

CSUDH

COLLEGE OF BUSINESS
ADMINISTRATION & PUBLIC POLICY

Bachelor of Science Business Administration

2024-2025 catalog year





Alumni Spotlight



- CSUDH business alumnus Mr. Sam Enriquez (BA '85, Economics), is The Wall Street Journal Senior Page One Editor.



- Accounting major Ms. Nicole Leonard, a CSU Dominguez Hills Presidential Scholar, won the prestigious Panetta Congressional Internship with U.S. Representative Ken Calvert (D -42) in 2013.



- Linda DeYampert (BS in Management, '99), Senior Manager, Scheduling Operations at NFL Network, was the first African American woman to hold a management position in the organization.



- CSUDH business alumna Bree Nguyen (Class of '12), became a Strategic Partnerships Manager at Facebook in 2013.

About CBAPP

Established in 1973, the College of Business Administration and Public Policy (CBAPP) is a productive and professional environment of excellence in academic programs and scholarly activity. Undergraduate and graduate programs in Business Administration, Public Administration, Criminal Justice Administration, and Organizational Leadership Studies are led by five academic departments and the School of Public Service and Justice consisting of scholarly tenured, tenure-track faculty and lecturers. Our programs have been granted regional accreditation by WASC, business programs accreditation by AACSB, and public administration accreditation by NASPAA. CBAPP has the second largest enrollment of the professional schools at CSUDH, and more than 20% of CSUDH degree recipients are CBAPP students. Criminal Justice Administration and the MPA Public Management programs are ranked in the top 5 undergraduate and graduate programs at CSUDH. Faculty, staff, students and Advisory Board members contribute to the continuous success and growth of the College on-campus and in the community. CSUDH has ranked 1st in the nation for Social Mobility Index (SMI).



Mission

“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.”

CBAPP Business Departments

Accounting, Finance and Economics



Dr. Jose Martinez, Department Chair

Email: jnmartinez@csudh.edu

Phone: 310-243-3570

- Accounting
- Finance
- General Business
- International Business

Information Systems and Operations Management



Dr. Myron Sheu, Department Chair

Email: msheu@csudh.edu

Phone: 310-243-3034

- Business Analytics
- Information Systems
- Information Systems Security
- Global Supply Chain Management

Management and Marketing



Dr. Sari Silvanto, Department Chair

Email: ssilvanto@csudh.edu

Phone: 310-243-3447

- Entrepreneurship
- Management & Human Resources
- Marketing
- Sports, Entertainment & Hospitality Management



South Bay Economics Institute

The South Bay Economics Institute at CSUDH aims to lead the South Bay region with innovative and forward-thinking economics education and research. The Economics Institute serves CBAPP faculty and students, as well as community stakeholders.

Jose Martinez, Co-Director

Fynnwin Prager, Co-Director

- South Bay Economic Forecast

The Entrepreneurial Institute

The Institute will provide a safe haven and center of knowledge for all things entrepreneurial in our community! Our vision is to be a leader in the critically important, fast growing areas of entrepreneurship and small business development for our first generation students, urban, minority, female participants, faculty, and staff.

Mr. Mike Grimshaw, Executive Director

- Executive in Residence
- Ei Sandbox

Hospitality Technology Research Institute (HTRI)

The primary objective is to bring together members of academic, research, industry, association and consulting communities interested in the various technologies in the Hospitality Industry.

Dr. Natasa Christodoulidou, Director

- Guest Speaker Series

The Innovation Incubator

The new Innovation Incubator at CSU, Dominguez Hills offers programs for startups and existing businesses. We offer programs, events and educational programs for the DH community as well as the greater Los Angeles region. Social Entrepreneurship will be one of our key focal points.

Mr. David Ochi, Executive Director

- Coaching-Collaborating-Cultivating

Student Organizations



ALPFA members attended the ALPFA Regional Student Symposium in Houston, Texas.



The Accounting Society hosts the annual Meet the Firms event at CSUDH every fall.



The Finance Student Society attended the CFA Los Angeles Institute Research Challenge.

