing Communication (WP), 3 units, or
   ENGL 3007 Business and Technical Communication (WP), 3 units
5. Completion of a minor is not required.
6. At least 50 percent of the business units required for the degree should be earned at CSU Stanislaus. This requirement exceeds the University-wide requirement.

The Major (45 units)
Complete the following core courses (39 units):
- CIS 3020 Advanced Visual Basic Programming, 3 units or
- CIS 3030 Advanced Java Programming, 3 units
- CIS 3700 Information Technology for Management, 3 units
- CIS 4100 Systems Administration, 3 units
- CIS 4720 Data Base Management Systems, 3 units
- CIS 4770 Systems Analysis and Design, 3 units
- CIS 4800 Network Administration, 3 units
- FIN 3220 Business Finance, 3 units
- MGT 3310 Management Theory and Practice, 3 units
- MGT 3400 Seminar in International Business, 3 units
- MGT 4900 Business Policy, 3 units,
- MKT 3410 Principles of Marketing, 3 units
- OM 3010 Operations Management, 3 units
- OM 3020 Management Science, 3 units

Electives (6 units)
Complete two of the following:
- CIS 3760 Computer Graphics, 3 units
- CIS 3800 Web-Based Information Retrieval and Analysis, 3 units
- CIS 4710 Information Systems Management, 3 units
- CIS 4740 Advanced Data Base Management Systems, 3 units
- CIS 4750 Decision Support Systems, 3 units
- CIS 4780 Computer Information Systems Design, 3 units
- CIS 4820 Database Driven Website Development, 3 units
- CIS 4900 Application Development Project, 3 units
- CIS 4940 Internship, 3 units
- CIS 4950 Selected Topics in Computer Information Systems, 3 units
Minor in Computer Information Systems

A student majoring in any discipline other than Business Administration may minor in Computer Information Systems by completing the following:

Requirements (24 units)

1. Complete the following prerequisites to the minor (15 units):
   - ACC 2110 Financial Accounting, 3 units
   - CIS 2020 Visual Basic Programming, 3 units, or
   - CIS 2030 Introduction to Java Programming, 3 units
   - ECON 2510 Principles of Microeconomics, 3 units
   - MATH 1610 Statistics for Decision Making, 3 units
   - MGT 3310 Management Theory and Practice, 3 units

2. Complete CIS 3700 Information Technology for Management, 3 units, and two of the following courses (9 units):
   - CIS 3020 Advanced Visual Basic Programming, 3 units, or
   - CIS 3030 Advanced Java Programming, 3 units
   - CIS 3760 Computer Graphics, 3 units
   - CIS 3800 Web-Based Information Retrieval and Analysis, 3 units
   - CIS 4100 Systems Administration, 3 units
   - CIS 4710 Information Systems Management, 3 units
   - CIS 4720 Data Base Management Systems, 3 units
   - CIS 4740 Advanced Data Base Management Systems, 3 units
   - CIS 4750 Decision Support Systems, 3 units
   - CIS 4770 Systems Analysis and Design, 3 units
   - CIS 4780 Computer Information Systems Design, 3 units
   - CIS 4800 Network Administration, 3 units
   - CIS 4820 Database Driven Website Development, 3 units

A student majoring in Business Administration may receive a minor in Computer Information Systems by completing the courses listed below:

1. Complete one of the following prerequisites (3 units):
   - CIS 2020 Visual Basic Programming, 3 units, or
   - CIS 2030 Introduction to Java Programming, 3 units

2. Complete three of the following courses (9 units):
   - CIS 3020 Advanced Visual Basic Programming, 3 units, or
   - CIS 3030 Advanced Java Programming, 3 units
   - CIS 3760 Computer Graphics, 3 units
   - CIS 3800 Web-Based Information Retrieval and Analysis, 3 units
   - CIS 4100 Systems Administration, 3 units
   - CIS 4710 Information Systems Management, 3 units
   - CIS 4720 Data Base Management Systems, 3 units
   - CIS 4740 Advanced Data Base Management Systems, 3 units
   - CIS 4750 Decision Support Systems, 3 units
   - CIS 4770 Systems Analysis and Design, 3 units
   - CIS 4780 Computer Information Systems Design, 3 units
   - CIS 4800 Network Administration, 3 units
   - CIS 4820 Database Driven Website Development, 3 units

Course Descriptions

Lower Division

CIS 2000 Introduction to Computer Information Systems (3 units)
Introduction to the use of computers in business. Hardware/software concepts, components and their integration into business applications. The student will be introduced to word-processing, spreadsheet, database, and Internet applications. Satisfies G.E. area E1. Corequisite: CIS 2002. (Lecture, 2 hours; laboratory, 2 hours) (CAN BUS 6)

CIS 2010 Introduction to COBOL Programming (3 units)
Introduction to COBOL programming language and to structured top-down design techniques. Programs will be designed and written to access mass-storage files, analyze data, and generate reports. Corequisite: CIS 2012. Prerequisite: Computer literacy (such as CIS 2000). (Lecture, 2 hours; laboratory, 2 hours) (CAN CSCI 8)

CIS 2020 Visual Basic Programming (3 units)
Introduction to Visual Basic programming for business applications. Covers principles of object oriented, interactive, and file maintenance programming. Several business application programs will be written. Corequisite: CIS 2022. Prerequisite: CIS 2000. (Lecture, 2 hours; laboratory, 2 hours)

