

Bachelor of Arts in Administration

The BA in Administration is designed to prepare students to be responsible management professionals within a dynamic region and a globally connected world. Students will earn specific knowledge and skills within the business and public administration discipline, and build capabilities in communication, problem solving with information technology, and ethical reasoning within a global context. The BA in Administration offers concentrations in Accounting, Business Analytics, Entrepreneurship, Finance, Financial Planning, General Business, Hospitality Management, Human Resource Management, Information Security, Information Systems and Technology, International Business, Management, Marketing, Public Administration, Real Estate, Sports and Entertainment Marketing, and Supply Chain Management.

Requirements (71-72 units)

Total units required for graduation: 120

Students are encouraged to check that they have met the prerequisite requirements for each course in the Jack H. Brown College of Business and Public Administration in which they are planning to enroll. Prerequisite requirements listed for each course are strictly enforced.

Enrollment in 3000-, 4000- and 5000-level courses in the Jack H. Brown College of Business and Public Administration is restricted to students who have completed at least 60 semester units (i.e., have achieved junior standing). Course prerequisites are strictly enforced.

Students who do not meet the stated requirements may be disenrolled from the course(s).

Requirements for the B.A. in Administration

Lower-division core requirements (23-24)

ACCT 2110	Introductory Accounting I	3
ACCT 2120	Introductory Accounting II	3
ADMN 1500	Introduction to Administration	1
ADMN 2100	Applied Business Statistics	3
ECON 2201	Principles of Microeconomics	3
ECON 2202	Principles of Macroeconomics * Satisfies GE category D3	3
IST 1110	Introduction to Information Technology	1
MGMT 2300	Legal Environment of Organizations	3
Three or four units chosen from the following courses: *		3-4
Satisfies GE category B4		
MATH 1301	Modeling with Functions	
MATH 1303	Stretch Modeling with Functions B	
MATH 1401	Accelerated Preparation for Calculus	
MATH 1403	Preparation for Calculus B	
MATH 1601	Modeling with Calculus	
MATH 2210	Calculus I	

Upper-division core requirements (24)

FIN 3001	Finance I	3
IST 3110	Management of Information Technology	3

MGMT 3020	Organizational Behavior	3
MGMT 3500	Applied Communication	3
MGMT 3900	Principles of Strategy	2
MKTG 3050	Marketing Principles	3
PA 3150	Society, Business, & Global Governance * Satisfies GE category D4	3
SCM 3040	Principles of Supply Chain Management	3
ADMN 4900	Administration Capstone	1

Breadth Electives (6)

Six units chosen from the following:		6
ENTR 3000	Entrepreneurship and Innovation	
FIN 3002	Finance II	
MKTG 3160	Research Methods	
PA 3050	Organizations in Multicultural and Diverse Societies	

Concentration (18)

Students must satisfy the requirements of one of the concentrations listed below. 18

Total Units 71-72

Concentrations (18 units)

Accounting Concentration

(Program Code: ACCT)

A grade of a "C-" or better is required for all Accounting concentration courses.

ACCT 3150	Accounting Information Systems and Business Ethics	3
ACCT 3470	Management Accounting and Ethics in Business	3
ACCT 3720	Intermediate Accounting I	3
ACCT 3730	Intermediate Accounting II	3
ACCT 4260	Introduction to Taxation	3
ACCT 4400	Financial Statement Auditing	3
Total Units		18

Business Analytics Concentration

(Program Code: BSAN)

IST 2510	Big Data Analytics	3
IST 4510	Advanced Data Analytics	3
IST 4520	Data Mining	3
IST 3500	Problem Solving and Decision Making	3
IST 4120	Information Systems Planning and Policy	3

Three units chosen from the following: 3

IST 2210	Introduction to Networking and Security	
IST 2310	Applications Development	
IST 2410	Database Management for Business	
IST 2610	Cybersecurity	
IST 3050	Enterprise Resource Planning	
IST 3420	Systems Analysis and Design	
IST 4310	Web Technologies	

IST 4320	Advanced Applications Development	
IST 4410	Advanced Database Management and Information Assurance	
IST 5050	Advanced Enterprise Resource Planning	
IST 5150	Project Management	
IST 5753	Apprenticeship	
IST 5915	Seminar in Information Systems and Technology	
IST 5930	Seminar in Information Systems and Technology	
IST 5951	Independent Study	
IST 5952	Independent Study	
IST 5953	Independent Study	
ADMN 5753	Internship	
MKTG 4160	Marketing Research	
Total Units		18

Entrepreneurship Concentration

(Program Code: ENTR)