Accounting Society: This organization's goals include informing, networking, and providing any accounting resources to CSUDH students. They host VITA tax services, and host a Meet the Firms event.

ALPFA: Association of Latino Professionals creates opportunities, adds value, builds relationships for its members, the community and its business partners.

Alpha Phi Sigma: APS is the only National Criminal Justice Honor Society. It recognizes academic excellence of undergraduate, graduate students.

American Marketing Association: AMA gives students opportunities for networking, internships, career possibilities and guidance through membership.

CBAPP Department Scholars: High-achieving students are identified and nominated by faculty. These students support on-campus activities that promote higher education, career preparedness, campus involvement, and good business practices.

Delta Mu Delta: DMD is an international business honor society that recognizes and encourages academic excellence of students with lifetime membership. Invitations are extended to eligible students in the spring.

Human Resources Management Association: HRMA connects with the Professionals in Human Resources Association (PIHRA) to bring resources to members.

IT Society Club: The Information Technology Society Club at CSUDH serves the IT and computer management community. Feature speakers, periodic meetings, and workshops will include opportunities to learn about the ever-changing Information Systems field.

Finance Student Society: The society allows students interested in finance to gather and exchange ideas relevant to their studies and occupational goals. Tutorial assistance can be arranged for students having difficulty with their Finance studies.

Latino Student Business Association: LSBA is open to all students. Members benefit from community involvement, professional and social networking, and club events.

Logistics & Supply Chain Management Club: GLSCM provides fundamental tools and resources to educate and establish networking opportunities to business students.

(Visit the Office of Student Life to learn about clubs and organizations.)



CBAPP Student Success Center Business Advisement

CBAPP Student Success Center Contact Information

Phone: (310) 243-3548

Office: II 1100 & 3400

Email: cbappundergrad@csudh.edu

About Advisement

The College of Business Administration and Public Policy's Student Success Center provides information concerning student advisement, concentration information, graduation requirements, transfer credit, and special circumstances and conditions.

Each semester before registration, all students are encouraged to come to the Center for advisement. Students should visit the center for course approvals when adding business administration courses during the add/drop period.

Students wishing to receive credit in the business administration major or minor for courses taken at other institutions must receive approval from an advisor in the Center. The Center maintains records of progress towards completion of business administration degree requirements for all students. These records are used for counseling purposes and to check completion of course prerequisites.

Concentration and career advising are provided by the faculty and can be initiated by students to accommodate individual needs. Faculty contact information is available in the Center and on our website. Students should seek advice from an appropriate department chair regarding concentration course work. Students may obtain advice from faculty about tailoring their academic programs toward career goals, about graduate schools and programs, and about career opportunities.



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Ineki Osunde
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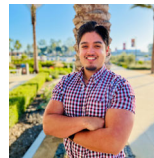
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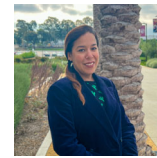
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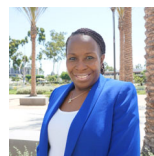
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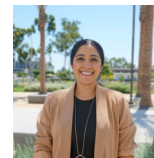
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Tanya Cook
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Email: tcook@csudh.edu



Kendra Dixon
Admin. Support Coordinator
Email: kdixon@csudh.edu



Stephanie Gonsalves
Director
Email: sflores@csudh.edu

Need an Advisor? Schedule an appointment online.

<https://csudh.campus.eab.com>

Need a Permission Number to enroll in a class?

Business Administration students can email: cbappn@csudh.edu
(Include: Full Name, Student ID, Major, Course, and Section #)

Example: Teddy Toro, Campus ID: 777777777, Business Administration, BUS 445 Section 40

General Education Requirements

For a list of courses that clear general education, please visit your Academic Requirements Report or the CSUDH catalog: <https://catalog.csudh.edu/general-education/general-education-requirements/>

AREA A. ENGLISH LANGUAGE COMMUNICATION AND CRITICAL THINKING (9 UNITS REQUIRED)

- A1. Oral Communication (3 units) Completed with a "C-" or better.
- A2. Written Communication (3 units) Completed with a "C-" or better.
- A3. Logical/Critical Reasoning (3 units) Completed with a "C-" or better.

