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Business Administration, B.S.

College of Business and Economics

- Dean: William Jennings
- Juniper Hall (JH) 3105
- (818) 677-2455
- www.csun.edu/busecon
- Associate Dean: Judith Hennessey
- Juniper Hall (JH) 3109
- (818) 677-2466
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Programs

Undergraduate

- Business Administration, B.S.
- **Business Law Option**
- Financial Services Option
- Global Supply Chain Management Option
- Real Estate Option
- Systems Operations Management

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.

Common Requirements for the Bachelor of Science Degree in Business Administration

Check course descriptions for prerequisite courses. Prerequisites must be completed prior to enrolling in the course.

1. Common Lower Division Business Core (27 Units)

- COMP 100 Computers: Their Impact and Use (3)
- ENGL 205 Business Communication in its Rhetorical Contexts (3)
- ECON 160 Principles of Microeconomics (3)
- ECON 161 Principles of Macroeconomics (3)
- MATH 103* Mathematical Methods for Business (3)
- SOM 120** Basic Business Statistics (3)
- ACCT 220 Introduction to Financial Accounting (3)
- ACCT 230 Introduction to Managerial Accounting (3)
- BLAW 280 Business Law I (3)

* MATH 103 or a higher level mathematics course must be completed with a grade of C or higher.

** The 4-unit MATH 140 course also satisfies this requirement

2. Common Upper Division Business Core (19 Units)

- BUS 302 Gateway Experience (3)
- BUS 302L Gateway Experience Laboratory (1)
- FIN 303 Financial Management (3)
- MGT 360 Management and Organizational Behavior (3)
- MKT 304 Marketing Management (3)
- SOM 306 Operations Management (3)
- BUS 497 Capstone (3)

Business Law Option

Department of Business Law

- Chair: Melanie Stallings Williams, J.D.
- Juniper Hall (JH) 3121
- (818) 677-2905
- www.csun.edu/blaw

Faculty

- Michael E. Chaplin
- Carol A. Docan
- Nina Golden
- Kim R. Greenhalgh
- Penelope R. Jennings
- Leonard J. Rymsza
- Kurt M. Saunders
- Melanie Stallings Williams

- **Bruce Zucker**
- **Kiren Dosanjh Zucker**

Faculty Emeritus

- **George Baechtold**
- **Steven A. Freeman**
- **Henry B. Niles**
- **Thomas J. Shannon**
- **Robert A. Sternberg**

Mission

The mission of the Department of Business Law is to enable students, through excellence in teaching, to recognize and analyze legal issues arising in the business environment.

The Major

Department of Business Law Department offers a course of study leading to a Bachelor of Science Degree in Business Administration with an option in Business Law.

Bachelor of Science Degree in Business Administration with an Option in Business Law prepares students to analyze complex problems, think critically, and communicate effectively while learning the legal principles pertinent to making business decisions.

Careers

The Business Law option is valuable preparation for careers in a variety of fields, including governmentally-regulated industries, for example banking, insurance, securities, and real estate. It is also useful for careers in risk management, contract administration, public affairs, finance, management, legal and judicial support services and employment relations. It is well suited for students who plan careers in industries that are highly regulated, for example banking, insurance, securities, health care, and real estate. It is useful for entrepreneurs. It is focused on the legal applications of business decisions, and so is useful in a variety of careers.

Academic Advisement

All department faculty are available during their scheduled office hours to advise students during the semester, with assigned department faculty available during registration periods. All faculty are attorneys who are available to advise and counsel students who are considering law school. Information regarding law school and legal careers is available on our website.

Special Grade Requirements

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

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.

Student Learning Outcomes of the Undergraduate Program

Classes are taught using the Socratic method with its goal of participatory learning and the development of reasoning skills. This active learning process requires students to articulate their analysis, to develop and defend positions, to think critically and to engage in problem-solving. Students learn to formulate an effective legal analysis by synthesizing information, identifying legal issues, distinguishing relevant from irrelevant facts, using facts and law to support argument, reasoning by analogy, and reaching conclusions based on analysis. In addition, students in all courses study ethical issues in a business context, with actual topics dependant on course content.

Upper Division Required Courses for the Option In Business Law (24 Units)

- **BLAW 308 Business Law II (3)**

1. Business Law Elective Units (15 units):

Note: ECON 365 or 411 may be taken for 3 of the units (unless that course has already been taken to satisfy the Business Breadth Requirement). Students are encouraged to take an experiential-learning (service-learning or internship) course. One service-learning course or internship course in the college or university (from outside the department) may be taken for 3 of the units in the option with approval of the department chair.

