

BUSINESS ADMINISTRATION

clSBusiness Administration Program Learning Outcomes (<https://catalog.csudh.edu/program-learning-outcomes/business-administration-public-policy/business-administration/>)

College of Business Administration and Public Policy

Bachelor of Science

Degree Roadmaps

Accounting Concentration

Business Analytics Concentration

Entrepreneurship Concentration

Finance Concentration

General Business Concentration

Global Supply Chain Management Concentration

Information Systems Concentration

Information Systems Security Concentration

International Business Concentration

Management and Human Resources Concentration

Marketing Concentration

Sports, Entertainment and Hospitality Concentration

Minors

Business Administration

Data Analytics

Information Systems

Information Systems Security

Management

Marketing

Certificates

Accounting

Information Systems

Marketing

Sports Management

Faculty

Department of Accounting, Finance and Economics

Jose Martinez, Department Chair

Arek Arakelian, Jennifer Brodmann, Meredith Caliman, Gloria Del Rosario, Prakash Dheeriyaa, Sherine El Hag, Nestor Garza, Sunghoon Joo, Cenap Ilter, Li-Lin (Sunny) Liu, Richard Malamud, Rama Malladi, Michael Manahan, Harun Rashid, Mahmoud Salari, Meghna Singhvi, Hakjoo Song, Charles Thomas, Burhan Yavas, Bingsheng Yi, Sheng Yi

Department of Information Systems and Operations Management

Myron Sheu, Department Chair

Chi-Wen Chen, Edward K. Chu, Nancy Deng, Mohammad Eyadat, Jian-Yu Ke, G. Keong Leong, Claudia Celene Navarrete, Hamid Pourmohammadi, Fahimeh Rezayat, Vera Teller, Wang-chan Wong

Department of Management and Marketing

Sari Silvanto-Ryan, Department Chair

Yann Abdourazakou, Orie Berezan, William David Brice, Kirti Celly, Natasa Christodoulidou, Jessica Federman, David Hoopes, Chacko Kannothea, Jim Katzenstein, Lei Lai, Thomas J. Norman, Melissa St. James, Bing Xu, Meng Zhao, Xia Zhao

Business Advisement Office

Undergraduate student support regarding major advisement, registration issues, permission numbers, petitions, add/drop, and change of major/minor, etc.

Office: SBS A-319, Phone: (310) 243-3548

Business Department Office

Undergraduate student support regarding faculty office hours, contacting faculty, and classroom changes, etc.

Office: SBS D-321, Phone: (310) 243-3548

Emeriti Faculty

Melvin P. Auerbach (Accounting & Finance), Donald J. Barnett (Accounting & Finance), Martin Blyn (Accounting & Finance), Potkin Basseer (Accounting & Finance), Barbara R. Chrispin (Management), George N. Clawson (Management), Dorothy M. Fisher (Information Systems), Raoul J. Freeman (Information Systems), Carolyn Harris (Business Communication), Steven Jenner (Management & Marketing), Jack Kitson (Marketing), C.W. Lee (Management), Carol V. Lopilato (Accounting & Finance), Anthony Mastor (Accounting & Finance), Joseph F. McCloskey (Finance and Quantitative), Herbert J. Milgrim (Accounting & Finance), R. Bryant Mills (Management), George Morris (Marketing), Mazin M. Nashif (Accounting & Finance), Richard Nehrbass (Management), Larry Press (Information Systems), Harold A. Rothbart (Industrial Management), Stanley R. Schoen (Accounting & Law), Robert H. Schueler (Business Administration), Franklin Strier (Business Law), Ricardo Ulivi (Accounting & Finance), Kosaku Yoshida (Accounting & Finance), Cyril E. Zoerner, Jr. (Marketing)

Mission of the Business Programs

We provide a quality undergraduate business education and innovative professional graduate programs to a diverse student population in the South Bay area. Our business programs prepare students for career advancement through our classroom activities and a scholarly, applied research agenda.

About

The Bachelor of Science in Business Administration program, is designed to accomplish two objectives. The first of these is to prepare students for lifelong professional careers in commerce, finance and industry, as well as for management careers in the public and not-for-profit sectors. A second objective is to provide students with the knowledge and skills needed to obtain professional, entry level positions in one functional area of the business enterprise, or in some particular field of business.

The College of Business Administration and Public Policy offers Minors in Business Administration, Data Analytics, Information Systems, Marketing and Management. The Minor in Business Administration is designed for students majoring in other fields who wish to acquire a basic knowledge of business for the purpose of career preparation. The Minor in Information Systems offers students the opportunity to acquire skills and knowledge in the application of computers for business decision-making. The Minor in Marketing offers students the opportunity to acquire skills and knowledge in the application of marketing concepts for business decision-making. The Minor in Management offers students the opportunity to acquire skills and knowledge in the application of management concepts for business decision-making.

The faculty possess a particularly strong combination of academic and professional credentials. Their doctoral degrees come from the

finest universities in the world. Their expertise reflects specialization in different fields of business administration as well as practical experience in business and industry. The full-time faculty is augmented by highly qualified part-time faculty drawn from the business community surrounding the University. These faculty offer students a dimension of knowledge derived from actual experience, in addition to strong academic credentials.