CIS 2030 Introduction to Java Programming (3 units)
Formerly Java/C++ Programming) Introduction to Java programming for business applications. Covers the principles of object oriented, interactive, and file maintenance programming. Emphasis will be placed on Graphical User Interfaces and web programming. Corequisite: CIS 2032. Prerequisite: Computer literacy (such as CIS 2000). (Lecture, 2 hours; laboratory, 2 hours)

Upper Division

CIS 3010 Advanced COBOL Programming (3 units)
(Formerly CIS 3011) A continuation of CIS 2010. Places emphasis on advanced programming methods and techniques in COBOL. Students will become knowledgeable in file creation, data retrieval, report formatting, data sorting, table structures, advanced debugging tools, in conjunction with features of COBOL Report writer software. Field trips may be required for on-site exposure. Corequisite: CIS 3012. Prerequisite: CIS 2010. (Lecture, 2 hours; laboratory, 2 hours)

CIS 3020 Advanced Visual Basic Programming (3 units)
(Formerly CIS 3730 Structured Programming) A continuation of CIS 2020. Places emphasis on advanced programming methods and techniques in Visual Basic. Corequisite: CIS 3022 (Formerly CIS 3732). Prerequisite: CIS 2020 (Lecture, 2 hours; laboratory, 2 hours)
CIS 3030 Advanced Java Programming (3 units)
(Formerly Advanced Java/C++ Programming) A continuation of CIS 2030. Students will be introduced to advanced programming techniques including Object Oriented Design, array processing, recursion, user defined methods, and advanced GUIs and graphics. Corequisite: CIS 3032. Prerequisite: CIS 2030 or equivalent. (Lecture, 2 hours; laboratory, 2 hours)

CIS 3760 Computer Graphics (3 units)
An introduction to interactive computer graphics with emphasis on business and management applications. Topics will include the graphic representation of data, coordinates systems, graphic primitives, transformations, display structures, types of display, and data acquisition devices. Corequisite: CIS 3762. Prerequisite: Computer literacy (such as CIS 2000) and CIS 2010. (Lecture, 2 hours; laboratory, 2 hours)

CIS 3700 Information Technology for Management (3 units)
(Formerly CIS 2700) Overview of the value and applications of IT to business organizations with a management perspective. Topics of interest may include: current trends of IT infrastructure, strategic roles of IT, enterprise systems and supply chain management, e-Commerce and EDI, knowledge management, decision making model, DSSs, artificial intelligence and expert systems, data mining, data base management, multidimensional data bases, and IS planning and development. Lab projects will focus on the application of IT to the design and development of models for improving managerial decision making. Corequisite: CIS 3702. Prerequisite: CIS 2000 or equivalent. (Lecture, 2 hours; laboratory, 2 hours)

CIS 3780 Management Information Systems and Microcomputers (3 units)
A focus on management considerations of information technology specifically microcomputers, in the business environment. Students will prepare projects involving hands-on learning of decision support, data base, financial accounting, marketing, operations, software in microcomputers. Satisfies G.E. area F3. Corequisite: CIS 3782. Prerequisite: Computer Literacy (such as CIS 2000). (Credit may not be given for both CIS 2700 and CIS 3780.) (Lecture, 2 hours; laboratory, 2 hours)

CIS 3800 Web-Based Information Retrieval and Analysis (3 units)
How to locate and use information effectively for research and personal productivity. Specification of information requirements, effective information search and retrieval methodologies, modeling, and data analysis. Corequisite: CIS 3802. Prerequisites: CIS 2000 or CS 2000 or CS 4000 and upper-division standing. (Lecture, 2 hours; laboratory, 2 hours)

CIS 4000 Personal Computer Security (3 units)
Course provides an initial exposure to personal computer security. Includes identifying security complexities introduced when computers are used in a networked environment, identifying possible threats, and creating and enforcing a security policy in a real world business environment. Corequisite: CIS 4002.

CIS 4100 Systems Administration (3 units)
Covers memory management, processor management, device management, and information management functions. Operation systems such as UNIX, Windows NT, and Windows 2000 will be used as examples. Corequisite: CIS 4102. Prerequisites: CIS 2700 and 3010 or CIS 3020 or CIS 3030. (Lecture, 2 hours; laboratory, 2 hours)

CIS 4600 Information Technology Project Management (3 units)
Course is an introduction to the fundamental concepts, applications, art, and science of information technology project management. Course explains the foundations of project management - project integration, scope, time, cost quality, human resources, communications, risk, and procurement - using the experiences of real-life businesses. No prior knowledge in computing required. Corequisite: CIS 4602. (Lecture, 2 hours; laboratory, 2 hours)

CIS 4710 Information Systems Management (3 units)
Examination of the strategic impact of information technology on the contemporary business environment. Management of the information resources in the modern business environment, with emphasis on planning, organizing, and controlling the services provided by the Computer Information Systems function for the users. Managing of end-user computing and information centers. Case studies. Corequisite: CIS 4713. Prerequisite: CIS 4770. (Lecture, 2 hours; activity, 2 hours)