AREA B. SCIENTIFIC INQUIRY AND QUANTITATIVE REASONING (13 UNITS REQUIRED)

- B1. Physical Science (3 units)
- B2. Natural Science in Life Science (3 units)
- B3. Natural Science in Science Laboratory (1 unit)
- B4. Quantitative Reasoning and Problem Solving (3 units) Completed with a "C-" or better.
- B5. Integrative Studies in Natural Science (3 units)

AREA C. ARTS AND HUMANITIES (12 UNITS REQUIRED)

- C1. Arts Courses (3-6 units)
- C2. Letters Courses (3-6 units)
- C3. Integrative Studies in the Humanities (3 units)

AREA D. AREA OF THE SOCIAL SCIENCES (9 UNITS REQUIRED)

- D1. Perspectives on Individuals, Groups and Society (3 units)
- D2. Global and Historical Perspectives (3 units)
- D3. Integrative Studies in the Social Sciences (3 units)

AREA E. LIFELONG LARNING AND SELF-DEVELOPMENT (3 UNITS)

- E. Lifelong Learning and Self-Development (3 units)

AREA F. ETHNIC STUDIES (3 UNITS)

- F. Ethnic Studies (3 units)

STATUTORY REQUIREMENTS (6 UNITS)

- HIS 101 History of the United States (3 units)
- POL 101 American Institutions (3 units)

GRADUATION WRITING ASSESSMENT REQUIREMENT

- BUS 445 International Business (3 units)



QR code :General Education courses via university catalog

Total Course Requirements for the Bachelor's Degree

See the "Requirements for the Bachelor's Degree" 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.

General Education Requirements (49 units):

See the "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. Courses used to satisfy this requirement do not apply to General Education.

GWAR: See the "Graduation Writing Assessment Requirement" in the University Catalog.

Major Requirements (65-71 units):

Students must select a concentration. The courses, or their approved transfer equivalents, are required of all candidates for this degree. Because most Business Administration coursework completed over ten years ago is outdated, students must consult with a business administration Advisor to ascertain whether courses 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.

Bachelor of Science in Business Administration Degree Requirement

A. PREREQUISITES AND RESIDENCY UNIT REQUIREMENTS

1. Many classes have prerequisites. View the course descriptions in the current University Catalog on the CSUDH website to review prerequisites for each class when planning your schedule. Exceptions are not made to the prerequisites.
2. All business majors are required to complete at least 36 units of the major in residence, and 12 of these units must be in the concentration and three units must be from MGT 490.

B. BUSINESS CURRICULUM (44 UNITS)

1. LOWER DIVISION REQUIRED COURSES (18 UNITS):

ACC 230	Financial Accounting	⇒ 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) and the General Studies statistics requirement prior to enrolling in concentration courses. Students who do not successfully complete the lower division prerequisites will not be permitted to enroll in upper division courses.
ACC 231	Managerial Accounting	
CIS 270	Information Systems & Tech. Fundamentals	
ECO 210	Economic Theory 1A (Microeconomics)	
ECO 211	Economic Theory 1B (Macroeconomics)	
LAW 240	Legal Environment of Business	

2. UPPER DIVISION REQUIRED CORE COURSES (17 UNITS):

Business Communications Requirement Select only two modules from the following (2 units):		⇒ At least two of the following modules: BUS 301, BUS 302, or BUS 303 should be taken during or prior to the semester when the student first registers for any other Business Administration upper division course.
BUS 301	Employment Communications (1 unit)	
BUS 302	Written Communications (1 unit)	
BUS 303	Oral Communications (1 unit)	

REQUIRED COURSES (15 UNITS):

CIS 370	Information Systems Theory & Practice	⇒ Students in Business Administration should take a basic statistics course as the General Education Quantitative Reasoning requirement, otherwise OMG 221 or MAT 131 will need to be taken as a prerequisite to OMG 321.
FIN 360	Business Finance	
MGT 310	Management Theory	
MKT 350	Principles of Marketing	
OMG 321	Business Statistics	