Student Organizations

Student Organizations include the Accounting Society, American Marketing Association, CSUDH Association of Latino Professionals for America, Finance Society, Human Resources Management Association, Information Technology Society, Latino Student Business Association, and the Logistics and Supply Chain Management Club. Students interested in participating in one of these organizations should consult the appropriate Department Chair or stop by the Office of Student Life.

Student Honor Societies

The College of Business Administration and Public Policy sponsors a Department Scholars program in addition to the Epsilon Mu Chapter of Delta Mu Delta, the national honor society for students in business administration. Founded in 1914, the main purpose of Delta Mu Delta is to promote higher scholarship in training for business and to recognize and reward scholastic attainment in business subjects. The Epsilon Mu chapter was chartered in 1989. The chapter inducts eligible business students each spring semester. To be eligible for membership, students must have obtained a grade point average that ranks them in the top ten percent of their class.

Academic Advisement

The College of Business Administration and Public Policy Advisement and Student Service Center for undergraduate Majors and Minors provides authoritative information concerning student advisement including concentration, graduation requirements, transfer credit, special circumstances and conditions. Students are urged to come to the Center prior to their first enrollment as Business, Criminal Justice Administration and Public Administration majors or minors, as well as following semesters.

Students wishing to receive credit in the major or minor for courses taken at other institutions; must be verified by an Advisor and approved by the respective chair of the department or the Associate Dean of the College.

The Center maintains records of progress toward completion of degree requirements for all Majors and Minors. These records are used for counseling purposes and to check completion of course prerequisites. All students are encouraged to come to the Center for advisement and course approvals. Students should visit the Center for course approvals when adding courses during add/drop period.

Regular office hours are Monday through Friday from 8:00 a.m. to 5:00 p.m. Students are required to schedule a major advisement appointment online at our website.

Concentration and Career Advisement are provided by faculty. Names of faculty and their areas of professional expertise available at the faculty support office and at our website. Students in the various concentrations should seek advice from an appropriate department chair regarding concentration coursework. Students may obtain advice from faculty about tailoring their academic programs toward career goals,

about graduate schools and programs, and about career opportunities. Students are urged to consult with faculty on these matters.

Career Possibilities

Employment opportunities for students with a Major in Business Administration exist within many areas. In the private sector, students will find employment in a wide variety of business and professional organizations including public accounting firms, banks, savings and loans, and other financial institutions, commercial and high technology industries, and in a multitude of firms engaged in transportation, communications and the increasingly important foreign trade sector. Furthermore, business majors are actively recruited by many not-for-profit and public organizations for their skills in accounting and financial management, marketing, computer and data processing, human resource administration and general management. Those who want to engage in entrepreneurial activity and operate their own business also will benefit from a major in business administration. In addition, an undergraduate degree in business administration is excellent preparation for graduate study in business, law and other academic areas offering a professional focus.

Graduation with Honors

An undergraduate student may be a candidate for graduation with Honors in Business Administration provided he or she meets the following criteria:

1. A minimum of 36 units in Business Administration in residence at CSUDH. At least 12 of these units must be in the concentration and three units must be from MGT 490 Strategic Management Seminar (3);
2. A minimum grade point average of at least 3.5 in all courses used to satisfy the upper division requirements in the major;
3. Recommendation by the faculty of the department or program in which the honors are to be awarded.

Bachelor of Science in Business Administration

Total Course Requirements for the Bachelor's Degree

See the "Requirements for the Bachelor's Degree (<https://catalog.csudh.edu/general-information/baccalaureate-degrees-undergraduate-studies/>)" in the University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

Elective Requirements

Completion of elective courses (beyond the requirements listed below) to reach a total of a minimum of 120 units.

General Education Requirements (49 units)

See the "General Education (<https://catalog.csudh.edu/general-information/double-counting-general-education-courses/general-education/>)" requirements in the University Catalog and the Class Schedule for the most current information on General Education requirements and course offerings.

United States History, Constitution and American Ideals Requirement (6 units)

See the "United States History, Constitution, and American Ideals" requirements in the University Catalog.

Graduation Writing Assessment Requirement

See the "Graduation Writing Assessment Requirement (<https://catalog.csudh.edu/general-information/graduate-writing-examination/>)" in the University Catalog.

Minor Requirements

Single field major, no minor required.

Major Requirements (65-71 units)

Students must select a concentration. The following courses, or their approved transfer equivalents, are required of all candidates for this degree.

Because most Business Administration course work completed over ten years ago is outdated, students must consult with an advisor in the Student Advisement and Service Center to ascertain whether courses taken ten or more years ago will need to be repeated. The Associate Dean in the College of Business Administration and Public Policy may waive the requirement to repeat outdated course work if there is evidence that student knowledge is current. Such evidence may consist of recent successful completion of more advanced course work in the specific discipline or satisfactory completion of designated national examinations.

Admission Requirements

Admission to the Business Administration major requires completion of all lower division Business Administration core courses with minimum grades of "C". All new majors are classified as "pre-business majors" until the requirements are met. Upper division advanced and concentration courses are available only to "Business Administration" majors. Students should consult with an advisor in the Business Advisement Center for more information.