CIS 4720 Data Base Management Systems (3 units)
The design and implementation of computer-based data bases utilizing a commercial data base management system from the business systems analyst's point of view. Provides background for the intelligent selection and use of data base management systems. Topics include discussion of types of available systems, functions of data base administration, conceptual data base design, data independence integrity, privacy, and query. The student will design and implement a data base utilizing a data base management system. Corequisite: CIS 4723. Prerequisite: CIS 2010 or one semester of another programming language. (Lecture, 2 hours; activity, 2 hours)

CIS 4740 Advanced Data Base Management Systems (3 units)
Continuation of CIS 4720. Students will spend most of their time completing DBMS projects using commercial database systems. Emphasis will be placed on the ability to design and execute a real world DBMS for real firms using mainframe and micro packages. Corequisite: CIS 4742. Prerequisite: CIS 4720. (Lecture, 2 hours; laboratory, 2 hours)

CIS 4750 Decision Support Systems (3 units)
Design and implementation of computer-based decision support systems. Emphasis will be placed on using EXCEL and VBA for the development of DSSs, decision analysis, data mining, simulation, mathematical modeling and statistical modeling techniques for business decision-making and problem-solving. Corequisite: CIS 4753. Prerequisite: CIS 2700. (Lecture, 2 hours; activity, 2 hours)
CIS 4770 Systems Analysis and Design (3 units)
Structured and object-oriented analysis and design of computer based information systems and major computer application projects. The system development life cycle and prototyping are studied with techniques supporting creativity, industrial strength CASE tools, and case studies. Corequisite: CIS 4773. Prerequisites: CIS 2010 or CIS 2020 or CIS 2030, and CIS 2700. (Lecture, 2 hours; laboratory, 2 hours) (Fall, Spring)

CIS 4780 Computer Information Systems Design (3 units)
Conceptual background and structure of computer-based information systems that support decision making at all levels of management, including planning, design, implementation, administration, and control of information systems are studied with cases. Creative solution techniques and the use of industrial strength CASE tools will be emphasized. Corequisite: CIS 4783. Prerequisites: CIS 3010, or 3020, or 3030, CIS 4720, and 4770. (Lecture, 2 hours; activity, 2 hours)

CIS 4800 Network Administration (3 units)
(Formerly Business Data Communications) Data communications in a business environment: Media and hardware; data link protocols; networking, including Local Area Networks; distributed databases; technical and managerial issues; preparing and implementing a communications plan. Hands-on projects, field trips, and case studies. Corequisite: CIS 4803. Prerequisite: CIS 4100. (Lecture, 2 hours; activity, 2 hours)

CIS 4820 Database Driven Website Development (3 units)
Design and development of Internet/Intranet/Extranet e-Business web sites. Topics include active site development, advanced web page authoring, web servers, and multimedia streaming. Corequisite: CIS 4823. Prerequisite: CIS 4720. (Lecture, 2 hours; activity, 2 hours)

CIS 4900 Application Development Project (3 units)
(Formerly CIS 4790 Applied Software Development Project) Application of computer programming and system development concepts, principles, and practices to a real world comprehensive systems development project. Student teams will work for a regional firm to analyze, design, document, and implement realistic systems of moderate complexity. Use of appropriate project management methods (scheduling and control) in the solution of a real problem. An integrative experience intended as the capstone of the major. Prerequisites: CIS 4770, and at least one of the following: CIS 4720, CIS 4750, CIS 4780 or CIS 4800 in agreement with the instructor consulting the project and depending on the type of application.

CIS 4910 Cooperative Education in Computer Information Systems (2-4 units)
Provides an opportunity to acquire relevant employment in computer information systems. Students are placed in private or public sector positions under the supervision of the employer and departmental Coop coordinator. May be repeated for a total of 8 units depending upon departmental approval. Prerequisites: Sophomore standing and consent of departmental coordinator prior to registration.

CIS 4940 Internship (3 units)
Supervised field experience in a selected area of computer information systems. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

CIS 4950 Selected Topics in Computer Information Systems (1-4 units)
(Topics to be specified in Class Schedule) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

CIS 4980 Individual Study (1-4 units)
For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.

Department of Management,
Operations, and Marketing

Al Petrosky, Ph.D., Chair

Concentration in Management

Professors: Brown, Chan, Gnepa, Hernandez, Peter Li,
Associate Professor: Harris
Lecturer: Badal

Office: Demergasso-Bava Hall 223
Phone: (209) 667-3507

The Management concentration curriculum enables the student to obtain both a managerial perspective and a functional background suitable for entry-level management positions in a variety of organizations.

Requirements
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites (21 units) to the business administration degree with a letter grade of C– or better in each course:
   ACC 2110 Financial Accounting, 3 units
   ACC 2130 Managerial Accounting, 3 units
   BLW 2060 Law, Environment, and Ethics, 3 units
   ECON 2500 Principles of Macroeconomics, 3 units
   ECON 2510 Principles of Microeconomics, 3 units
   MATH 1500 Finite Mathematics, 3 units
   MATH 1610 Statistics for Decision Making, 3 units
3. Complete BUS 3100 Business and Technical Writing Communication (WP) (English proficiency requirement), 3 units.

4. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   - CIS 3700 Information Technology for Management, 3 units
   - FIN 3220 Business Finance, 3 units
   - MGT 3310 Management Theory and Practice, 3 units
   - MGT 3400 Seminar in International Business, 3 units
   - MGT 4900 Business Policy, 3 units
   - MKT 3410 Principles of Marketing, 3 units
   - OM 3010 Operations Management, 3 units
   - OM 3020 Management Science, 3 units

5. Complete the concentration requirements for the selected track.

All Management students must select one of the following three tracks: Human Resource, International Business, or Strategy/Entrepreneurship.

