

College of Business and Economics

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Programs

Undergraduate Degrees:

B.A., Economics

B.S., Accountancy

B.S., Business Administration

Option in Business Law

Option in Financial Services

Option in Global Supply Chain Management

Option in Real Estate

Option in Systems and Operations Management

B.S., Finance

B.S., Information Systems

B.S., Management

B.S., Marketing

Minors:

Business Administration

Economics

Human Resource Management

Information Systems

Management

Marketing

Quality Management and Assurance

Graduate Degrees:

Master of Business Administration

Master of Science in Taxation

Mission

The College of Business and Economics provides a high quality education that prepares students from diverse backgrounds for leadership in today's complex, global economy. Our graduates are effective communicators and ethical decision makers who are proficient in the theory and practice of business. Our faculty members are excellent teachers who maintain academic and professional currency. Our college actively partners with business, government, and community organizations to enhance its teaching and research mission.

Vision

The College of Business and Economics will be the program of choice for students in the greater Los Angeles area who seek a bachelor's degree in business and of employers who demand high quality graduates. The MBA is recognized as one of the area's highest quality degree programs designed for working adults.

Core Values and Ethics

The College of Business and Economics at California State University, Northridge prepares students to be ethical decision makers. The college maintains high standards of ethical conduct that students are expected to maintain throughout their academic and professional careers. Students in the College of Business and Economics have identified the values of respect, honesty, integrity, commitment, and responsibility as their guiding principles.

Student Core Values

Respect: Treat our classmates, professors, staff, and administrators with respect. We respect diversity and do not discriminate on the basis of race, color, ethnicity, religion, gender, disability, sexual orientation, age, or other characteristics. We respect different points of view that add to our knowledge. We respect our learning opportunities by behaving professionally in the classroom and by making academic achievement an important priority.

Honesty: Communicate truthfully with our classmates, professors, staff, and administrators in all academic matters while remaining respectful. We observe university policies on academic dishonesty in completing all academic work. In seeking employment, internships, and other opportunities we represent ourselves truthfully, understanding that misrepresentation may not only harm our own reputation but that of our classmates and the college.

Integrity: Because we zealously integrate these core values into our academic work and preparation for our profession, our integrity enables us to reach our goals, overcome obstacles, and successfully resolve ethical dilemmas.

Commitment: Strive for success as students, professionals, and citizens. We keep our promises, and adhere to our core values in all our activities both as students and alumni. We are committed to acting honestly, respectfully, and responsibly in our effort to achieve our goals. We understand that commitment to our core values benefits both students and the community now and in the future.

Responsibility: Embrace the responsibility we have to ourselves and to each other to maintain high ethical standards. With each task at hand comes the responsibility to uphold the core values that unite us. We support each other in our adherence to these standards. We recognize that reporting unethical conduct is a responsibility we all share.

Business Majors

A Business Major is any student majoring in Accountancy; Finance; Information Systems; Management; Marketing; or Business Administration with an option in either Business Law, Financial Services, Global Supply Chain Management, Real Estate, or Systems and Operations Management.

Office of Student Services and Advisement/EOP

The focus of the Office of Student Services and Advisement/EOP is on developmental advisement to help improve the retention and graduation rates of our students. The advisement team is dedicated to achieving the mission of assisting students with academic issues and guiding them towards graduation in a timely manner.

Services provided by the advisors in the OSSA/EOP office include orientations for new and transfer students, advisement by appointment, groups, or walk-ins, and specialized services to EOP students. Visit Juniper Hall (JH) 2113 or call (818) 677-3537 for an appointment.

It is highly recommended for students to start early and consult with their faculty advisor to discuss the following: choosing an option, discussing career opportunities, and planning the sequence of their major courses. Unless specifically named, all departmental faculty act as advisors for students in their major.

Graduate Programs

Prospective graduate students and current graduate students should contact the Graduate Programs office at (818) 677-2467 for advisement.

Business Honors Program

The Business Honors Program is designed to recognize students who have demonstrated high academic standards and to encourage these students to continue their record of excellence as business majors here at California State University, Northridge. The program is open

to students who are declared majors in the Bachelor of Science in Accountancy, Business Administration, Finance, Information Systems, Management, or Marketing degree programs, meet all Honors Program admissions criteria, and are selected by the Business Honors Program Admissions Committee. The Business Honors Program offers rigorous courses that emphasize communication, critical reasoning, complex problem solving, and teamwork skills.