A. Prerequisites and Residency Unit Requirements

MAT 009 () or equivalent with a grade of "C" or better is prerequisite to ACC 230 Financial Accounting (3) and CIS 270 Info Sys/Tech Fundamentals (3).

All business majors are required to complete at least 36 units of the major in residence, including at least 12 of these units in the concentration and three units from MGT 490 Strategic Management Seminar (3).

B. Business Curriculum (44 units)

1. Lower Division Required Core Courses (18 units)

ACC 230 Financial Accounting (3)
ACC 231 Managerial Accounting (3)
CIS 270 Info Sys/Tech Fundamentals (3)
ECO 210 Economic Theory 1A Micro (3)
ECO 211 Economic Theory 1B Macro (3)
LAW 240 Legal Environment of Business (3)

Note: All lower division courses required for the Business Administration major must be completed with a grade of "C" or better.

Students must complete all lower division core courses and satisfy the University's lower division English composition requirements (ENG 110 Freshman Composition Accelerated (3) and ENG 111 Freshman Composition II (3)) and the General Education mathematics requirement prior to enrolling in upper division business courses. Students who do not successfully complete the lower division prerequisites will not be permitted to enroll in upper division courses.

Students in Business Administration should take a basic statistics course as the General Education Quantitative Reasoning requirement, otherwise

OMG 221 Introduction to Business Statistics (3) will need to be taken as a prerequisite to OMG 321 Business Statistics (3).

2. Upper Division Core Courses (17 units)

a. Select two courses from the following (2 units):

BUS 301 Employment Communications (1)
BUS 302 Written Communications (1)
BUS 303 Oral Communication (1)

Note: At least two of the following courses: BUS 301 Employment Communications (1), BUS 302 Written Communications (1), or BUS 303 Oral Communication (1) must be taken during or prior to the semester when the student first registers for any other Business Administration upper division course.

b. Required Courses (15 units):

CIS 370 Info Sys Theory and Practice (3)
FIN 360 Business Finance (3)
MGT 310 Management Theory (3)
MKT 350 Principles Of Marketing (3)
OMG 321 Business Statistics (3)

3. Upper Division Advanced Core Courses (9 units)

BUS 445 International Business (3)
MGT 490 Strategic Management Seminar (3)
OMG 322 Operations Management (3)

Note: MGT 490 Strategic Management Seminar (3) is a capstone course and should be taken during the last semester before graduation with 400-level core courses and concentration courses (or General Education courses). Students must meet the specific course prerequisites for MGT 490 Strategic Management Seminar (3).

Each Business Administration major must select one of the concentrations listed below:

Accounting Concentration (24 units)

A. Required Courses - All Tracks (15 units)

ACC 330 Intermediate Accounting I (3)
ACC 331 Intermediate Accounting II (3)
ACC 333 Income Taxation I (3)
ACC 337 Cost Accounting (3)
and
ACC 336 Intro To Internal Audit (3)
or
ACC 435 Auditing (3)

B. Electives - Select an additional 9 units from the following upper division courses:

ACC 336 Intro To Internal Audit (3)
ACC 339 Acctg & Ctrl Multnl Comp (3)
ACC 340 Accounting Information Systems (3)
ACC 430 Advanced Accounting (3)
ACC 431 Govt & Nonprofit Acctg (3)
ACC 433 Income Taxation II (3)
ACC 435 Auditing (3)
LAW 340 Law Of Bus Organizations (3)

Note: Students should consider professional certification exams (CPA, CMA, CIA, CFM) after completing additional preparation and extensive review.

Business Analytics Concentration (27 units)**A. Required Courses (15 units)**

Five required concentration core courses

1. Required Courses (9 units)

CIS 272 Business Programming I (3)
 CIS 372 Systems Analysis and Design (3)
 CIS 373 Database Systems (3)

Note: CIS 272 Business Programming I (3) is replaceable with CIS 371 Business Programming II (3) for students with some prior programming knowledge.

2. Select two of the following courses (6 units)

CIS 380 Introduction to Programming for Data Analysis (3)
 CIS 480 Data Mining and Business Intelligence (3)
 OMG 423 Quantitative Analysis (3)

B. Electives (12 units)

Select four elective concentration courses from one of the two areas

2. Cyber Security Track

One of the concentration courses that hasn't been taken

CIS 275 Internet Literacy (3)
 CIS 375 Data Communications (3)
 CIS 378 Info Security Theories & Pract (3)
 CIS 478 Firewall and Computer Network Security (3)
 CIS 482 Databases & Web Security (3)
 CIS 488 Mgt of Information Security (3)
 CIS 496 Internship In CIS (3)

1. Information & Decisions Systems Track

One of the core concentration courses that hasn't been taken

CIS 371 Business Programming II (3)
 CIS 375 Data Communications (3)
 CIS 378 Info Security Theories & Pract (3)
 CIS 471 Adv Network Based Applications (3)
 CIS 474 Project Management Fundamentals (3)
 CIS 476 Adv Concepts Bus Systems (3)
 CIS 477 Adv Data Communications (3)
 CIS 496 Internship In CIS (3)