### Human Resource Track
The Human Resource track provides students with opportunities for learning a mixture of courses oriented around a general theme of interpersonal relations and dynamics of organizing to achieve common goals. This includes teamwork, working effectively with others, and interacting productively with an increasingly diverse body of co-workers. This track will emphasize courses in organizational behavior, human resource management, small business management, and communication skills. Many of these courses include “involved student learning,” in which students are asked to take an active role in the classroom in various activities and exercises.

**Requirements** (15 units)

1. Complete the following courses (6 units):
   - MGT 4360 Organizational Behavior, 3 units
   - MGT 4610 Seminar in Human Resource Management, 3 units

2. Complete two of the following courses (6 units):
   - MGT 4000 Organization and Environment, 3 units
   - MGT 4340 Executive Leadership, 3 units
   - MGT 4540 Entrepreneurship and Venture Initiation, 3 units
   - MGT 4560 Seminar in Small Business Management, 3 units
   - MGT 4620 Seminar in Labor Management Relations, 3 units
   - MGT 4950 Selected Topics in Management, 3 units
   - OM 4570 Quality and Productivity Management, 3 units

3. Complete one of the following courses, or as approved by adviser (3 units):
   - COMM 3120 Management Communication, 3 units
   - COMM 4110 Organizational Communication Diagnosis and Design, 3 units
   - COMM 4170 Professional Interviewing, 3 units
   - ECON 4100 Labor Economics, 3 units
   - GEND 4305 Gender Politics at Work, 3 units
   - GEOG 3020 Human Ecology, 3 units
   - PSYC 3310 Introduction to Social Psychology, 3 units
   - PSYC 4820 Group Dynamics: Theory and Application, 3 units
   - SOCL 3310 Social Inequalities (WP), 4 units
   - SOCL 3530 Self and Social Behavior, 3 units

### International Business Track
The International Business Track is designed to provide students with the business competencies and skills essential for careers in international business. Courses will enable students to understand the global business environment, analyze global business opportunities, develop global strategies, and perform global business activities.

**Requirements** (16-17 units)

1. Complete the following courses (7 units):
   - MGT 4920 Global Competitive Strategy, 3 units
   - MKT 4470 Global Marketing, 4 units

2. Complete two of the following courses (6 units):
   - MGT 4000 Organization and Environment, 3 units
   - MGT 4950 Selected Topics in Management, 3 units
   - FIN 4330 International Finance, 4 units
   - ECON 4415 International Economics, 3 units
   - ECON 4455 U. S. and World Trade, 4 units
   - HIST 3880 Contemporary Africa: 1945 to the Present, 3 units
   - PSCI 3410 Comparative Politics: Latin America, 4 units
   - PSCI 3430 Comparative Politics: Middle East, 3 units
   - PSCI 3470 Comparative Politics: Asia, 3 units

3. Complete one of the following courses, or as approved by adviser (3-4 units):
   - ANTH 4170 Business, Economics, and Anthropology, 3 units
   - COMM 4160 Intercultural Communication, 3 units
   - ECON 4335 Political Economy (WP), 4 units
   - ECON 4401 Third World Economics, 3 units
   - ECON 4455 The U. S. and World Trade, 4 units
   - HIST 3880 Contemporary Africa: 1945 to the Present, 3 units

### Strategy/Entrepreneurship Track
The Strategy/Entrepreneurship Track provides students with the opportunity to focus on the process of guiding the future direction of their business organizations. Courses are designed to help students make key business decisions, including how to start a business, grow a business, and guide a business in an uncertain and changing business environment.

**Requirements** (15-16 units)

1. Complete the following courses (6 units):
   - MGT 4540 Entrepreneurship and Venture Initiation, 3 units
   - MGT 4920 Global Competitive Strategy, 3 units

2. Complete two of the following courses (6 units):
   - MGT 4000 Organization and Environment, 3 units
   - MGT 4340 Executive Leadership, 3 units
   - MGT 4560 Seminar in Small Business Management, 3 units
   - MGT 4950 Selected Topics in Management, 3 units
   - OM 4570 Quality and Productivity Management, 3 units

3. Complete one of the following courses, or as approved by adviser (3-4 units):
   - COMM 4210 Public Relations, 3 units
   - COMM 4210 Public Relations, 3 units
   - ECON 4331 Managerial Economics, 3 units
   - ECON 4455 U. S. and World Trade, 4 units
   - FIN 4820 Seminar in Financial Management, 4 units

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SOCL 4020 Sociology of Small Group Dynamics, 3 units
Note: All courses in the management concentration must be completed with a letter grade of C– or better.

**Course Descriptions**

**Upper Division**

**MGT 3300 Farm Management (3 units)**
Economic principles and modern decision-making techniques applied to farm management; organizing the farm operation; managing crop and livestock business enterprises; farm business administration; analysis of production risks. Prerequisites: ACC 2130 or 3140, ECON 2510.