Students accepted into the program are offered a variety of benefits including Honors designated courses, small class-size, priority enrollment in business courses, the Business Honors Mentorship Program, the Seminar Series, and Business Honors special events. For information contact us at (818) 677-3100, or visit our website at www.csun.edu/bhp.

Business Honors Program Requirements

1. Required Courses (18 Units)

Complete one of the following two tracks:

Track I

BUS 296BHA-Z Business Honors Selected Topics (3)

BUS 498 Honors Mentorship (3)

Each student must successfully complete 12 additional units of designated Business Honors (BH) courses. These courses may be elective or core classes. The following upper division core classes and electives are usually offered for honors students annually:

BUS	302BH	The Gateway Experience (3)
FIN	303BH	Financial Management (3)
FIN	432BH	Investment analysis and Management (3)
FIN	435BH	Problems in Corporate Financial Policy (3)
FIN	437BH	Advanced Topics in Finance (3)
MKT	346BH	Marketing Research (3)
SOM	306BH	Operations Management (3)
MGT	360BH	Management and Organizational Behavior (3)
MKT	304BH	Introduction to Marketing Management (3)
MGT	454BH	Leadership, Power, and Politics (3)
BUS	497BH	Capstone (either A or BCS) (3)

Track II

BUS 296BHA-Z Business Honors Selected Topics (6)

BUS 498 Honors Mentorship (3)

Each student must successfully complete 9 additional units of designated as Business Honors (BH). These courses may be elective or core classes. The following upper division core classes and electives are usually offered for honors students annually:

BUS	302BH	The Gateway Experience (3)
FIN	303BH	Financial Management (3)
FIN	432BH	Investment analysis and Management (3)
FIN	435BH	Problems in Corporate Financial Policy (3)
FIN	437BH	Advanced Topics in Finance (3)
MKT	346BH	Marketing Research (3)
SOM	306BH	Operations Management (3)
MGT	360BH	Management and Organizational Behavior (3)
MKT	304BH	Introduction to Marketing Management (3)
MGT	454BH	Leadership, Power, and Politics (3)
BUS	497BH	Capstone (either A or BCS) (3)

Additionally, students must maintain a 3.50 minimum cumulative grade point average to fulfill the Business Honors Program requirements.

Total Units Required in the Business Honors Program	18
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Economics Honors Program

The Economics Honors Program is designed to offer academically talented students a variety of opportunities to enrich their academic and personal lives throughout their educational experience here at California

State University, Northridge. The program is open only to students who are declared majors in the Bachelor of Arts in Economics degree program, meet all Honors Program admission criteria, and are selected by the Economics Honors Program Admissions Committee. Students accepted into the program are offered a variety of benefits including honors designated economics courses, a mentorship program, closer working relationship with faculty members, social and academic gatherings and lectures, and a special Honors designation on their final graduation transcripts. For information, please call (818) 677-2462.

Business Pace Program

The Business Program for Adult College Education (PACE) Program provides upper division transfer students with an opportunity to pursue their Bachelor of Science in Finance or Marketing while maintaining a full-time work schedule or other daytime commitments. This is made possible by offering four 8-week courses per semester, as well as two 8-week courses during the summer, in an evening and weekend format. Students meet for class one night per week and four all-day Saturday sessions in the 8-week session. This allows for the completion of the degree in just two years.

The Program packages the upper division business curriculum required for the degree. Some scheduling to satisfy upper division general education courses and Option specific courses is the responsibility of the student. Students interested in this program need to have completed 69 to 70 transferable units (including the lower division business core courses), have achieved General Education (GE) Certification, and meet a minimum GPA requirement. Please call (818) 677-2467 for more information, or visit our website at www.csun.edu/~buspace.

Internship Program

The College of Business and Economics offers students the opportunity to gain real life work experience by completing an approved internship. Internship opportunities are available in a wide variety of organizations, and cover all business disciplines. Not only does an internship provide students with an opportunity to obtain experience, but in many cases the internship leads to an employment opportunity with that organization. Please call (818) 677-4697 or visit our website at www.csun.edu/~businter.