Entrepreneurship Concentration (24 units)**A. Required Courses (15 units)**

ACC 385 Entrepreneurial Accounting (3)
 FIN 485 Entrepreneurial Finance (3)
 LAW 340 Law Of Bus Organizations (3)
 MGT 330 New Venture Entrepreneurship (3)
 MKT 352 Advertising and Promotion MGT. (3)

B. Electives (9 units)

Students must select three courses from the following list of classes:

HRM 313 Human Resources Management (3)
 MGT 412 Small Business Management (3)
 MGT 416 Leadership (3)
 MGT 491 Bus Consulting Practicum (3)
 MKT 450 Internet Marketing (3)
 MKT 454 Marketing Research (3)

Finance Concentration (24 units)**A. Required Courses (12 units)**

FIN 382 Financial Analysis (3)
 FIN 468 Seminar in Investment Analysis (3)
 FIN 481 Financial Inst & Mgmt (3)

FIN 488 Multinatl Financial Trans (3)

B. Select four courses from the following (12 units)

ACC 337 Cost Accounting (3)
 FIN 375 Personal Financial Planning (3)
 FIN 426 Portfolio Management (3)
 FIN 467 Real Estate Finance and Investment (3)
 FIN 480 Economics Of The Firm (3)
 FIN 484 Financial Forecasting & Modeling (3)
 FIN 485 Entrepreneurial Finance (3)
 FIN 494 Independent Study in Finance (3)
 FIN 496 Internship in Finance (3)
 OMG 423 Quantitative Analysis (3)

General Business Concentration (21 units)**Degree Roadmap****A. Required Courses (6 units)**

MGT 312 Organizational Behavior (3)
 MGT 412 Small Business Management (3)

B. Select five courses from the following (15 units)

ACC 333 Income Taxation I (3)
 ACC 337 Cost Accounting (3)
 ACC 433 Income Taxation II (3)
 CIS 275 Internet Literacy (3)
 CIS 372 Systems Analysis and Design (3)
 FIN 468 Seminar in Investment Analysis (3)
 FIN 484 Financial Forecasting & Modeling (3)
 HRM 313 Human Resources Management (3)
 HRM 318 Training and Development (3)
 LAW 340 Law Of Bus Organizations (3)
 MKT 355 Consumer Behavior (3)
 MKT 454 Marketing Research (3)
 OMG 430 Enterprise Resource Planning and Supply Chain Management Cases (3)

Global Supply Chain Management Concentration (24 units)**A. Required Courses (18 units)**

OMG 220 Introduction to Transportation Management (3)
 OMG 230 Introduction to Supply Chain Management (3)
 OMG 423 Quantitative Analysis (3)
 OMG 427 Business Process Improvement (3)
 OMG 428 Purchasing Management (3)
 OMG 430 Enterprise Resource Planning and Supply Chain Management Cases (3)

B. Electives (6 units)

Select two courses from the following:

CIS 372 Systems Analysis and Design (3)
 CIS 373 Database Systems (3)
 CIS 474 Project Management Fundamentals (3)
 CIS 476 Adv Concepts Bus Systems (3)

Information Systems Concentration (27 units)**A. Required Courses (18 units)**

CIS 272 Business Programming I (3)
 CIS 275 Internet Literacy (3)
 CIS 372 Systems Analysis and Design (3)
 CIS 373 Database Systems (3)
 CIS 375 Data Communications (3)
 CIS 474 Project Management Fundamentals (3)

B. Electives (9 units)

Select three courses from the following (9 units)

CIS 371 Business Programming II (3)
 CIS 378 Info Security Theories & Pract (3)
 CIS 471 Adv Network Based Applications (3)
 CIS 476 Adv Concepts Bus Systems (3)
 CIS 477 Adv Data Communications (3)
 CIS 478 Firewall and Computer Network Security (3)
 CIS 480 Data Mining and Business Intelligence (3)
 CIS 482 Databases & Web Security (3)
 CIS 488 Mgt of Information Security (3)
 CIS 496 Internship In CIS (3)

Information Systems Security Concentration (27 units)

A. Required Courses (21 units)

CIS 272 Business Programming I (3)
 CIS 275 Internet Literacy (3)
 CIS 372 Systems Analysis and Design (3)
 CIS 373 Database Systems (3)
 CIS 375 Data Communications (3)
 CIS 378 Info Security Theories & Pract (3)
 CIS 478 Firewall and Computer Network Security (3)

B. Electives (6 units)

Select two courses from the following (6 units)
 CIS 482 Databases & Web Security (3)
 CIS 488 Mgt of Information Security (3)
 CIS 496 Internship In CIS (3)

International Business Concentration (24 units)

A. Track 1: General Emphasis

Degree Roadmap

1. Required Courses (15 units)

POL 100 General Education Political Science: World Perspectives (3)
 ACC 339 Acctg & Ctrl Multnl Comp (3)
 FIN 488 Multinatl Financial Trans (3)
 MGT 418 International Management (3)
 MKT 358 International Marketing (3)

2. Select three courses from the following (9 units)

ANT 335 Comparative Cultures (3)
 ECO 340 International Trade Thry (3)
 ECO 341 International Finance (3)
 POL 335 International Politics (3)
 POL 336 Theories of International Relations (3)