- **BLAW 391 Women and the Law (3)**
- **BLAW 409 Wills, Estates, and Trusts (3)**
- **BLAW 428 International Business Law (3)**
- **BLAW 430 Marketing Law (3)**
- **BLAW 450 Intellectual Property Law (3)**
- **BLAW 451 Entertainment Business Law (3)**
- **BLAW 480 Commercial Transactions Law (3)**
- **BLAW 481 Real Estate Law (3)**
- **BLAW 485 Labor and Employment Law (3)**
- **BLAW 495 Advanced Topics in Business Law (3)**
- **BLAW 496 A-Z Experimental Topics Courses (3)**
- **BLAW 498 Field Assignments and Reports – Business Law (3)**
- **BLAW 499 Independent Study - Business Law (3)**
- **ECON 365 Law and Economics (3)**
- **ECON 411 Economics of Antitrust and Regulation (3)**

2. Business Breadth Requirement (6 units):

Select two additional 300 or 400-level courses offered in the College of Business and Economics – excluding courses offered by the Department of Business Law. Alternative classes may be substituted by petition upon the Department Chair's approval.

3. General Education (29 Units)

Of the 48 units of the General Education requirement, 13 units are satisfied by the following courses: MATH 103 satisfies 3 units of the Basic Skills mathematics requirement; ECON 160 and ECON 161 satisfy 6 units of Social Sciences; BLAW 280 satisfies 3 units of Lifelong Learning; and COMP 100 satisfies one additional

unit.

4. Additional Units (15 Units)

These are unrestricted elective units.

Total Units Required by the Major: 57

Course List

BLAW 108 The Citizen and Civil Law (3)

Not open to Business Majors. This course is designed to introduce the student to aspects of the legal environment including wills and inheritance, torts, contracts, landlord-tenant, and other real estate problems, dissolution of marriage and other family problems, business organizations, checks and promissory notes, and consumer credit.

BLAW 280. Business Law I (3)

Prerequisites: Completion of lower division writing requirements and sophomore standing. Study of the role of law in business including the study of legal institutions and their role in facilitating and regulating business. Includes a study of the legal system, civil litigation, torts, and the formation and performance of contracts.

BLAW 308. Business Law II (3)

Prerequisite: BLAW 280. Corequisite/Prerequisite for Business majors: BUS 302, BUS 302L. Study of the role of law in business including the study of legal institutions and their role in facilitating and regulating business. Topics include agency and employment law, the various forms of business organizations, and securities law

BLAW 391. Women and the Law (3)

Prerequisites: Completion of lower division writing requirement; passing score on the Upper Division Writing Proficiency Exam (UDWPE). Recommended Corequisites or Preparatory for Business majors: BUS 302, 302L. Study of several areas of law affecting the past and current legal status of women. Includes constitutional law, employment law, and health law.

BLAW 409. Wills, Estates and Trusts (3)

Prerequisites: BLAW 280; BUS 302, 302L for Business majors; passing score on the Upper Division Writing Proficiency Exam(UDWPE). Introduction to the law of wills, estates, trusts, and other areas connected with estate planning. Considers the nature of property, joint ownership of property, the validity and probate of wills, inheritance under the laws of intestate succession, and the laws governing the establishment and administration of trusts. Also considers the law of estate taxation.

BLAW 428. International Business Law (3)

Prerequisites: BLAW 280; BUS 302, 302L for Business majors; passing score on the Upper Division Writing Proficiency Exam (UDWPE). Study of the legal environment for international commercial transactions, including an analysis of major Western and non-Western legal traditions and the supranational law of the European Community, a detailed analysis of the negotiation, formation, enforcement, and financing of international sales contracts, an analysis of international trade regulation, analysis of methods of regulating global competition, and of the protection of business property rights in international transactions.

BLAW 430. Marketing Law (3)

Prerequisites: BLAW 280; BUS 302, 302L for Business majors; passing score on the Upper Division Writing Proficiency Exam (UDWPE). This course explores the legal aspects of marketing strategy. The course considers the legal aspects of product ownership, distribution and competition, including liability aspects of particular business practices. Students study federal and state law related to consumer protection, products

liability, warranties, trade secrets and unfair competition, selected topics in antitrust law (including pricing strategy, price fixing, predatory pricing, discriminatory pricing), marketing channel strategy (including resale price maintenance, territorial and customer restrictions, exclusive dealing, refusal to deal) franchise law and limits on market dominance. Throughout the course, the contrast between U.S. and international entities is explored, with particular examination of foreign licensing, distribution, liability and enforcement issues.

BLAW 450. Intellectual Property Law (3)

Prerequisites: BLAW 280; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE).Exploring the law of patents, copyrights, trademarks, trade secrets, and related forms of intellectual property protection. Considered will be the nature of intellectual property rights and the scope of protection for various subject matter, including international and trade aspects relating to technology protection and transfer; the enforcement of intellectual property rights and remedies for infringement or misappropriation of such rights; and practical strategies for intellectual property development, management, and licensing in the modern business environment, both domestically and internationally.