Institute for Business and Economics:

The Institute for Business and Economics facilitates the pursuit of scholarly projects and publications by faculty in the College. Centers, including the Bookstein Institute for Higher Education in Taxation, Center for China Finance and Business Research, Center for Financial Services, Center for Insurance Education and Research, Center for Management and Organization Development, Center for Quality and Productivity Education, Center for Real Estate, Family Business Education and Research Center, San Fernando Valley Economic Research Center, Wayne and Roberta Colmer Volunteer Income Tax Assistance Program, and Wells Fargo Center for Small Business and Entrepreneurship have been established within the Institute to carry out specific programs. Please call (818) 677-2466 for more information.

Student Organizations

The College of Business and Economics houses a number of student organizations. Participation in these associations provides an opportunity for valuable social contact and organizational experience. Emphasis is placed on career planning and meetings with representatives from business organizations.

Beta Gamma Sigma is a national honor society for students majoring in Business Administration. Undergraduate business students are elected on the basis of scholarship. Election to Beta Gamma Sigma is the highest scholastic honor an undergraduate or graduate business major can be awarded.

Student organizations associated with the College of Business and Economics include the: Accounting Association, American Advertising Federation, American Marketing Association, American Society for Quality, Alpha Kappa Psi, Beta Alpha Psi, Beta Gamma Sigma, Black Business Association, Business Honors Association, Business Law Association, Delta Sigma Pi, Economics Association, Economics Honor Society, International Business Association, Latino Business Association, Management Information Systems Association, Master of Business Alumni Association, Professionals in Human Resource Management, and Student Finance Association. Participation in these associations provides an opportunity for valuable social contacts and organizational experience.

Special Degree Requirements

Transfer students should be aware that no grade lower than a C will be accepted on transfer from another institution to satisfy College of Business and Economics requirements.

Residency Requirement

At least 50 percent of the business and economics course credit units and 50 percent of the specialized option credit units required for the Bachelor of Science degrees in Accountancy, Business Administration Finance, Information Systems, Management, Marketing, and the Bachelor of Arts degree in Economics must be completed in residence at California State University, Northridge.

Minor in Business Administration

Requirements for a Minor in Business Administration. Complete the following lower division and Upper Division course requirements:

1. Lower Division Required Courses (12 Units)

ECON	160	Principles of Microeconomics (3)
SOM	120	Basic Business Statistics (3)
or Math	140	Introductory Statistics (4)
ACCT	220	Introduction to Financial Accounting (3)
BLAW	280	Business Law I (3)

2. Upper Division Required Courses (9 Units)

Completion of 9 units selected from the following:

FIN	303	Financial Management (3)
MGT	360	Management and Organizational Behavior (3)
MKT	304	Marketing Management (3)
SOM	306	Operations Management (3)

The minor is not available to students pursuing a bachelor's degree in Accountancy, Business Administration, Finance, Information Systems, Marketing, or Management.

Total Units Required for the Minor

21

Course List

BUS 286. Survey of the Entertainment Industry (3)

Focuses on the roles and interactions of creative artists, business professionals, engineers, and computer scientists in the entertainment industry. Credit is allowed for only 1 of the following courses: AMC 286, BUS 286, and MSE 286.

BUS 302. The Gateway Experience (3)

Prerequisite: Completion of COMP 100, ENGL 205, ECON 160, 161, MATH 103, SOM 120 or MATH 140, ACCT 220, ACCT 230, and BLAW 280 (lower division Business Core courses). To be taken by all Business majors prior to, or concurrently with, the student's first upper division business core courses. Team-taught course integrating concepts from the lower division core courses by using case studies. Students learn how to build an effective team and to become a valued team member as well as develop written and oral communication skills.

Includes team analyses of case studies, exams and quizzes to review and integrate lower division core material, and individual writing assignments including a term project aimed at helping students develop an effective, customized path to their desired career.