**MGT 3310 Management Theory and Practice (3 units)**
Introduction to the concepts, issues, and practices of contemporary management. Theory, research, and real world contributions to management are all presented. Emphasis is on the basic functions of management and introduction to behavioral theories, research, and practices. Prerequisite: Junior standing. (Fall, Spring)

**MGT 3340 Agricultural Commodity Futures (3 units)**
The nature of the commodity futures market and its use in marketing and risk control. Emphasis on hedging ag and related commodities. A computerized trading game gives hands-on experience in hedging and trading. Price fluctuations and their causes are charted. Commodity options and their use in hedging and speculating are included. Prerequisites: ECON 2510 and junior standing.

**MGT 3400 Seminar in International Business (3 units)**
(Formerly MGT 3020) A comprehensive course covering the international environmental forces and their influence in all of the functional areas of the international firm — finance, management, marketing, personnel, production, the multinational’s ethical responsibility to the host countries, balance of payments, foreign exchange risk hedging strategies, and international accounting. Prerequisite: MGT 3310. (Fall, Spring)

**MGT 4380 Public Policy in Agriculture (3 units)**
Analysis of public policies affecting the economic position of United States and California agriculture; government programs which influence agricultural production, commodity distribution, market prices, and farm income; topics concerning the American food and fiber system; foreign trade; comparative foreign agricultural policies. Prerequisites: ECON 2500 and junior standing.

**MGT 4320 Appraisal of Agriculture Property (3 units)**
Principles and procedures utilized in the appraisal of row crop, orchard, livestock, and transitional properties; analysis of soils, irrigation, and other improvements as related to property value; use of market data and income approaches; financial analysis, pricing, acquiring, managing, and marketing an agricultural property investment. Prerequisites: FIN 3220 or concurrent enrollment and junior standing.

**MGT 4340 Executive Leadership (3 units)**
A definitive study in the function of leadership in the management of business government and not-for-profit organizations, focusing on top management. Prerequisite: MGT 3310 or concurrent enrollment in MGT 3310.

**MGT 4360 Organizational Behavior (3 units)**
The study of individual and group behavior in organizations. Identification and application of behavioral science research methods and theories for the practicing manager. Motivation, interpersonal relations and communications, leadership, and managing change are some of the topics to be covered. Prerequisite: MGT 3310 or concurrent enrollment in MGT 3310. (Fall, Spring)

**MGT 4380 Public Policy in Agriculture (3 units)**
Analysis of public policies affecting the economic position of United States and California agriculture; government programs which influence agricultural production, commodity distribution, market prices, and farm income; topics concerning the American food and fiber system; foreign trade; comparative foreign agricultural policies. Prerequisites: ECON 2500 and junior standing.

**MGT 4540 Entrepreneurship and Venture Initiation (3 units)**
Study of selected problems involved in starting and operating new business ventures. Prerequisites: FIN 3220 and MGT 3310. (Fall)

**MGT 4560 Seminar in Small Business Management (3 units)**
Analysis of problems and issues frequently encountered in the management of a small business. Emphasizes the relevant differences in approach between small and large companies, particularly the challenge of managing with very limited resources. Extensive use of the technique of case problem analysis. Prerequisite: MGT 3310 or concurrent enrollment in MGT 3310. (Spring)

**MGT 4610 Seminar in Human Resource Management (3 units)**
Formulation and administration of policies designed to obtain and to maintain the human resources of the organization. Manpower planning, personnel selection and development, performance appraisal, compensation, evaluation of the personnel program. Prerequisite: MGT 3310 or concurrent enrollment in MGT 3310. (Fall, Spring)

**MGT 4620 Seminar in Labor Management Relations (3 units)**
Perspectives on the internal relationship between management and unionized employees. Prerequisite: MGT 3310 or concurrent enrollment in MGT 3310. (Every other year)
MGT 4900 Business Policy (3 units)
Consideration of the business enterprise as a total system in a total environment. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face the chief executive of a business firm. Emphasis will be on the formulation and implementation of various strategies. Extensive use of the technique of case problem analysis. Prerequisites: Completion of all other courses in the business administration core and satisfaction of CSU Stanislaus writing competency requirement, BUS 3100. (OM 3010, OM 3020, and CIS 2700 may be taken concurrently.) (Fall, Spring, Summer)

MGT 4910 Cooperative Education in Management (2-4 units)
Provides an opportunity to acquire relevant, practical experience in supervised paid employment in management. Students are placed in private or public sector positions under the supervision of the employer and departmental Co-op coordinator. May be repeated for a total of 8 units depending upon departmental approval. Prerequisites: Sophomore standing; consent of departmental coordinator prior to registration.

MGT 4920 Global Competitive Strategy (3 units)
Focus on a new philosophy of strategy in a global context to address critical issues such as cost/quality, timing/learning, strongholds, deep pockets, and alliance/network. Prerequisite: MGT 3310.

MGT 4930 Strategies and Planning in Agriculture (3 units)
Consideration of the agribusiness enterprise as a whole system in a total agribusiness environment. Analysis and evaluation of special opportunities, threats, strengths, and weaknesses that face the CEOs of agribusiness firms. Emphasis on how to formulate and implement appropriate strategies in the context of increasing globalization and advance technologies. Extensive use of the method of case study. Prerequisite: MGT 3310.

MGT 4940 Internship (3 units)
Supervised field experience in a selected area of management. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

MGT 4950 Selected Topics in Management (1-4 units)
(Topics to be specified in Class Schedule) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

MGT 4980 Individual Study (1-4 units)
For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.
3. Complete BUS 3100 Business and Technical Writing Communication (WP) (English proficiency requirement), 3 units.

4. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   - CIS 3700 Information Technology for Management, 3 units
   - FIN 3220 Business Finance, 3 units
   - MGT 3310 Management Theory and Practice, 3 units
   - MGT 3400 Seminar in International Business, 3 units
   - MGT 4900 Business Policy, 3 units
   - MKT 3410 Principles of Marketing, 3 units
   - OM 3010 Operations Management, 3 units
   - OM 3020 Management Science, 3 units

5. Complete the concentration.

The Concentration (16 units)

1. Complete the following required courses (12 units):
   - MKT 4400 Consumer Behavior, 4 units
   - MKT 4420/4422 Marketing Research, 4 units
   - MKT 4490 Strategic Marketing Management, 4 units

2. Complete one of the following Marketing electives as approved by the major adviser (4 units):
   - MKT 4410/4412 Advertising and Promotion Management, 4 units
   - MKT 4430 Selling and Sales Management, 4 units
   - MKT 4450 Channel Institutions and Retail Management, 4 units
   - MKT 4470/4472 Global Marketing, 4 units
   - MKT 4480 Product and Price Management, 4 units
   - MKT 4950 Special Topics in Marketing, 4 units

Note: All courses in the marketing concentration including the business administration prerequisites and core must be completed with a letter grade of C– or better.

Course Descriptions

Upper Division

MKT 3350 Agriculture Marketing (3 units)
Introduction to the fundamental issues of marketing’s role and function in the agricultural system. Prerequisite: Junior standing.

MKT 3410 Principles of Marketing (3 units)
(Formerly Basic 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. Prerequisites: Junior standing, ACC 2130 and ECON 2510 (ACC 2130 may be taken concurrently).

MKT 4400 Consumer Behavior (4 units)
(Formerly Seminar in Consumer and Organizational Buyer Behavior) Examination of consumer and organizational markets and behavior. Topics include consumer decision process, industrial marketing process, internal and external buyer influences, target markets and segmentation, industrial and consumer marketing mix, and consumer and organizational strategies. Prerequisite: MKT 3410. (Spring)

MKT 4410 Advertising and Promotion Management (4 units)
Fundamentals of developing an integrated marketing communication program including advertising and sales promotions, personal selling, public relations, and publicity decisions from a managerial perspective. Emphasis on formulating advertising and promotional objectives, developing message and media strategies, planning the advertising budget, and measuring performance. Corequisite: MKT 4412. Prerequisite: MKT 3410. (Lecture, 3 hours; laboratory, 2 hours)

MKT 4420 Marketing Research (4 units)
Focus on the collection and analysis of secondary, primary qualitative, and primary quantitative marketing data and its incorporation into the marketing process. MKT 4422, a one-unit lab, emphasizes method, practice, and computer-aided analysis. Corequisite: MKT 4422 (Lab). Prerequisites: MKT 3410 and MATH 1610. (Lecture, 3 hours; laboratory, 2 hours) (Fall)

MKT 4430 Selling and Sales Management (4 units)
(Formerly Seminar in Sales Management and Personal Selling) Planning, direction, and control of sales personnel and selling activities. The role of personal selling in the marketing of consumer and industrial products and services. Analysis of successful sales opportunities, characteristics, and techniques. Includes practices in sales presentation. Prerequisite: MKT 3410.

MKT 4450 Channel Institutions and Retail Management (4 units)
(Formerly Channel Management and Logistics) Focus on the role of marketing in the management of channel activities and product flows. Emphasizes management of purchasing, retailing, wholesaling, and physical distribution functions. Prerequisite: MKT 3410.

MKT 4470 Global Marketing (4 units)
(Formerly International Marketing) Basics of conducting marketing operations outside of the domestic market. Methodologies for estimating foreign market potential, and market entry strategy design. Issues involving the management and control of the marketing mix variables after foreign market entry are examined. Export readiness simulation, experiential exercises, and international marketing plan. Corequisite: MKT 4472 (Lab). Prerequisites: MGT 3400 and MKT 3410. (MGT 3400 may be taken concurrently) (Lecture, 3 hours; laboratory, 2 hours)

MKT 4480 Product and Price Management (4 units)
(Formerly Seminar in Product and Price Management) Examination of product and price strategies in marketing. Topics include finding and creating product value, planning for new and established products, value in pricing, pricing for profit, life cycle pricing, and competitive cost and product advantages. Prerequisite: MKT 3410.
**MKT 4490 Strategic Marketing Management (4 units)**
(Formerly Seminar in Strategic Marketing Management) Examination of the strategic and managerial role of the marketing manager in fostering a market driven orientation and in orchestrating the pursuit of a sustainable competitive advantage in chosen markets. Prerequisite: MKT 3410.

**MKT 4940 Marketing Internship (3 units)**
(Formerly Internship) Supervised field experience in a selected area of marketing. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

**MKT 4950 Special Topics in Marketing (1-4 units)**
(Formerly Selected Topics in Marketing) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

**MKT 4980 Independent Study in Marketing (1-4 units)**
(Formerly Individual Study) For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.

**Concentration in Operations Management**

**Professors:** Aly, Khade, Murti

**Office:** Demergasso-Bava Hall 223

**Phone:** (209) 667-3507

Majoring in Operations Management provides exciting, rewarding, and challenging career opportunities in a wide variety of organizations. Businesses are increasingly placing a stronger emphasis on Lean Manufacturing, and Supply Chain Management, resulting in an increased demand for OM graduates, as well as higher starting salaries.