ENTR 4420	Small Business Management	3
ENTR 5430	Ideation and Creative Problem Solving	3
ENTR 5440	Developing the New Venture	3
ENTR 5450	Resources for the Entrepreneur	3
TA 3141	The Improvisational Mind	3
ENTR 5980	Reflective Essay	0
Three units chosen from the following:		3
ENTR 5155	Business Consulting	
ENTR 5260	Global Entrepreneurship	
ENTR 5410	Commercializing Entrepreneurial Innovation	
ENTR 5470	Managing a Growing Business	
ENTR 5490	Launching the Entrepreneurial Venture	
ENTR 5550	Entrepreneurship in Action: Corporate, Social and Family Business Approaches	
Any 4000 or 5000 level MGMT, HRM, or MKTG course as approved by the Entrepreneurship program advisor.		
All courses taken to satisfy the Entrepreneurship concentration requirements must be completed with a grade of "C" (2.0) or better, including the core course ENTR 3000.		
Total Units		18

Finance Concentration

(Program Code: FIN_)

FIN 4320	Financial Institutions and Capital Market	3
FIN 4330	International Finance	3
FIN 4590	Financial Case Studies	3
or FIN 5270	Financial Derivatives	
FIN 5300	Financial Theory and Practice	3
FIN 5350	Investment Analysis	3
Three units chosen from the following:		3
FIN 3555	Business and Asian Culture	

FIN 3600	Financial Planning Process and the Psychology of Financial Planning	
FIN 3800	Principles of Real Estate	
FIN 4200	Entrepreneurial Finance	
FIN 4450	Financial Data Analytics	
FIN 4590	Financial Case Studies (If not taken previously)	
FIN 4600	Retirement Planning	
FIN 5230	Security Trading and Analysis	
FIN 5270	Financial Derivatives (If not taken previously)	
FIN 5460	Student Managed Investment Fund	
FIN 5850	Real Estate Finance	
FIN 5753	Finance Internship	
Total Units		18

Financial Planning Concentration

(Program Code: FNPL)

FIN 3600	Financial Planning Process and the Psychology of Financial Planning	3
FIN 3650	Risk Management and Insurance	3
FIN 4350	Investment Analysis	3
FIN 4600	Retirement Planning	3
FIN 4690	Tax and Estate Planning	3
FIN 5600	Code of Ethics and Standards of Conduct in Financial Plan Development	3
Total Units		18

General Business Concentration

(Program Code: *pending Chancellor's Office Approval*)

The general business concentration is a design your own business concentration, offering you the flexibility to customize your education based on your individual career aspirations.

18 units chosen in consultation with a JHBC advisor from any JHBC 3000-5999 courses. (18)

Notes:

No core course in the BA in Administration can double count for the General Business concentration.

Up to 6 units can double count in both the General Business concentration and another concentration within the BA in Administration program.

Up to 6 units accepted from a non-JHBC major if you are changing majors to the BA in Administration program.

Students completing all requirements for a non-JHBC major can have all 18 units in the General Business concentration waived when adding the BA in Administration as a second major.

Total Units 18

Hospitality Management Concentration

(Program Code: HOSM)

HOSM 1600	Restaurant Management	3
HOSM 2500	Hospitality and Tourism Management	3
HOSM 4500	Hotel Operations Tactics and Strategies	3
HOSM 5300	Meetings and Event Planning	3
HRM 4550	Human Resources Management	3
MKTG 5750	Hospitality Internship I	1
MKTG 5752	Hospitality Internship II	2
Total Units		18

Human Resource Management Concentration

(Program Code: HRMG)

HRM 4550	Human Resources Management	3
Three units chosen from the following:		3
MGMT 3350	Business, Ethics, and Society	
MGMT 4050	Managing Across Borders	
MGMT 4520	Leadership and Followership	
Nine units chosen from the following:		9
HRM 4560	Staffing	
HRM 4570	Industrial and Labor Relations	
HRM 4580	Employment Law	
HRM 4600	Compensation and Performance	
Three units chosen from the following:		3
HRM 4560	Staffing	
HRM 4570	Industrial and Labor Relations	
HRM 4580	Employment Law	
HRM 4590	Human Resources Development	
HRM 4600	Compensation and Performance	
HRM 5570	Strategic Human Resource Management	
HRM 5580	California Human Resources	
HRM 5590	International Human Resources	
ADMN 5753	Internship	
HRM 5930	Contemporary Topics in Human Resources Management (Updated to reflect new and changed courses.)	
Total Units		18

Information Security Concentration

(Program Code: ISEC)

IST 2210	Introduction to Networking and Security	3
IST 2610	Cybersecurity	3
IST 4120	Information Systems Planning and Policy	3
IST 4610	Cybersecurity Management	3
Six units chosen from the following:		6
IST 2310	Applications Development	
IST 4310	Web Technologies	
IST 4620	Penetration Testing and Ethical Hacking	
IST 5150	Project Management	
IST 5250	Incident Handling and Cyber Investigation	
IST 5753	Apprenticeship	