BLAW 451. Entertainment Business Law (3)

Prerequisites: BLAW 280; 308; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE).This course covers the recurring legal problems that arise in the business context of the entertainment industry and the legal relationships between the parties involved in the film, television, theater, music, and online entertainment fields. In particular, the course will address tort law issues, including defamation, invasion of privacy, and the right of publicity; intellectual property protection, including copyright and trademark law and the protection of ideas; contract law issues, including contract formation, contractual obligations, and remedies; and government regulation of entertainment content and industry practices. International aspects of each of these areas will be emphasized

BLAW 480. Commercial Transactions Law (3)

Prerequisites: BLAW 280; 308; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Exam (UDWPE).Study of those areas of law related to commercial business transactions including commercial paper, negotiable instruments, secured transactions, bankruptcy and the law of sales.

BLAW 481. Real Estate Law (3)

Prerequisites: BLAW 280; 308; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE).Legal and business aspects of real property acquisition and ownership.

Discussion of law affecting acquisition of titles, easements, leases and contracts, community property, joint tenancy, tenancy in common, trust deeds, mortgages, brokerage, and homesteads.

BLAW 485. Labor and Employment Law (3)

Prerequisites: BLAW 280; 308; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE).Examines the development of labor law in the United States from the early common law to the current legislation. Existing federal statutes regulating labor unions and labor relations will be studied in detail. These statutes are studied as they are applied and interpreted by the federal courts and by the National Labor Relations Board. In addition, this course examines topics in U.S. employment laws such as family leave, equal pay, wrongful discharge, employee defamation, employer-related immigration laws, privacy in the workplace, discrimination based on race, sex, national origin and religion, and other new developments.

BLAW 495. Advanced Topics in Business Law (3)

Prerequisites: BLAW 280; 308; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE).Selected advanced topics in business law are analyzed by means of readings, analysis of cases and problems, case studies, and class discussion.

BLAW 496A-Z. Experimental Topics Courses -Business Law (3)

Prerequisites: BLAW 280; BUS 302, 302L for Business majors; passing score on the Upper Division

Writing Proficiency Exam (UDWPE)Course content to be determined. (See subtitles in appropriate schedule

of classes)

BLAW 498. Field Assignments and Reports -Business Law (1-3)

Prerequisites: BLAW 280 or the equivalent with a grade of C or better; BUS 302, 302L for Business majors; a CSUN cumulative GPA of 3.0 or above; passing score on the Upper Division Writing Proficiency Exam (UDWPE). Individual study must pertain to career goals. Students must have active, approved employment. Consultation with employer and instructor determines the program. A maximum of six units may be earned by combining Field Assignments and Reports (BLAW 498) and Independent Study (BLAW 499). Credit/No Credit only.

BLAW 499. Independent Study - Business Law (1-3)

Prerequisites: BLAW 280 or the equivalent with a grade of C or better; BUS 302, 302L for Business majors; a minimum 3.0 overall grade point average; a minimum 2.0 grade point average in all major courses; a minimum 2.0 grade point average in his/her option courses; consent of department chair and consent of an instructor to act as sponsor; passing score on the Upper Division Writing Proficiency Exam (UDWPE). Enrollment is based on evidence of ability to pursue Independent Study in depth and on approval of a project submitted at the time of registration. Regular progress meetings and reports are required before credit may be received. Enrollment in Independent Study is not allowed for the purpose of substitution for an existing course. A maximum of six units may be earned by combining Independent Study (BLAW 499) and Field Assignments and Reports (BLAW 498).

Graduate

Graduate courses are open only to selected classified and conditionally classified graduate students To determine their eligibility for enrollment, students majoring in areas other than business must consult with the Director of Graduate Programs of the College of Business and Economics.

BLAW 508. MBA Law in the Business Environment (3)

Prerequisite: Graduate standing. Study of the role of law in business, including the study of legal institutions and their role in facilitating and regulating business. Includes a study of the legal system, civil litigation, torts, and the formation and performance of contract, agency and employment law, the various forms of business organizations and securities law.

BLAW 690. Seminar in Business Law (3)

Prerequisite: BLAW 508. Selected advanced topics in business law are analyzed by means of readings, analysis of cases and problems, case studies, and class discussion.

BLAW 699. Independent Study - Business Law (3)

Prerequisites: Permission of graduate advisor and department chair. No more than six units of Independent Study may be taken in any single department, and no more than six units may be taken in the School of Business without prior approval of the Dean. Only those graduate students who have a current 3.0 grade point average may register in a 600-level Independent Study course.

Financial Services Option

The Department of Finance, Real Estate and Insurance

- Chair: Donald Bleich
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