**Requirements**
1. Complete University General Education requirements for the Bachelor of Science degree (51 units minimum).
2. Complete the following prerequisites (21 units) to the business administration degree with a letter grade of C– or better in each course:
   - ACC 2110 Financial Accounting, 3 units
   - ACC 2130 Managerial Accounting, 3 units
   - BLW 2060 Law, Environment, and Ethics, 3 units
   - ECON 2500 Principles of Macroeconomics, 3 units
   - ECON 2510 Principles of Microeconomics, 3 units
   - MATH 1500 Finite Mathematics, 3 units
   - MATH 1610 Statistics for Decision Making, 3 units
3. Complete BUS 3100 Business and Technical Writing Communication (WP) (Writing Proficiency requirement), 3 units.
4. Complete 24 units of coursework in the business administration core with a letter grade of C– or better in each course:
   - CIS 3700 Information Technology for Management, 3 units
   - FIN 3220 Business Finance, 3 units
   - MGT 3310 Management Theory and Practice, 3 units
   - MGT 3400 Seminar in International Business, 3 units
   - MGT 4900 Business Policy, 3 units
   - MKT 3410 Principles of Marketing, 3 units
   - OM 3010 Operations Management, 3 units
   - OM 3020 Management Science, 3 units
5. Complete the concentration.

**The Concentration (15-16 units)**
1. Complete the following courses (12 units):
   - OM 4530 Materials and Inventory Management, 3 units
   - OM 4570 Quality and Productivity Management, 3 units
   - OM 4580 Supply Chain Management, 3 units
   - OM 4600 Lean Operations Strategies, 3 units
2. Complete one of the following courses as approved by the major adviser (3-4 units):
   - CIS 4750 Decision Support Systems, 3 units
   - COMM 3110 Organizational Communication, 3 units
   - MGT 4340 Executive Leadership, 3 units
   - MGT 4620 Seminar in Labor Management Relations
   - MKT 4450 Channel Institutions and Retail Management, 4 units
   - OM 4560 Management of Technology, 3 units
   - OM 4590 Global Operations Strategies, 3 units
   - OM 4890 Business Forecasting and Planning, 3 units

**Note:** All courses in the Operations Management concentration, including the Business Administration prerequisites and core, must be completed with a letter grade of C– or better.

**Course Descriptions**

**Upper Division**

**OM 3010 Operations Management (3 units)**
(Formerly POM 3510) Management of production and operations in manufacturing and service enterprises, including product design, process selection, location and layout of the facility, control of quality and productivity, and production planning. Emphasis is on modern operations management techniques. Prerequisite: Junior standing. (Field trips) (Fall, Spring)
OM 3020 Management Science (3 units)
(Formerly POM 3000) Use of management science techniques to analyze and solve business problems; topics include linear programming, decision analysis, network models, project management, forecasting, inventory and queuing analysis. Computer applications in management science also will be included. Corequisite: OM 3022 (Lab). Prerequisites: Computer literacy (such as CIS 2000), junior standing, MATH 1500 and 1610, or concurrent enrollment in MATH 1500 and 1610. (Lecture, 2 hours; computer lab, 2 hours) (Fall, Spring, Summer)

OM 3010 Materials and Inventory Management (3 units)
The design and operation of integrated production and inventory control systems. Detailed and aggregate scheduling of operations under deterministic and probabilistic demand conditions. Prerequisite: OM 3010 or concurrent enrollment in OM 3010. (Fall)

OM 4530 Materials and Inventory Management (3 units)
The design and operation of integrated production and inventory control systems. Detailed and aggregate scheduling of operations under deterministic and probabilistic demand conditions. Prerequisite: OM 3010 or concurrent enrollment in OM 3010. (Fall)

OM 4560 Management of Technology (3 units)
Course provides basic concepts and issues involved in technological strategy of an organization. Emphasis is placed on analysis of technological development and management of technology and innovation to gain and sustain competitive advantage in the marketplace. Prerequisites: Completion of or concurrent enrollment in OM 3010 and MGT 3310. (Fall)

OM 4570 Quality and Productivity Management (3 units)
(Formerly Quality Management) Establishing and managing a company-wide quality and productivity program. Emphasis is placed on quality assurance, continuous process improvement, problem-solving techniques, statistical process control, and productivity management. Prerequisite: OM 3010 or concurrent enrollment in OM 3010. (Fall)

OM 4580 Supply Chain Management (3 units)
Course introduces basic concepts of how supply chain management influences all areas of the firm. Explores how managers can improve the firm’s competitive position by employing latest practices and techniques of supply chain management in the global marketplace. Prerequisites: completion of or concurrent enrollment in OM 3010 and MGT 3310.

OM 4590 Global Operations Strategies (3 units)
(Formerly World Class Operations Strategies) Applications of contemporary global operations management concepts and strategies in manufacturing as well as service operations. The instruction emphasizes the case method. Prerequisite: OM 3010 or concurrent enrollment in OM 3010.

OM 4600 Lean Operations Strategies (3 units)
Understanding the tools and procedures of Lean Systems, as well as their applications in manufacturing and service operations. This course also emphasizes plant tours, cases, and analysis of operations in regional companies. Prerequisite: OM 3010 or concurrent enrollment in OM 3010.

