

Business Administration

The Field of Business Administration

The Craig School of Business prepares students for careers in business, the professional world, and teaching. The programs of study are designed to provide a knowledge of the principles, procedures, and practices of business management; an understanding of the role and responsibility of business in present-day society; a foundation of basic background materials for participation in the American enterprise system; and a proficiency in the technical skills and information required by our complex business society.

The faculty of the Craig School of Business (CSB) is comprised of individuals who have studied and pursued business careers throughout the world. Together, they offer research and instruction in a multitude of specializations within the field of business administration. Many CSB faculty members have gained national recognition for their research and scholarship in the business field.

Case studies, experiential exercises, computer simulations, laboratory research, business community projects, guest speakers, service learning, and seminar discussions are just a few of the ways in which instructors provide students with a real world exposure to

business. The combination of faculty expertise, teaching skills, research activities, and business experiences ensures that the student will receive the best education possible.

The Craig School of Business is accredited by AACSB International - The Association to Advance Collegiate Schools of Business at both the undergraduate and graduate levels.

Careers

Graduates of the Craig School of Business can choose from a wide variety of professional opportunities. Examples of a few career opportunities include positions as an accountant, banker, wholesaler, retailer, marketer, insurance representative, financial counselor, appraiser, investments broker, statistician, systems analyst, information resource manager, human resource administrator, logistics manager, sales administrator, international marketer, and manager of profit and nonprofit organizations.

Admission

Pre-business students should meet California State University's admission requirements in terms of college preparatory course requirements, grade point average, and test scores.

Business Administration

To complete the Bachelor of Science (B.S.) in business administration, students

must complete all university requirements including General Education requirements, pre-business classes, the Upper-Division Writing Skills requirement (BA 105W), the upper-division business core, all option requirements, and any additional requirements as specified in the *General Catalog*. The business core provides a general background commonly acknowledged as the basis for effective management of business enterprises. These required core courses are among the course requirements listed on the reverse side.

Special Offerings

The *CSB Internship Program* provides students with an opportunity to gain valuable practical experience while earning academic credit. First semester juniors may apply for admission to the two-semester *CSB Honors Program*. Special coursework concludes with the completion of an honors thesis. The *CSB International Study Program* offers opportunities for study abroad at CSU prices, without graduation delays. Information on all these programs is available in Peters Building, Room 185.

California State University, Fresno

Craig School of Business Undergraduate Student Services Office

559.278.4943

www.fresnostate.edu/craig

B.S. in Business Administration

Options:

- Accountancy
- Entrepreneurship
- Finance
- Human Resource Management
- Computer Information Systems
- International Business
- Logistics and Supply Chain Strategies
- Management
- Marketing
- Real Estate and Urban Land Economics
- Sports Marketing

Minor in General Business

Minor in Entrepreneurship

Minor in Graduate Business Preparation

Specialized Certificate Programs

Business Teaching Credential

Master of Business Administration

FRESNO STATE

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Business Administration

General Education

Students should complete as many of the Fresno State General Education requirements as possible during freshman and sophomore years, whether they are attending Fresno State or a community college. Community colleges can certify up to 39 of the units required in Fresno State's General Education pattern.

Suggested Related Activities

Students are also encouraged to participate in the summer study abroad program. For details, contact International Programs in PB 189, 559.278.4653

Course Requirements

Since changes may occur, students should consult the California State University, Fresno *General Catalog* and a Fresno State adviser prior to registering for courses.

Lower Division

Freshman-Sophomore level courses
(may be taken at a community college)

Financial and Managerial Accounting Principles and Systems (ACCT 4A-B)

Business and the Legal Environment
(BA 18) or appropriate 4-unit course only

Quantitative Analysis (DS 71)

Statistical Analysis I (DS 73)

Principles of Microeconomics (ECON 40) or
Introductory Agricultural Economics
(AGBS 1)

Principles of Macroeconomics (ECON 50)

Computer Competency Exam or IS 52 and 52L

Note: The Craig School of Business requires students to earn a grade of *C* or better for each course used to satisfy the requirements for the major and to have a cumulative GPA of 2.25 *before declaring their option*. In addition, international (foreign) students must have a TOEFL score of at least 500.

Upper Division

Junior-Senior Level Courses
(to be taken in the Craig School of Business)

Statistical Analysis II (DS 123)

Principles of Finance (FIN 120)

Management Information Systems (IS 130)

Production/Operations Management
(MGT 124)

Administration and Organizational Behavior
(MGT 110)

Marketing Concepts (MKTG 100S)

Business Communication (BA 105W)

Integrative course requirement - see *General Catalog* for option requirements.

Sample Courses in Options

Accounting Information Systems and Controls

Business Plan Writing

Buyer Behavior

Computer Networks Management

Database Management

Export and Global Marketing

Financial Counseling

Future Markets

Geographic Information Systems

International Management

Labor Relations and Collective Bargaining

New Venture Laboratory

Personal Communication Tools in Marketing

Certificate Programs

Specialized certificate programs are offered in several fields within the Craig School of Business. For further information and details on each certificate program, contact the following departments:

- Certificate in Business Information Systems (Department of Information Systems and Decision Sciences)
- Certificate in Entrepreneurship (Department of Management)
- Certificate in Finance (Department of Finance and Business Law)
- Certificate in Human Resource Management (Department of Management)
- Certificate in Marketing (Department of Marketing)
- Certificate in Network Administration (Department of Information Systems and Decision Sciences)
- Certificate in Organizational Management (Department of Management)

For additional information, write

California State University, Fresno The Craig School of Business

Undergraduate Student

Services Office

5245 North Backer

M/S PB7

Fresno, California

93740-8001

Visit or call

The Craig School of Business

Undergraduate Student

Services Office

Peters Business

Building, Room 185

559.278.4943

www.fresnostate.edu/craig

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PLEASE NOTE: This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at www.fresnostate.edu/ClassSchedule and www.fresnostate.edu/catalog.

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