

# Bachelor of Arts in Administration

*This program offered online through College of Extended and Global Education*

**Note:** At this time, only Entrepreneurship, Management, and Supply Chain Management concentrations are being offered.

## Admission Requirements (60 transfer units)

**Total units required for graduation: 120 units (60 transfer units and 60-degree completion units)**

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. The 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 dis-enrolled from the courses.

1. Generally, applicants will qualify for consideration as upper division-transfer admission students if they meet all of the following requirements:

- i. Cumulative grade point average of at least 2.0 in all transferable units attempted;
- ii. In good standing at the last college or university attended; and
- iii. Completed at least sixty (60) transferable semester (90 quarter) units of college level coursework with a grade point average of 2.0 or higher and a grade C or better in each course used to meet the California State University (CSU) general education requirements in written communication, oral communication, critical thinking, quantitative reasoning, e.g. mathematics.

2. The Program will be open to upper-division transfer students who have been fully certified by a California Community College and have met all lower division course requirements. The Program will be delivered in a self-support mode in an online format that consists of only upper division core courses and concentration courses. Students will transfer an equivalent of 60 lower division Semester units.

- i. In addition to the 60 lower division transfer units, all students must complete an additional total of 60 semester units at CSUSB to meet the graduation requirement of 120 units.
- ii. The 60 transfer units must include at least 30 units of courses which meet CSU general education requirement, including all the general education requirements in communication in the English language (both oral and written) and critical thinking and the requirement in mathematics/quantitative reasoning (usually 3 semester units) OR the Intersegmental General Education Transfer Curriculum (IGETC) requirements in English communication and mathematical concepts and quantitative reasoning.

iii. The Associate in Arts for Transfer (AA-T) and the Associate in Science for Transfer (AS-T) degrees offered at the California Community Colleges (CCC) are designed to provide a California community college student the optimum transfer preparation and a clear admission pathway to the CSU degree majors.

iv. CCC students who earn an Associate Degree for Transfer (AA-T or AS-T) are guaranteed admission with junior standing to a CSU and given priority admission over other transfer applicants when applying to a local CSU campus or non-impacted CSU program. AA-T or AS-T admission applicants are given limited priority consideration based on their eligibility ranking to an impacted campus/program or to campuses/programs that have been deemed similar to the degree completed at the community college. Students who have completed an AA-T/AS-T in a program deemed similar to a CSU major are able to complete remaining requirements for graduation within 60 semester (90 quarter) units. It is the responsibility of the student who has earned an AA-T/AS-T to provide documentation of the degree to the CSU campus.

## 3. Program requirements

The overall program requires the completion of 60-semester units. This consists of the program core, breadth electives, and concentration courses (48-semester units). Additionally, students must meet the upper-division general education requirements (12-semester units), which are satisfied from the following:

### Upper Division General Education (9-semester units)

Natural Sciences		
SSCI 3250	Perspectives on Gender	3
Arts and Humanities		
PHIL 3010	Truth, Lies and Bullshit	3
Social Sciences		
PA 3150	Society, Business, & Global Governance * This course is part of the BA core requirement units	3

**Total Units 9**

### Writing Intensive - 2 courses (6-semester units)

MGMT 3500	Applied Communication * This course is part of the BA core requirement units	3
PHIL 3010	Truth, Lies and Bullshit	3

**Total Units 6**

### Diversity & Inclusion Designation (3-semester units)

PA 3050	Organizations in Multicultural and Diverse Societies * This course can be taken as part of the BA core requirement units	3
or SSCI 3250	Perspectives on Gender	

**Total Units 3**

### Global Perspectives (3-semester units)

PA 3150	Society, Business, & Global Governance * This course is part of the BA core requirement units	3
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**Total Units 3**

4. Program Core and Breadth Elective Requirements (48-semester units)

FIN 3001	Finance I	3
IST 3110	Management of Information Technology	3
SCM 3040	Principles of Supply Chain Management	3
MKTG 3050	Marketing Principles	3
PA 3150	Society, Business, & Global Governance * This course counts towards GE upper division category D	3
MGMT 3020	Organizational Behavior	3
MGMT 3500	Applied Communication	3
MGMT 3900	Principles of Strategy	2
ADMN 4900	Administration Capstone	1
Breadth Electives (6)		6
Six units chosen from the following:		
ENTR 3000	Entrepreneurship and Innovation	
FIN 3002	Finance II	
PA 3050	Organizations in Multicultural and Diverse Societies	
MKTG 3160	Research Methods	
Concentration (18)		18
<b>Total Units</b>		<b>48</b>