B. Track 2: Latin American Emphasis (24 units)

Degree Roadmap

1. Required Courses (12 units)

ACC 339 Acctg & Ctrl Multnl Comp (3)
 FIN 488 Multinatl Financial Trans (3)
 MGT 418 International Management (3)
 MKT 358 International Marketing (3)

2. Competency in Spanish (3 units)

SPA 302 Business Spanish (3)

3. Select three courses from the following (9 units)

ANT 333 Ancient Peoples Of Mexico (3)
 HIS 366 Colonial Latin America (3)
 HIS 367 Modern Latin America (3)
 POL 343 Political Behavior in Latin America (3)
 POL 344 Latin America: The Revolutionary Tradition (3)

Note: Competency in a foreign language is important for students pursuing this concentration and is, therefore, highly recommended.

Foreign language courses may be used to fulfill General Education requirements.

Management and Human Resources Concentration (24 units)

Students interested in the Management and Human Resources Concentration must select one of the tracks listed below.

A. Management Track - (24 units)

1. Required Courses (15 units)

HRM 313 Human Resources Management (3)
 MGT 312 Organizational Behavior (3)
 MGT 412 Small Business Management (3)
 MGT 416 Leadership (3)
 MGT 418 International Management (3)

2. Electives (9 units)

Students will select three additional courses from the following list of classes:

ECO 330 Labor Economics (3)
 HRM 316 Labor & Industrial Relations (3)
 HRM 318 Training and Development (3)
 HRM 321 Compensation and Benefits (3)
 HRM 425 Seminar in Strategic HRM (3)
 LAW 342 Employment Law (3)
 LBR 411 Contracts & Negotiations (3)
 LBR 412 Labor Law (3)
 MGT 330 New Venture Entrepreneurship (3)
 MGT 430 Strategic Communication (3)
 MGT 491 Bus Consulting Practicum (3)
 MGT 494 Independent Study in Mgt. (3)
 MGT 495 Special Topics in Management (3)
 MGT 496 Internship in Management (3)
 PSY 342 Interpersonal and Group Dynamics (3)
 PSY 372 Industrial and Organizational Psychology (3)
 PUB 314 Compensation, Staffing, and Appraisal (3)
 PUB 315 Labor-Management Relations in Government (3)
 SEH 310 Sports Enter & Hospitality MGT (3)
 SEH 330 Managing Sports Facilities (3)
 SEH 448 Hotel and Resort Management (3)

B. Human Resources Track (24 units)

1. Required Courses (12 units)

HRM 313 Human Resources Management (3)
 HRM 321 Compensation and Benefits (3)
 HRM 425 Seminar in Strategic HRM (3)
 MGT 312 Organizational Behavior (3)

2. Electives (12 units)

Select four courses from the following (12 units):

HRM 316 Labor & Industrial Relations (3)
 HRM 318 Training and Development (3)
 LAW 342 Employment Law (3)
 MGT 416 Leadership (3)
 MGT 418 International Management (3)
 MGT 494 Independent Study in Mgt. (3)
 MGT 495 Special Topics in Management (3)
 MGT 496 Internship in Management (3)

Marketing Concentration (24 units)

Each student interested in the Marketing Concentration must select one of the tracks listed below.

A. Track 1: Marketing Management Emphasis**1. Required Courses (15 units)**

MKT 352 Advertising and Promotion MGT. (3)
 MKT 355 Consumer Behavior (3)
 MKT 358 International Marketing (3)
 MKT 454 Marketing Research (3)
 MKT 459 Sem In Marketing Mgmt (3)

2. Select three courses from the following (9 units)

MGT 330 New Venture Entrepreneurship (3)
 MKT 351 Sales Mgt & Techniques (3)
 MKT 353 Retail Mktg Management (3)
 MKT 450 Internet Marketing (3)
 MKT 451 Trade Show and Event Marketing (3)
 MKT 452 Sports & Entertainment Mkt. (3)
 MKT 495 Special Topics in Marketing (3)

B. Track 2: Advertising Emphasis**Degree Roadmap****1. Required Courses (15 units)**

MKT 352 Advertising and Promotion MGT. (3)
 MKT 355 Consumer Behavior (3)
 MKT 454 Marketing Research (3)
 MKT 459 Sem In Marketing Mgmt (3)
 COM 344 Advertising Media Analysis (3)

2. Select three courses from the following (9 units)

COM 342 Advertising Strategy and Copywriting (3)
 COM 365 Introduction to Public Relations (3)
 MKT 450 Internet Marketing (3)
 MKT 452 Sports & Entertainment Mkt. (3)
 MKT 495 Special Topics in Marketing (3)

Note: MKT 495 Special Topics in Marketing (3) may be taken twice with different topics.