BUS 302L. The Gateway Experience Laboratory (1)

Prerequisite: Junior standing and completion of all Lower Division Business Core courses. To be taken by all Business majors prior to, or concurrently with, the student's first upper division business core courses. This laboratory class is designed to certify and solidify a student's knowledge of lower division business core course concepts. The laboratory includes instruction, practice quizzes, examinations and other activities designed to ensure that students moving into the upper division business curriculum have the knowledge and ability to apply core concepts necessary for success in the program. (Credit/No Credit Only)

BUS 480. The San Fernando Valley: Research on Local Issues (3)

Prerequisites: BUS 302/L and consent of instructor required for enrollment, passing score on the Upper Division Writing Proficiency Exam (UDWPE). Supervised research on topics of interest to business and community leaders in the San Fernando Valley. Taught in conjunction with the Center for the Study of the San Fernando Valley Economy in the College of Business and Economics. (Available for General Education, Lifelong Learning)

BUS 491CS. Small Business Consulting (3)

Prerequisites: BUS 302, BUS 302L, instructor consent and, normally a minimum 3.0 GPA overall and in business courses. Passing score on the Upper Division Writing Proficiency Exam (UDWPE). For senior-level Business Administration majors only. Perform situation analyses and develop business/marketing recommendations for actual clients. Mandatory client meetings several times within the semester. Present final recommendations to both the instructor and client. Offers a community service opportunity with activities relating to concepts and theories presented.

Capstone Courses

BUS 497A. Capstone in Strategic Management (3)

Prerequisites: Senior standing, BUS 302/L, FIN 303, MGT 360, MKT 304 and passing score on the Upper Division Writing Proficiency Exam (UDWPE). Integrates previous coursework and introduces concepts and approaches for analyzing, formulating, and implementing business interdependencies between the functional areas within organizations, and how these are impacted by external factors.

BUS 497BCS. Capstone in Small Business Planning and Growth (3)

Prerequisites: Senior standing, BUS 302/L, FIN 303, MGT 360, MKT 304 and passing score on the Upper Division Writing Proficiency Exam (UDWPE). Seminar integrating a broad range of business disciplines, requiring students to apply them to actual problems facing local small businesses. Course reviews and integrates functional areas of business as they relate to small business problems. Examines business strategy for effective small business management and growth. Using a consultancy approach, students assess business owner's situation and provide strategic, implementable recommendations in the form of a business plan. Offers a community service opportunity with service learning activities relating to concepts and theories presented.

BUS 499 A-C. Independent Study (1-3)

Prerequisites: Consent of department chair and consent of an instructor to act as a sponsor. Passing score on the Upper Division Writing Proficiency Exam (UDWPE). BUS 302 and BUS 302L are prerequisites for Business majors. In order to do an Independent Study assignment in the College of Business and Economics, students must have at least a 3.0 overall grade point average, a 2.0 grade point average in all major courses, and a 2.0 grade point average in his/her option courses. Students who do not meet these grade point requirements will not receive credit for any BUS 499 that they may take. Admission is based on evidence of ability to pursue Independent Study in depth and approval of a project submitted at the time of registration. Regular progress meetings and reports are required throughout the semester. Completion of the project is required before credit may be received. Enrollment in Independent Study is not allowed for the purpose of substitution for an existing course. Not more than six units of Independent Study in the College of Business and Economics may be taken without prior approval of the Dean of the School.

Business Honors Course List

BUS 296BH A-Z. Business Honors Selected Topics (1)

Prerequisite: Admission to the Business Honors Program. This course consists of individual seminars that vary in content and approach. Seminars may be interdisciplinary, spotlight cutting edge ideas, or focus on specific business related disciplines. The goal of each seminar is to develop excellent communication skills, to participate in in-depth critical reasoning and problem solving approaches, and build successful teamwork and leadership skills. Maximum of six units may be applied toward degree requirement. (Credit/No Credit Only)

BUS 498. Honors Mentorship (3)

Prerequisites: Junior-standing and admissions to the Business Honors Program; BUS 302/L; Passing Score on the Upper Division Writing Proficiency Exam (UDWPE). Provides business honors students with the opportunity to work on a project within the University or a community organization. The range of possibilities is wide. Students may assist faculty members with research or teaching, tutoring, or develop an original project. All mentorships involve careful guidance and training from faculty members who supervise the student's work. Proposed mentorships must be approved by the Business Honors Program Director. (Credit/No Credit Only)

Economics Honors Course List

ECON 498. Mentorship (3)

Provides an opportunity for Economic Honors students to work on a project within the academic community of the university. The range of possible mentorships is wide. Students may assist faculty members with research or teaching, tutor, or develop an original project. All mentorships involve careful guidance and training from faculty members who supervise student's work. (Credit/No Credit Only)