**Currently, only concentrations in Entrepreneurship, Management, and Supply Chain Management are offered.**

### Concentrations (18 units)

#### Accounting Concentration (18 units)

(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
<b>Total Units</b>		<b>18</b>

#### Business Analytics Concentration (18 units)

(Program Code: BSAN)

IST 2510	Big Data Analytics	3
IST 3500	Problem Solving and Decision Making	3
IST 4510	Advanced Data Analytics	3
IST 4520	Data Mining	3
IST 4120	Information Systems Planning and Policy	3
Three units chosen from the following:		3
IST 2210	Computer Networks 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 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 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	Content Marketing	
ADMN 5753	Internship	
MKTG 4160	Marketing Research	

**Total Units** **18**

#### Entrepreneurship Concentration (18 units)

(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 (18 units)

(Program Code: FIN\_)

FIN 4300	Financial Theory and Practice	3
FIN 4320	Financial Institutions and Capital Market	3
FIN 4330	International Finance	3
FIN 4350	Investment Analysis	3
FIN 4590	Financial Case Studies	3
or FIN 5270	Financial Derivatives	
Three units chosen from the following:		3
FIN 3555	Business and Asian Culture	
FIN 3600	Financial Planning Process and Insurance	
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	

### Financial Planning Concentration (18 units)

(Program Code: FNPL)

FIN 3600	Financial Planning Process and Insurance	3
FIN 4300	Financial Theory and Practice	3
FIN 4600	Retirement Planning	3
ACCT 4260	Introduction to Taxation	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 3800	Principles of Real Estate	
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 5850	Real Estate Finance	
ACCT 5560	Estates and Gifts, Ethics and other Specialized Taxation Topics	

### Hospitality Management Concentration (18 units)

(Program Code: HOSM)

HOSM 1600	Restaurant Management	3
HOSM 2500	Hospitality and Tourism Management	3
HOSM 3600	Meetings and Event Planning	3
HOSM 4500	Hotel Operations Tactics and Strategies	3
HRM 4550	Human Resources Management	3
MKTG 5750	Hospitality Internship I	1
MKTG 5752	Hospitality Internship II	2
<b>Total Units</b>		<b>18</b>

### Human Resource Management Concentration (18 units)

(Program Code: HRMG)

HRM 4550	Human Resources Management	3
One course (three units) chosen from the following:		3
MGMT 3350	Business, Ethics, and Society	
MGMT 4050	Managing Across Borders	
MGMT 4520	Leadership and Followership	
Three courses (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	
One course (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 4700	Strategic Human Resource Management	
HRM 5930	Contemporary Topics in Human Resources Management	
ENTR 4420	Small Business Management	
ADMN 5753	Internship	

**Total Units 18**

**Note:** Students concentrating in Human Resources Management may not also concentrate in Management.

### Information Security Concentration (18 units)

(Program Code: ISEC)

IST 2110	Information Technology	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	Content Marketing	
ADMN 5753	Internship	

**Total Units 18**

### Information Systems and Technology Concentration (18 units)

(Program Code: INST)

IST 2210	Computer Networks 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 Computer Networks	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	Content Marketing
ADMN 5753	Internship

**Total Units** 18

### International Business Concentration (18 units)

(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 Exploring the World of Islam

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 (18 units)

(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
Six units chosen from the following:		6

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 Content Marketing

ENTR 4420 Small Business Management

HRM 4550 Human Resources Management

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

**Note:** Students concentrating in Management may not also concentrate in Human Resources Management.

### Marketing Concentration (18 units)

(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	
MKTG 4960	Strategic Marketing Planning	
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	Content Marketing	
ADMN 5753	Internship	
<b>Total Units</b>		<b>18</b>

## Public Administration Concentration (18 units)

(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	Urban Growth and Planning	
PA 5280	Intergovernmental Relations and Policy Networks	
PA 5570	Public Sector Labor Relations	
PA 5640	Local Public Administration	
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	Content Marketing	
<b>Total Units</b>		<b>18</b>

## Real Estate Concentration (18 units)

(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 Insurance	
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	
<b>Total Units</b>		<b>18</b>

## Sports and Entertainment Marketing Concentration (18 units)

(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	Content Marketing	
ADMN 5753	Internship	
<b>Total Units</b>		<b>18</b>

## Supply Chain Management Concentration (18 units)

(Program Code: SCM\_)

SCM 3050	Enterprise Resource Planning	3
SCM 4400	Transportation Systems 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	
GEOG 5303	Advanced Topics in GIS and Spatial Techniques	
ADMN 5753	Internship	
SCM 5930	Seminar in Supply Chain Management	
SCM 5951	Independent Study	
SCM 5952	Independent Study	
SCM 5953	Content Marketing	
<b>Total Units</b>		<b>18</b>