3. UPPER DIVISION ADVANCED CORE COURSES (9 UNITS):

BUS 445	International Business	⇒ BUS 445 is a GVAR certifying course ⇒ MGT 490 is the capstone course and should be taken during the last semester. *All courses listed are (3) units unless otherwise noted.
OMG 322	Operations Management	
MGT 490	Strategic Management Seminar	

ACCOUNTING

A. REQUIRED COURSES (TAKE ALL COURSES):

ACC 330	Intermediate Accounting I
ACC 331	Intermediate Accounting II
ACC 333	Income Taxation I
ACC 337	Cost Accounting
ACC 435	Auditing

B. ELECTIVES (SELECT THREE COURSES):

ACC 336	Introduction to Internal Auditing
ACC 340	Accounting Information Systems
ACC 430	Advanced Accounting
ACC 431	Government & Non-Profit Accounting
ACC 433	Income Taxation II
ACC 435	Auditing
LAW 340	Law of Business Organizations

Accounting

Students will have opportunities to work with accounting departments of business organizations, public accounting ICPA firms, government, accounting offices at the federal (IRS), state (Franchise Tax Board, State Board of Equalization, etc), county and city government accounting offices. Students who pursue certification in (CPA, CMA, CIA, CFM) will enhance their opportunities for career advancement and furthering their income. Accounting students should be considered working towards the CPA.



Business Analytics

The concentration is designed for students to develop the skill set needed to leverage massive data available via modern IT infrastructure to optimally address business issues and opportunities, and the ability of this kind is increasingly vital to Corporate America. Jobs requiring extensive business analytical skills are highly in demand, such as Business Analyst, Marketing Research Analyst, Operations Research Analyst, Data Analyst, Supply Chain Analyst, Systems Analyst, etc. (visit Business Insider and US News to know more details of these jobs).

BUSINESS ANALYTICS

A. REQUIRED COURSES (TAKE THREE COURSES):

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

Select two courses:

CIS 380	Introduction to Programming for Data Analysis
CIS 480	Data Mining & Business Intelligence
OMG 423	Quantitative Analysis

Select four elective concentration courses from one of the following tracks:

INFORMATION & DECISIONS SYSTEMS TRACK:

CIS 371	Business Programming II
CIS 375	Data Communications
CIS 378	Info. Security Theory & Practice
CIS 471	Advanced Network-Based Applications in Business
CIS 474	Project Management Fundamentals
CIS 476	Advanced Concepts for Business Systems
CIS 477	Advanced Data Communications
CIS 496	Internship in Computer Information Systems

CYBER SECURITY TRACK:

CIS 275	Internet Literacy
CIS 375	Data Communications
CIS 378	Information Security Theories and Practice
CIS 478	Firewall and Computer Information Systems
CIS 482	Databases & Web Security
CIS 488	Management of Information Systems
CIS 496	Internship in Computer Information Systems

ENTREPRENEURSHIP

A. REQUIRED COURSES (TAKE ALL COURSES):

ACC 385	Entrepreneurial Accounting
FIN 485	Entrepreneurial Finance
LAW 340	Law of Business Organizations
MGT 330	New Venture Entrepreneurship
MKT 352	Advertising and Promotion Management

B. ELECTIVES (SELECT THREE COURSES):

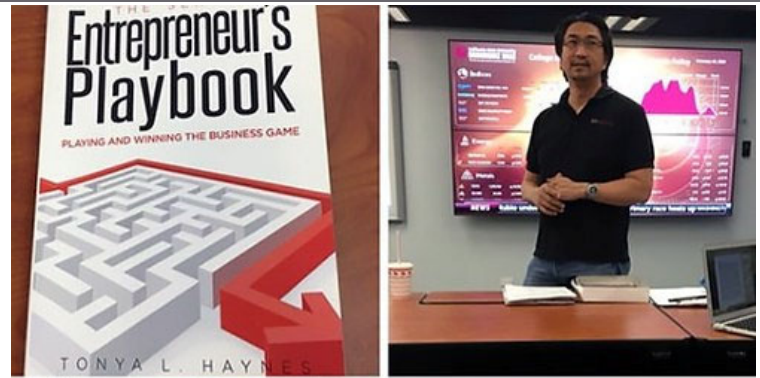
HRM 313	Human Resources Management
MGT 412	Small Business Management
MGT 416	Leadership
MGT 491	Business Consulting Practicum
MKT 450	Internet Marketing
MKT 454	Marketing Research

