



CALIFORNIA STATE
UNIVERSITY
EAST BAY

CONCORD CAMPUS



Business Administration, B.S.

Corporate Management

2012-2013 Catalog

Voted a "Best in the West" University by Princeton Review for 9 consecutive years

The Business Administration degree program is structured around a set of courses enabling students to develop general business perspective and skills. Students are required to choose an area of specialization/option. Along with this option (Corporate Management or Marketing Management in Concord), students are required to take the (16) units of Core Elective courses.

The College of Business and Economics is committed to providing a program that prepares students for success in their professional careers by offering the knowledge and skills necessary to compete in a changing, global environment.

The undergraduate programs in Business Administration are accredited by the Association to Advance Collegiate Schools of Business International (AACSB). Students are encouraged to meet with a University Advisor to discuss the selection of electives. For more information and advising, contact the Business and Economics Student Service Center, VBT 129, (510) 885-3323.

Core Electives

Sixteen (16) units of any upper division ACCT, ECON, ENTR, FIN, ITM, MGMT, or MKTG course that is not counted toward the student's primary option if that primary option is any other than ACCT (excluding 3898, 4900; ACCT 3228, 4227, 4915; ECON 3000, 3107; MGMT 4670).

Corporate Management Option

In a dynamic, changing, and uncertain environment, a broad managerial education can provide career advantages in terms of flexibility and breadth of knowledge. This option enables students to customize, within guidelines, their managerial education based upon their interests, strengths, and perceived career opportunities.

Required courses for option: MGMT/ENGR 3600. Select three additional courses from the following seven academic categories with no more than one course per category. Note that some of these courses may require additional prerequisites; if these prerequisites are from the same academic discipline, they may not be counted as electives in this option.

4700 Ygnacio Valley Rd., Concord, CA 94521

www.csueastbay.edu/concord



@csuebconcord

925-602-6700

Accounting: ACCT 3170, ACCT 3230

Economics: ECON 3000, ECON 3005/3006, ECON 3170, ECON 3190E, CON 3200, ECON 3310, ECON 3370, ECON 3375, ECON 3500, ECON 3680, ENGR/ECON 3140

Entrepreneurship: ENTR 4485, ENTR 4490

Finance: FIN 3360, FIN 3400, FIN 4300, FIN 4310, FIN 4315, FIN 4320, FIN 4370, FIN 4375

Information Technology Management: Any ITM prefix course, except ITM 1270 or 3060;

Management: MGMT 3110, MGMT 3610, MGMT 3612, MGMT 3616, MGMT 3624, MGMT 3626, MGMT 3645, MGMT 4640, PHIL/MGMT 3560

Marketing: MKTG 3410, MKTG 3415, MKTG 3425, MKTG 3440, MKTG 3445, MKTG 3495, MKTG 4412, MKTG 4415, MKTG 4417, MKTG 4450, MKTG 4470, MKTG 4585

Lower Division Prerequisite Transfer Classes

CSUEB	DVC	LMC	CCC	NVC	SCC
ACCT 2251	BUSAC 186	BUS 186	BUS 186	ACCT 125	ACCT 1
ACCT 2253	BUSAC 187	BUS 187	BUS 187	ACCT 126	ACCT 2
ACCT 2701	BUS 294	BUS 294	BUS 294	BUSI 103	BUS 18
ECON 2301	ECON 221	ECON 10	ECON 221	ECON 101	ECON 2
ECON 2302	ECON 220	ECON 11	ECON 220	ECON 100	ECON 1
MATH 1810 or MATH 1304*	MATH 182 or MATH 192	MATH 37 or MATH 50	MATH 180 or MATH 190	MATH 115 or MATH 120	MATH 30 or MATH 20
STAT 1000 or STAT 2010	MATH 142 or BUS 240	MATH 34	MATH 164 or BUS 240	MATH 232	MATH 11
ITM 1270**	COMSC 100 & COMSC 100L	COMSC 40	CIS 135	CISA 110 or CISA 130 or COMS 100	CIS 1

* Students who plan to pursue one of the more quantitative business options (e.g., Operations and Enterprise Resource Management) or graduate programs are encouraged to enroll in MATH 1304 in place of MATH 1810.

**Students who pass the P/C Software Proficiency do not need the course ITM 1270

Upper Division Requirements

- ITM 3060 Information Technology Management (4)
- ECON 3107 Global Economic Analysis (4)
or MGMT 4670 Multinational Business (4) neither ECON 3107 nor MGMT 4670 can be used to satisfy a Core Elective requirement
- ECON 3551 Managerial Economics and Business Strategy (4)
- FIN 3300 Financial Management (4)
- MGMT 3100 Decision Science (4)
- MGMT 3614 Organizational Behavior (4)
- MGMT 3620 Introduction to Production and Operations Management (4)
- MGMT 4500 Business, Government and Society (4)
or ACCT 4911 Ethics, Regulation and Financial Statement Fraud (accounting students only) (4)
- MGMT 4650 Seminar in Strategic Business Management (4)
- MKTG 3401 Marketing Principles (4)

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