Sports, Entertainment and Hospitality Management Concentration (24 units)**Degree Roadmap****A. Required Courses (12 units)**

MKT 452 Sports & Entertainment Mkt. (3)
 SEH 310 Sports Enter & Hospitality MGT (3)
 SEH 348 Principles of Travel & Tourism (3)
 SEH 448 Hotel and Resort Management (3)

B. Select four courses from the following (12 units)

HRM 318 Training and Development (3)
 MGT 416 Leadership (3)
 MKT 451 Trade Show and Event Marketing (3)
 PSY 480 Sport Psychology (3)
 SEH 330 Managing Sports Facilities (3)
 SEH 495 Spec Topic: Hospitality Mgt. (3)
 SEH 496 Internship in Sports, Entertainment & Hospitality (1-3)

Minor in Business Administration (27 units)

The Minor in Business Administration is designed for students majoring in other fields who wish to acquire a basic knowledge of business. All lower division courses required for the Business Administration minor must be completed with a grade of "C" or better prior to enrollment in upper division courses. Permission of an advisor is required to enroll in upper division courses.

Requirements**A. Lower Division Required Courses (12 units)**

ECO 210 Economic Theory 1A Micro (3)
 ECO 211 Economic Theory 1B Macro (3)
 ACC 230 Financial Accounting (3)
 CIS 270 Info Sys/Tech Fundamentals (3)

B. Upper Division Requirements (15 units)**1. Required Courses (12 units)**

CIS 370 Info Sys Theory and Practice (3)
 FIN 360 Business Finance (3)
 MGT 310 Management Theory (3)
 MKT 350 Principles Of Marketing (3)

2. Elective (3 units)

Select one additional upper division course in Business Administration with the assistance of the School of Business and Public Administration coordinator of undergraduate advisement.

Minor in Data Analytics (12-18 units)

The Minor in Data Analytics offers students an opportunity to acquire an in-depth understanding of methods and applications of data analytics. It thus provides an excellent complement and/or improvement to the functional knowledge obtained through other programs. Two preparation courses (6 units) and four concentration courses (12 units) comprise the minor.

Degree Requirements**A. Preparation for the Minor (6 units)**

CJA 341 Criminal Justice Stats (3)
 PUB 305 Applied Statistics in Public Administration (3)
 OMG 321 Business Statistics (3)
 CIS 370 Info Sys Theory and Practice (3)

B. The Minor (12 units)**1. Required Course (3 units)**

CIS 373 Database Systems (3)

2. Select two or all three of the following courses (6-9 units)

CIS 380 Introduction to Programming for Data Analysis (3)
 OMG 423 Quantitative Analysis (3)
 CIS 480 Data Mining and Business Intelligence (3)

3. Select one from the following if the fourth course for the minor is still needed (0-3 units)

CIS 371 Business Programming II (3)
 CIS 372 Systems Analysis and Design (3)
 CIS 375 Data Communications (3)
 CIS 378 Info Security Theories & Pract (3)
 CIS 471 Adv Network Based Applications (3)
 CIS 474 Project Management Fundamentals (3)
 CIS 476 Adv Concepts Bus Systems (3)

Minor in Information Systems (12-19 units)

The Minor in Information Systems offers students the opportunities to acquire an in-depth understanding of technical foundations and business applications of information systems. It thus provides an excellent complement and/or improvement to training in other concentrations. A total of two preparation courses (6-7 units) and four IS concentration courses (12 units) comprise the minor.

Requirements

A. Preparation for the Minor: (6-7 units)

1. Select one course from the following (3-4 units)

- CIS 270 Info Sys/Tech Fundamentals (3)
- CSC 111 Introduction to Computers and Basic Programming (3)
- CSC 121 Introduction to Computer Science and Programming I (4)

2. Required Course (3 units)

- CIS 370 Info Sys Theory and Practice (3)

B. The Minor: (12 units)

1. Required courses (6 units)

- CIS 372 Systems Analysis and Design (3)
- CIS 373 Database Systems (3)

2. Select two courses from the following (6 units)

- CIS 272 Business Programming I (3)
- CIS 275 Internet Literacy (3)
- CIS 371 Business Programming II (3)
- CIS 375 Data Communications (3)
- CIS 378 Info Security Theories & Pract (3)
- CIS 471 Adv Network Based Applications (3)
- CIS 474 Project Management Fundamentals (3)
- CIS 476 Adv Concepts Bus Systems (3)
- CIS 477 Adv Data Communications (3)
- CIS 478 Firewall and Computer Network Security (3)
- CIS 480 Data Mining and Business Intelligence (3)
- CIS 482 Databases & Web Security (3)
- CIS 488 Mgt of Information Security (3)
- CIS 496 Internship In CIS (3)

Minor in Information Systems Security (15-21 units)

The Minor in Information Systems Security offers students an opportunity to acquire an in-depth understanding of methods and applications of information security. It thus provides an excellent compliment and/or improvement to the functional knowledge obtained through other programs. Two preparation courses (6 units) and five ISS concentration courses (15 units) comprise the minor.