IST 5930	Seminar in Information Systems and Technology	
IST 5951	Independent Study	
IST 5952	Independent Study	
IST 5953	Independent Study	
ADMN 5753	Internship	
Total Units		18

Information Systems and Technology Concentration

(Program Code: INST)

IST 2210	Introduction to Networking and Security	3
IST 2410	Database Management for Business	3
IST 2610	Cybersecurity	3
IST 4120	Information Systems Planning and Policy	3
IST 4210	Advanced Networking and Security	3
Three units chosen from the following:		3
IST 2310	Applications Development	
IST 2510	Big Data Analytics	
IST 3420	Systems Analysis and Design	
IST 3500	Problem Solving and Decision Making	
IST 4310	Web Technologies	
IST 4320	Advanced Applications Development	
IST 4410	Advanced Database Management and Information Assurance	
IST 4510	Advanced Data Analytics	
IST 5150	Project Management	
IST 5753	Apprenticeship	
IST 5930	Seminar in Information Systems and Technology	
IST 5951	Independent Study	
IST 5952	Independent Study	
IST 5953	Independent Study	
ADMN 5753	Internship	
Total Units		18

International Business Concentration

(Program Code: INTB)

MKTG 4700	International Marketing	3
MKTG 4760	Strategic Issues in International Business	3
MGMT 4050	Managing Across Borders	3
Three units of an approved foreign language.*		3
Six units chosen from one of the following three regional focus areas:		6
Asia Regional Focus Area:		
ANTH 3703R	Anthropology of Asia: Cultures, Communities, and Migration	
ANTH 3704R	Anthropology of the Middle East	
CAL 3750	Islam in Today's World	
FIN 3555	Business and Asian Culture	

HIST 4350	World War II in the Pacific	
CAL 3888	Asian Humanities in a Globalized World	
PHIL 3450	Asian Philosophy	
PSCI 3050	East Asian Politics	
PSCI 3080	Government and Politics of the Middle East	
SSCI 3000	Global Issues and Perspectives	
Up to six units of study abroad courses visiting countries in Asia.		
Any other Asia region focused course approved by the program director.		
Europe Regional Focus Area:		
HIST 5030	Europe Since 1945	
PSCI 3040	East European Political Systems	
PSCI 5900	Seminar in International Relations	
Up to six units of study abroad courses visiting countries in Europe.		
Any other Europe region focused course approved by the program director.		
Latin America Regional Focus Area:		
ANTH 3701R	Cultures of Mexico and Central America	
ANTH 3702R	Anthropology of South America	
HIST 4650	Modern Central America	
HIST 4660	Foreign Relations of Latin America	
HIST 4700	Modern Latin America	
Up to six units of study abroad courses visiting countries in Latin America.		
Any other Latin America region focused course approved by the program director.		
Total Units		18

* This program has a foreign language requirement. Students are required to take three units in a foreign language. Students may select courses in any of the following languages offered at CSUSB: Arabic, Chinese, French, Japanese, Korean, Portuguese, Spanish, American Sign Language, Cahuilla, Luiseño, and Serrano. Additional foreign languages may be approved by the Chair of the Department of Marketing. Courses must not be taught in English. Students wishing to take 3 units in a foreign language not offered at CSUSB may request approval from the Chair of the Department of Marketing."

Management Concentration

(Program Code: MNGT)

MGMT 3350	Business, Ethics, and Society	3
MGMT 4050	Managing Across Borders	3
MGMT 4520	Leadership and Followership	3
MGMT 4910	Strategic Management	3
HRM 4550	Human Resources Management	3
Three units chosen from the following:		3
MGMT 3300	Legal Environment of Business	
MGMT 4020	Organizational Change and Disruptions	
MGMT 4030	Managing Negotiations	
MGMT 4040	Managing Technological Innovation	

MGMT 4500	Interpersonal Relationships at the Workplace	
MGMT 4590	Teams in Organizations	
MGMT 4920	Future of Work and Management	
MGMT 5930	Contemporary Topics in Management	
MGMT 5951	Independent Study	
MGMT 5952	Independent Study	
MGMT 5953	Independent Study	
ADMN 5753	Internship	
ADMN 5910	Seminar in Administration	
ADMN 5920	Seminar in Administration	
ADMN 5930	Seminar in Administration	
In addition to the grade point average requirements stated in Program Requirements for a Bachelor's Degree, students must earn a grade of "C" (2.0) or better in all courses required to fulfill the Concentration in Management.		
Total Units		18

Marketing Concentration

(Program Code: MKTG)