Entrepreneurship

This concentration prepares students to work for a small business, start their own business, purchase existing companies, or manage small-to-medium enterprises. As a future entrepreneur, it is important to study how to plan, manage, and analyze business needs. This major is comprised of accounting principles, human resources, business law, management and marketing concepts. Students looking to start their own business should contact The Entrepreneurial Institute and the Innovation Incubator.

Finance

Finance majors will learn how to plan, manage, and analyze the financial and monetary aspects and performance of business enterprises, banking institutions, or other organizations. Students will have the opportunity for a professional career in government or industry. Positions in financial institutions include Lending Officer, Internal Auditor, Financial Analyst, Cash Management treasury functions. Positions in Business Finance include Credit Analyst, Investment management, Monitoring Corporate Cash Positions, and Collection of Debts and Personal Financial Planning positions as Independent Certified Financial Planners (CFP).



FINANCE

A. REQUIRED COURSES (TAKE ALL COURSES):

FIN 382	Financial Analysis
FIN 468	Seminar in Investment Analysis
FIN 481	Financial Institutions Management
FIN 488	Multinational Financial Transactions

B. ELECTIVES (SELECT FOUR COURSES):

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

GENERAL BUSINESS

A. REQUIRED COURSES (TAKE ALL COURSES):

MGT 312	Organizational Behavior
MGT 412	Small Business Management

B. ELECTIVES (SELECT FIVE COURSES):

ACC 333	Income Taxation I
ACC 337	Cost Accounting
ACC 433	Income Taxation II
CIS 275	Internet Literacy
CIS 372	Systems Analysis & Design
FIN 468	Seminar in Investment Analysis
FIN 484	Financial Forecasting & Modeling
HRM 313	Human Resources Management
HRM 318	Training & Development
LAW 340	Law of Business Organizations
MKT 355	Consumer Behavior
MKT 454	Marketing Research
OMG 430	ERP and SCM Cases

General Business

The breadth of this major will draw upon all the departments of the College to provide a broad and diversified foundation useful to future managers. This concentration is designed for those students who do not wish to specialize in a single functional area. Students will have the opportunity to work in a variety of responsible positions in different industries. This concentration is especially suitable for those who aspire for self-employment and have entrepreneurial ambitions.



Global Supply Chain Management

Students will learn how to manage the flow of material from suppliers of a business firm, through its facilities, and on to its customers all over the world. Professionals in this field coordinate activities to achieve an effective and efficient flow of goods and information. While transportation is the heart of the field, quality control, inventory management, plant and warehouse location, materials handling, and customer service are also important logistics activities.



GLOBAL SUPPLY CHAIN MANAGEMENT

A. REQUIRED COURSES (TAKE ALL COURSES):

OMG 220	Introduction to transportation Management
OMG 230	Introduction to Supply Chain Management
OMG 423	Quantitative Analysis
OMG 427	Business Process Improvement
OMG 428	Purchasing Management
OMG 430	ERP and SCM Cases

ELECTIVES (SELECT TWO COURSES):

CIS 372	Systems Analysis & Design
CIS 373	Database Systems
CIS 474	Project Management Fundamentals
CIS 476	Advanced Concepts for Business Systems

INFORMATION SYSTEMS

A. REQUIRED COURSES (TAKE ALL COURSES):

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

B. ELECTIVES (SELECT THREE COURSES):

CIS 371	Business Programming II
CIS 378	Information Security Theories & Practice
CIS 471	Advanced Network-Based Applications
CIS 476	Advanced Concepts for Business Systems
CIS 477	Advanced Data Communications
CIS 478	Firewall & Computer Network Security
CIS 480	Data Mining & Business Intelligence
CIS 482	Databases & Web Security
CIS 488	Management of Information Security
CIS 496	Internship in Computer Information Systems



Information Systems

Students will study the complex combinations of people, hardware, software, procedures and data to support the operational and managerial needs of an organization. This concentration is for students interested in the ways of computers and telecommunications, and how they are changing the way we live and work. We learn the ways these tools can increase productivity and study their use in business, education, entertainment, daily life, and other fields.