Requirements

A. Preparation for the Minor: (6 units)

1. Select one of the following two courses

- CIS 270 Info Sys/Tech Fundamentals (3)
- CSC 111 Introduction to Computers and Basic Programming (3)

2. Required Course (3 units)

- CIS 370 Info Sys Theory and Practice (3)

B. The Minor: (15 units)

1. Required courses (12 units)

- CIS 378 Info Security Theories & Pract (3)
- CIS 478 Firewall and Computer Network Security (3)
- CIS 482 Databases & Web Security (3)
- CIS 488 Mgt of Information Security (3)

2. Select one courses from the following (3 units)

- CIS 272 Business Programming I (3)
- CIS 275 Internet Literacy (3)
- CIS 372 Systems Analysis and Design (3)
- CIS 373 Database Systems (3)
- CIS 375 Data Communications (3)

Minor in Management (15 units)

The Minor in Management is designed for students majoring in other fields who wish to acquire knowledge and skill in basic management applicable to all organizations. A total of 15 units in upper division Management courses is required. A grade point average of 2.0 must be achieved in the minor. All students interested in the Minor in Management should seek advising from the Chair of the Department of Management. Permission of CBAPP Student Advisement and Service Center is required to enroll in upper division management courses.

Requirements

A. Required Courses (12 units)

- HRM 313 Human Resources Management (3)
- HRM 316 Labor & Industrial Relations (3)
- MGT 310 Management Theory (3)
- MGT 312 Organizational Behavior (3)

B. Elective (3 units)

- Select one course from the following: (3 units)
- MGT 416 Leadership (3)
- MGT 418 International Management (3)

Minor in Marketing (12 units)

The Minor in Marketing is designed for students majoring in other fields who wish to acquire marketing knowledge and competence. A total of 12 units in upper division marketing courses are required. It is suggested that students take ECO 210 Economic Theory 1A Micro (3) prior to enrolling in MKT 350 Principles Of Marketing (3). A grade point average of 2.0 must be achieved in the minor.

Requirements

A. Required Course (3 units)

- MKT 350 Principles Of Marketing (3)

B. Electives (9 units)

Three elective courses to be chosen from the following:

- MKT 351 Sales Mgt & Techniques (3)
- MKT 352 Advertising and Promotion MGT. (3)
- MKT 353 Retail Mktg Management (3)
- MKT 355 Consumer Behavior (3)
- MKT 358 International Marketing (3)
- MKT 450 Internet Marketing (3)
- MKT 452 Sports & Entertainment Mkt. (3)
- MKT 454 Marketing Research (3)
- MKT 495 Special Topics in Marketing (3)

Note: MKT 495 Special Topics in Marketing (3) may be taken twice with different topics.

Certificate in Accounting (24-54 units)

The Accounting Certificate program is designed to meet the needs of individuals who already hold a Bachelor's degree in another area, either in business with a concentration in another field or outside of business, and who now wish to acquire accounting competence. The certificate may be earned by regularly matriculated students who complete the following CSUDH courses, or show evidence of having done so elsewhere, with a grade point average of no less than 2.5. At least four of the eight accounting curriculum courses must be taken at CSU Dominguez Hills.

Requirements

A. Accounting Certificate Prerequisites (30 units)

The following courses are the required prerequisites for students without a Bachelor's degree in Business:

1. Lower Division Prerequisites (15 units)

ACC 230 Financial Accounting (3)
ACC 231 Managerial Accounting (3)
CIS 270 Info Sys/Tech Fundamentals (3)
ECO 210 Economic Theory 1A Micro (3)
LAW 240 Legal Environment of Business (3)

2. Upper Division Prerequisites (15 units)

CIS 370 Info Sys Theory and Practice (3)
FIN 360 Business Finance (3)
MGT 310 Management Theory (3)
MKT 350 Principles Of Marketing (3)
OMG 321 Business Statistics (3)

B. Required Courses (12 units)

ACC 330 Intermediate Accounting I (3)
ACC 331 Intermediate Accounting II (3)
ACC 333 Income Taxation I (3)
ACC 337 Cost Accounting (3)

C. Electives (12 units)

Select an additional 12 units from upper division Business Administration courses, of which at least 9 units must be from the following upper division courses.

ACC 336 Intro To Internal Audit (3)
ACC 339 Acctg & Ctrl Multnl Comp (3)
ACC 430 Advanced Accounting (3)
ACC 431 Govt & Nonprofit Acctg (3)
ACC 433 Income Taxation II (3)
ACC 435 Auditing (3)
LAW 340 Law Of Bus Organizations (3)

Note: Students should consider professional certification exams (CPA, CMA, CIA, CFM) after completing additional preparation and extensive review.

Certificate in Information Systems (15-21 units)

The Information Systems Certificate program is designed to meet the needs of individuals who already hold a bachelor's degree in another area, either in business with a concentration in another field or outside of business, and who now wish to acquire information systems competence. The certificate may be earned by regularly matriculating students who complete the listed CSUDH courses, or show evidence of having done so elsewhere, where an overall GPA of no less than 2.5. At least four of the Information Systems Curriculum courses must be taken at CSUDH, and the certificate will be granted upon completion of requirements.