OM 4890 Business Forecasting and Planning (3 units)
Developing strategic plans with emphasis on product-market relationships and business forecasting techniques. Goal setting, objective specification, environmental definition and assessment, analysis and evaluation of the competitive situation, formulation of plans. Prerequisite: OM 3020. (Fall)

OM 4910 Cooperative Education in Production, Operations, and Management (2-4 units)
Provides an opportunity to acquire relevant, practical experience in supervised paid employment in production, operations and management. Students are placed in private or public sector positions under the supervision of the employer and departmental Co-op coordinator. May be repeated for a total of 8 units depending upon departmental approval. Prerequisites: Sophomore standing and consent of departmental coordinator prior to registration. (Fall, Spring)

OM 4940 Internship (3 units)
Supervised field experience in a selected area of production and operations management. Formal written report(s) will be required. May be repeated for a total of 6 units. Prerequisite: Consent of internship coordinator prior to registration.

OM 4950 Selected Topics in Operations Management (1-4 units)
(Topics to be specified in Class Schedule) Innovative course of study. Different topics may be taken for credit. Prerequisite: Consent of instructor.

OM 4980 Individual Study (1-4 units)
For students capable of independent work and in need of advanced and specialized study. May be repeated for a total of 6 units. Prerequisites: Consent of instructor and approval of department chair prior to registration.

Master of Business Administration
The Master of Business Administration program provides study in advanced concepts of business, industry, and government operations. This program is designed for the active manager or technical supervisor as well as the recent graduate who is interested in advanced study in the field of business. The program includes accounting, finance, operations management, marketing, economics, management, and computer information systems. Please consult the Graduate Catalog.

Executive Master of Business Administration
The Executive Master of Business Administration (EMBA) is a specialized degree program that provides study in leadership and management skills for persons in middle to upper-management positions. It is intended for managers and professionals who work in private corporations, non-profit organizations, the public sector, and small businesses who wish to expand their leadership skills and enhance their careers. The EMBA is a lockstep cohort program that is delivered in eight-week sessions. The program is completed within two years or less. Please consult the Graduate catalog.
Master of Science in Business Administration, Finance: International Finance

The Master of Science in Business Administration, Finance: International Finance program provides study in advanced concepts of international finance. This program is designed for corporate managers of international finance as well as the recent graduates who are interested in advanced study in the field of international finance. This is a one-year, full-time, lock-step, cohort program. The fall semester is taught on the campus of CSU Stanislaus. The spring semester is taught on the campus of Cergy-Pontoise University in France. Please consult the Graduate Catalog.

The College of Business Administration Mission

The CSU Stanislaus College of Business Administration is a publicly supported, regional teaching institution. Our mission is to deliver a professional business education that offers our students the knowledge and skills to succeed in their careers and in society.

Publicly supported institution We strive to offer our students an accessible, moderately priced, professional education that empowers people of all ages and backgrounds to transform their lives. Accordingly, we seek to maintain an environment dedicated to educating a diverse, multicultural student population. We provide our faculty and staff with resources and a supportive environment focused on accomplishing our mission including the pursuit of relevant professional development. To our regional community we represent a recognized talent pool of faculty and student resources.

Regional institution We offer programs that add value primarily to our six-county service area.

Teaching institution We are dedicated to providing an educational environment focused on learning. We enrich our teaching and lifelong learning through applied and pedagogical research.

Professional business education We offer both an undergraduate business program and a small MBA degree program. We seek to assure overall quality, relevance, and convenience in the creation and continual improvement of our professional business programs.

Knowledge and skills to succeed We provide our students with the knowledge and skills to formulate, evaluate, and select appropriate courses of action that will prove successful in the workplace. We also seek to foster in our students a sense of social responsibility.

The College of Business Administration Vision

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.

Statement of Faculty Values

- We value excellence and continuous improvement.
- We value our students’ success both in the classroom and in future endeavors.
- We value honesty, integrity, ethical behavior, and social responsibility.
- We value intellectual contributions, particularly, applied scholarship and pedagogical research.
- We value a learning and work environment that is collegial and committed to mutual respect.
- We value the diversity of insights, perspectives and contributions from an academic community comprised of members from various backgrounds.
- We value leadership that is responsive to our stakeholders.
- We value quality teaching by learned, inspired, and professional scholars, who also serve as mentors to their students.

AACSB Business Accreditation

The College of Business Administration is fully accredited by AACSB International – The Association to Advance Collegiate Schools of Business. AACSB International accreditation represents the highest standard of achievement for business schools worldwide. It is the hallmark of excellence in management and business administration education.

Organized in 1916, AACSB International is considered the premier accrediting organization for undergraduate and graduate degree programs in business administration. Universities that earn AACSB accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. About a third of the nation’s postsecondary business programs have achieved accreditation.

AACSB accreditation assures students and graduates that their business programs have completed rigorous evaluation and peer review and that the college mission and goals have been achieved through qualified faculty, relevant curriculum, adequate learning resources, and effective policies and practices. Employers view AACSB International accreditation as a sign that a prospective employee has received a high quality business education. Communities view AACSB International accreditation as an indication of the availability of a highly qualified managerial workforce in their region.

This AACSB accreditation honor is one more indication of excellence in undergraduate and graduate business education at California State University, Stanislaus.