MKTG 4100	Consumer Behavior	3
MKTG 4160	Marketing Research	3
MKTG 4200	Marketing Communications	3
MKTG 4300	Professional Selling and Sales Management	3
MKTG 4960	Strategic Marketing Planning	3
or MKTG 4760	Strategic Issues in International Business	
Three units chosen from the following:		3
MKTG 4460	Integrated Marketing Communications	
MKTG 4600	Retailing and Ecommerce	
MKTG 4700	International Marketing	
MKTG 4750	Digital Marketing	
MKTG 4760	Strategic Issues in International Business (If not taken above)	
MKTG 4960	Strategic Marketing Planning (If not taken above)	
MKTG 5160	Marketing Data Analytics	
MKTG 5250	Sports and Entertainment Marketing	
MKTG 5600	Experiential Marketing	
MKTG 5730	Festival and Entertainment Management	
MKTG 5930	Seminar in Marketing	
MKTG 5951	Independent Study	
MKTG 5952	Independent Study	
MKTG 5953	Independent Study	
ADMN 5753	Internship	
Total Units		18

Public Administration Concentration

(Program Code: PA__)

PA 3800	Introduction to Public Administration	3
PA 4620	Managing Human Resources in the Public Sector	3
PA 4630	Governmental Budgeting	3
PA 4700	Public Policy and Administration	3
Six units chosen from the following:		6
PA 3070	Public Relations in the Public Sector	
PA 5010	Administrative Leadership	
PA 5140	Nonprofit Management and Leadership	
PA 5150	Executive Nonprofit Leadership	
PA 5170	Nonprofit Fundraising and Grantwriting	
PA 5190	Managing Diversity in Organizations	
PA 5210	Community Planning and Management	
PA 5280	Intergovernmental Relations and Policy Networks	
PA 5570	Public Sector Labor Relations	
PA 5640	Economic and Community Development	
PA 5730	Public Transportation Systems	
PA 5753	Internship in Public Administration	
PA 5900	Special Topics in Public Administration	
PA 5951	Independent Study	
PA 5952	Independent Study	
PA 5953	Independent Study	

Total Units 18

Real Estate Concentration

(Program Code: RLST)

FIN 3800	Principles of Real Estate	3
FIN 4800	Real Estate Appraisal	3
FIN 4810	Real Estate Practice	3
FIN 5850	Real Estate Finance	3
FIN 4590	Financial Case Studies	3
or FIN 4350	Investment Analysis	
Three units chosen from the following:		3
FIN 3555	Business and Asian Culture	
FIN 3600	Financial Planning Process and the Psychology of Financial Planning	
FIN 3850	Real Estate Accounting	
FIN 4300	Financial Theory and Practice	
FIN 4320	Financial Institutions and Capital Market	
FIN 4330	International Finance	
FIN 4350	Investment Analysis (If not taken previously)	
FIN 4450	Financial Data Analytics	
FIN 4590	Financial Case Studies (If not taken previously)	
FIN 4600	Retirement Planning	
FIN 4820	Real Estate Development	
FIN 4850	Legal Aspects of Real Estate	
FIN 5230	Security Trading and Analysis	
FIN 5460	Student Managed Investment Fund	

FIN 5860	Computer Applications in Real Estate	
FIN 5880	Real Estate Office Administration	
FIN 5753	Finance Internship	

Total Units 18

Sports and Entertainment Marketing Concentration

(Program Code: SPEN)

MKTG 4160	Marketing Research	3
MKTG 4300	Professional Selling and Sales Management	3
MKTG 5250	Sports and Entertainment Marketing	3
MKTG 5500	Advanced Sports Marketing Planning and Strategy	3
MKTG 5550	Advanced Entertainment Marketing Planning and Strategy	3

Three units chosen from the following: 3

MKTG 4100	Consumer Behavior	
MKTG 4200	Marketing Communications	
MKTG 4750	Digital Marketing	
MKTG 5160	Marketing Data Analytics	
MKTG 5600	Experiential Marketing	
MKTG 5730	Festival and Entertainment Management	
MKTG 5930	Seminar in Marketing	
MKTG 5951	Independent Study	
MKTG 5952	Independent Study	
MKTG 5953	Independent Study	
ADMN 5753	Internship	

Total Units 18

Supply Chain Management Concentration

(Program Code: SCM_)

SCM 3050	Enterprise Resource Planning	3
SCM 4400	Logistics and Transportation Management	3
SCM 4700	Advanced Supply Chain and Logistics Management	3
SCM 4750	Supply Chain Business Analytics	3
SCM 5150	Project Management	3

Three units chosen from the following: 3

SCM 3500	Problem Solving and Decision Making	
SCM 4450	International Logistics	
SCM 4800	Quality Management	
SCM 5050	Advanced Enterprise Resource Planning	
SCM 5753	Apprenticeship	
SCM 5930	Seminar in Supply Chain Management	
SCM 5951	Independent Study	
SCM 5952	Independent Study	
SCM 5953	Independent Study	

GEOG 5303	Advanced Topics in GIS and Spatial Techniques
ADMN 5753	Internship
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Total Units	18