

Business Administration - Management Option, B.S.

DEPARTMENT

Department of Management

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BS in Business Administration - Human Resource Management Option, B.S.

BS in Business Administration - Management Option, B.S.

BS in Business Administration - Entrepreneurship Option, B.S.

MN in General Business, Minor

MN in Entrepreneurship, Minor

Courses Offered

The Department of Management offers three options within the Bachelor of Science in the Business Administration degree program: (1) Entrepreneurship, (2) Human Resource Management, and (3) Management.

The Entrepreneurship Option offers students a comprehensive academic experience in entrepreneurship that starts with the classroom and links to the community. It integrates core business concepts around the formation, start-up, and growth of an entrepreneurial firm. By taking a select group of entrepreneurship courses, the students learn how to launch their own business idea.

Students can facilitate their learning experience through active involvement in the Lyles Center for Innovation and Entrepreneurship, Craig School's Small Business Institute, and the Institute for Family Business.

The **Human Resource Management (HRM) Option** is one of only 57 programs nationally -- and the only program in the California State University system -- that has been certified by the Association of University and College Industrial Relations and Human Resource programs. The HRM Option has consistently ranked in the top five programs nationally. This ranking is based on the number of students who pass the Professional in Human Resource exam given by the Society of Human Resource Management.

HRM students explore how organizations can best utilize their most important resource - their employees. Among the issues discussed are how to recruit and select the best employees, how to determine fair compensation, how to use benefit and performance appraisal systems that reward high performance, how to comply with federal and state employment laws, and how to negotiate and resolve employment disputes. The courses offered are intended to help those interested in creating a work environment that promotes teamwork and encourages employee excellence.

The **Management Option** develops skills, knowledge, attitudes, and abilities necessary for effective leadership in a wide variety of organizations. Graduates are prepared for entry-level leadership positions in today's rapidly-changing workplace through a dynamic curriculum combining theory, skill development, and practical experience, including internships in the student's area of interest. Courses develop those leadership abilities demanded by employers that include written, oral, analytical, and people skills. The option also provides a strong foundation for the M.B.A. Students may choose one of the following three tracks:

Organizational Leadership - Courses in this track prepare students for positions as project leaders, team leaders, and business managers. Courses emphasize leadership issues such as self-directed work teams, performance improvement, negotiating, vision and goal setting, and change management.

Production/Logistics Management (PLM) - This track provides students with a foundation for a variety of management career opportunities in manufacturing and distribution. With total quality management as a common basis, the PLM curriculum combines the two integrated disciplines of production/operations (transformation of resources into high quality products and services) and logistics (management of supply and distribution activities). Emphasis is placed on complementing the student's knowledge of PLM subject matter with hands-on, industrial experience gained through internship programs with local firms.

Special Management Applications - This track is designed for Management Option students who have a professional interest in a particular industry chosen by the student (agriculture, fashion merchandising, health science, industrial technology, recreation, theater, etc.) Students take business and organizational leadership courses and then, with approval of the department chair, select courses in their specific areas of interest.

REQUIREMENTS

Bachelor of Science Degree Requirements

Business Administration Major - Management Option

All students in the Craig School of Business who are working toward the Bachelor of Science in Business Administration must satisfy (a) the university's General Education requirements; (b) pre-business requirements, which include demonstration of computer competency, a seven-course group of pre-business courses, and both a cumulative and campus GPA of at least 2.25 to declare an option; (c) upper-division core requirements of six upper-division courses, (d) option requirements of 24 units in an area of specialization; (e) an integrative course requirement; and (g) complete at least 50 percent of the required business units in the Craig School of Business.

Computer literacy and computer software competency are considered essential to success in the program, which is heavily oriented in the use of technology. The pre-business courses include material considered essential for further study in business. The upper-division core courses provide a broad background and a breadth of knowledge and understanding. The option courses enable the student to specialize in a specific area of business and to prepare for effective performance in future employment.

1. Major requirements (70 units)

Demonstration of computer competency (3 units)

Complete IS 52 and 52L or equivalent courses with a grade of "C" or better or achieve a passing score on the CSB computer competency waiver examination. See "computer competency waiver exam" at http://www.craig.fresnostate.edu/uss_home.aspx/

Pre-Business requirements* (16 units)

ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGBS 1; ECON 50
(See Pre-Business Requirement.)

Upper-division core requirements (24 units)

DS 123; FIN 120; IS 130; MGT 110, 124; MKTG 100S

Option requirements (24 units)

The Department of Management offers three options as part of the Business Administration major: Entrepreneurship, Human Resource Management, and Management.

Integrative course requirement (3 units)

MGT 187

Grade Requirement

A grade of C or better must be earned for each course used to satisfy the requirements for the major.

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2. General Education requirements (49 units)*

3. Other requirements (6 units)

Upper-division writing and Multicultural and International (MI). Business majors take BA 105W, Business Communication, to fulfill the Upper-Division Writing requirement. **Note:** the Upper-Division Writing Exam is not an option for business administration majors.

4. Sufficient elective units to meet required total units (varies)

5. Total (120 units)**

* This total indicates that 6 units for DS 71 and ECON 50 are used to satisfy the General Education requirements.

** G.E. and MI courses can be double-counted with major requirements. See advisor for details.

Management Option

MGT 127, 133S, 182; HRM 150 (12 units)

and a minimum of 12 units selected from ENTR 81, 151, 153, 157, 165; HRM 152, 153, 154, 157, 190; MGT 131, 158, 180, 190, 195I (12 units)

Total (24 units)

FACULTY

The faculty of the Department of Management comprises individuals who have studied and pursued business careers throughout the world. Well over a dozen specializations within the field of business administration are taught, researched, and shared with the business community by these professors. Case studies, experiential exercises, computer simulations, laboratory research, business community projects, guest speakers, and seminar discussions are just a few of the ways in which instructors provide the students with a "real-world" exposure to business. The combination of faculty expertise, teaching skills, research activities, and business experiences assures the student of receiving the best possible management education.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.

The faculty pages are updated by the department or program.