

# Stater Bros. Markets Bachelor of Arts in Applied Business

*\*\*Pending Office of the Chancellor approval\*\**

Offered online through the College of Extended and Global Education

The fully online Stater Bros. Markets Bachelor of Arts in Applied Business degree completion program is designed for students who wish to acquire knowledge, skills and abilities needed to fill the in-demand managerial and entrepreneurial jobs in the region. The primary goal of the new B.A. is to expand opportunities for prospective students in the Inland Empire seeking a bachelor's degree in applied business. The core objectives of this renovation are centered around enhancing the program's overall reach and effectiveness. This includes elevating student success; eliminating pre-requisite bottlenecks; enhancing the overall student learning experience; increasing enrollment and graduation rates; and reaching an underserved, working, adult student population. This program is explicitly tailored for students aspiring to acquire the knowledge, skills, and abilities crucial for securing sought-after managerial positions across various employment sectors.

## Admission Requirements

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

- Cumulative grade point average of at least 2.0 in all transferable units attempted.
- In good standing at the last college or university attended; and
- 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 CSU general education requirements in written communication, oral communication, critical thinking, quantitative reasoning, e.g. mathematics.

The Program will be open to upper-division transfer students that have been fully certified by a California Community College. The Program will be delivered in a self-support mode in an online format that consists of only upper division courses. Students can transfer an equivalent of up to 66 semester units.

In addition to the transfer units, all students must complete an additional total of at least 54 semester units at CSUSB to meet the graduation requirement of 120 units.

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.

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.

## Degree Requirements (45 units)

ACCT 3110	Financial Accounting and Reporting	3
ACCT 3120	Managerial Accounting Analysis	3
ENTR 3000	Entrepreneurship and Innovation	3
FIN 3003	Corporate Finance	3
IST 3000	Technology for Business Management	3
IST 3100	Data Visualization and Analytics	3
MGMT 3030	Managing and Leading Organizations	3
MGMT 3370	Business Ethics and Sustainability	3
MGMT 3470	Fundamentals of Business Law	3
MGMT 3500	Applied Communication	3
MGMT 4590	Teams in Organizations	3
MKTG 3050	Marketing Principles	3
MKTG 4800	Sales and Negotiations	3
MKTG 5400	Digital Marketing	3
SCM 4000	Strategic Supply Chain and Logistics Management	3
<b>Total Units</b>		<b>45</b>