Requirements

A. Required Courses (6 units)

CIS 270 Info Sys/Tech Fundamentals (3)
CIS 370 Info Sys Theory and Practice (3)

B. Electives (15 units):

Students must select one of the following Options:

Option 1: Systems Design and Management

1. Required Courses (9 units):

CIS 372 Systems Analysis and Design (3)
CIS 373 Database Systems (3)
CIS 474 Project Management Fundamentals (3)

2. And two other courses from those listed below (6 units):

CIS 272 Business Programming I (3)
CIS 275 Internet Literacy (3)
CIS 276 Personal Product with IS Tech (3)
CIS 370 Info Sys Theory and Practice (3)
CIS 371 Business Programming II (3)
CIS 375 Data Communications (3)
CIS 471 Adv Network Based Applications (3)

Option 2: Network Application

1. Required Courses (9 units):

CIS 275 Internet Literacy (3)
CIS 375 Data Communications (3)
CIS 471 Adv Network Based Applications (3)

2. And two other courses from those listed below (6 units):

CIS 272 Business Programming I (3)
CIS 276 Personal Product with IS Tech (3)
CIS 370 Info Sys Theory and Practice (3)
CIS 371 Business Programming II (3)
CIS 372 Systems Analysis and Design (3)
CIS 474 Project Management Fundamentals (3)

Certificate in Marketing (18-30 units)

The Marketing Certificate program is designed to meet the needs of individuals who already hold a bachelor's degree in another area, either in business with a concentration in another field or outside of business, and who now wish to acquire marketing knowledge and competence. The certificate may be earned by regularly matriculated students who complete the following CSUDH courses, or show evidence of having done so elsewhere, with a grade point average of no less than 2.5. At least four of the six marketing curriculum courses must be taken at CSU Dominguez Hills.

Requirements

A. Marketing Certificate Prerequisites (12 units)

The following are the courses required for students without a Bachelor's degree in Business:

1. Lower Division Prerequisites (6 units)

CIS 270 Info Sys/Tech Fundamentals (3)
ECO 210 Economic Theory 1A Micro (3)

2. Upper Division Prerequisites (6 units)

MKT 350 Principles Of Marketing (3)
OMG 321 Business Statistics (3)

B. Marketing Certificate Requirements (18 units)

The following are the required courses for all students interested in the Certificate in Marketing, including those with a business degree in a non-marketing area:

1. Required Courses (9 units)

MKT 355 Consumer Behavior (3)
MKT 454 Marketing Research (3)
MKT 459 Sem In Marketing Mgmt (3)

2. Select three course from the following (9 units)

MKT 351 Sales Mgt & Techniques (3)

MKT 352 Advertising and Promotion MGT. (3)
 MKT 353 Retail Mktg Management (3)
 MKT 358 International Marketing (3)
 MKT 450 Internet Marketing (3)
 MKT 452 Sports & Entertainment Mkt. (3)
 MKT 495 Special Topics in Marketing (3)
 OMG 430 Enterprise Resource Planning and Supply Chain Management Cases (3)

Note: Students who can demonstrate competence in computer application software usage, specifically word processing and spreadsheet software, will not be required to take CIS 270 Info Sys/Tech Fundamentals (3).

Note: MKT 495 Special Topics in Marketing (3) may be taken twice with different topics.

Post-MBA Certificate in Logistics Management (12 units)

Requirements

A. A Master's Degree from an accredited university.
B. Approval by the Assistant Dean.
C. The certificate may be earned by regularly matriculated students who complete the following CSUDH courses:

OMG 510 Logistics Applications (3)
 OMG 520 Logistics Case Studies (3)
 CIS 530 Enterprise Resource Planning (3)
 CIS 575 SAP Supply Chain (3)

Post-MBA Certificate in Marketing (15 units)

The Marketing Certificate program is designed to meet the needs of individuals who already hold a master's degree in another area, with a concentration in another field who now wish to acquire marketing knowledge and competence.

Admission Requirements

A. A Master's degree from an accredited university.
B. Approval by the Assistant Dean.
C. The certificate may be earned by regularly matriculated students who complete the following CSUDH courses:

1. Required courses (9 units)

MKT 500 Marketing Management (3)
 MKT 501 Marketing Information Mgt (3)
 MKT 580 Strategic Marketing (3)

2. Two electives selected from the following courses (6 units)

MKT 510 Business-to-Business Mkt (3)
 MKT 512 Seminar in Services Marketing (3)
 MKT 530 Negotiation and Presentations (3)
 MKT 531 Sales Management (3)
 MKT 545 New Product Development (3)
 MKT 550 Internet Marketing (3)
 MKT 555 Seminar in Consumer Behavior (3)
 MKT 595 Special Topics (3)

Certificate in Sports Management

The Certificate in Sports Management program is designed to meet the needs of individuals who already hold a Bachelor's degree. The program trains students and professionals for a long list of careers, including

professional and amateur sports, intercollegiate athletics, sports marketing or event and facility management. The certificate program tackles the growing complexity of the sports business, facilities and entertainment industries with four core courses: Ticketing Operations, Leadership, Strategic Sport Marketing and Sport Venue and Event Management. The following segments of the sport industry provide most of the job opportunities:

- Professional Sports Operations
- Sport Marketing and Sponsorship
- Facility & Event Management
- College Athletics
- Sports Media & Communication
- Athletics Representation

Requirements

Students are required to have a Bachelor's degree. Limited computer experience is also needed to take the four courses offered online. An access to Internet is required in order to take the courses.

Required Courses (12 units)

SEH 400 Tickets Operations in the Entertainment Industry (3)
 SEH 401 Leadership in the Entertainment Industry (3)
 SEH 402 Strategic Sports Marketing (3)
 SEH 403 Sport Venue and Event Management (3)