Graduates will find rewarding careers in industry and government such as systems analyst, database administrator, programmer analyst, CISCO network engineer, Website designer, supply chain analyst, project manager, local area network administrator, applications developer, telecommunications analyst, help desk support technician, data warehouse analyst, MIS manager, Webmaster, information technology specialist, IT consultant, compliance analyst, EDP auditor, enterprise resource planner, business intelligence analyst, IT architecture designer, software developer and systems administrator.

Information Systems Security

All industries and governmental agencies need trained security professionals to maintain the integrity of business communications, infrastructure and operations. Examples of employment opportunities include: the financial industry and its customers; defense related governmental agencies and contractors; and the healthcare industry for the security and privacy of data.

INFORMATION SYSTEMS SECURITY

A. REQUIRED COURSES (TAKE ALL COURSES):

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

B. ELECTIVES (SELECT TWO COURSES):

CIS 482	Databases & Web Security
CIS 488	Management of Information Security
CIS 496	Internship in Computer Info. Systems

INTERNATIONAL BUSINESS

1. GENERAL EMPHASIS TRACK

A. REQUIRED COURSES (TAKE ALL COURSES):

ACC 339	Accounting & Control in Multinational Companies
FIN 488	Multinational Financial Transactions
MGT 418	International Management
MKT 358	International Marketing

B. ELECTIVES (SELECT THREE COURSES):

ECO 340	International Trade Theory
ECO 341	International Finance
POL 335	International Politics
POL 336	Theories of International Relations

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.

International Business

Graduates have an opportunity to help businesses adapt to globalization in markets, labor and information through positions in sales, marketing, and operation areas of an international company, export-import companies, border manufacturing operations, logistics, customs brokers, freight forwarders, foreign stock market investors, and professional services such as accounting. Students may want to consider a study abroad opportunity.





MANAGEMENT & HUMAN RESOURCES

1. MANAGEMENT TRACK

A. REQUIRED COURSES (TAKE ALL COURSES):

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

B. ELECTIVES (SELECT THREE COURSES):

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

Management & Human Resources

The Management Track prepares students for general management positions in either public or private organizations. Graduates in Management will find themselves qualified for an extensive array of entry-level management positions in aerospace, entertainment, manufacturing, small business and retailing.

The Human Resources Track prepares students for careers as managers in Human Resources, Training, Labor Relations and other specialties. Every semester, approximately 100 HRM students conduct Mock Interviews at Southern California Regional Occupational Center (SoCal ROC).



MANAGEMENT & HUMAN RESOURCES

2. HUMAN RESOURCES TRACK

A. REQUIRED COURSES (TAKE ALL COURSES):

HRM 313	Human Resources Management
HRM 321	Compensation and Behavior
HRM 425	Seminar in Strategic Human Resources Mgmt.
MGT 312	Organizational Behavior

B. ELECTIVES (SELECT FOUR COURSES):

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

MARKETING

1. MARKETING MANAGEMENT EMPHASIS

A. REQUIRED COURSES (TAKE ALL COURSES):

MKT 352	Advertising and Promotion MGT
MKT 355	Consumer Behavior
MKT 358	International Marketing
MKT 454	Marketing Research
MKT 459	Seminar in Marketing Management

B. ELECTIVES (SELECT THREE COURSES):

MGT 330	New Venture Entrepreneurship
MKT 351	Sales Management and Sales Techniques
MKT 353	Retail Marketing Management
MKT 450	Internet Marketing
MKT 451	Trade Show and Event Marketing
MKT 452	Sports and Entertainment Marketing
MKT 495	Special Topics in Marketing

2. ADVERTISING EMPHASIS

A. REQUIRED COURSES (TAKE ALL COURSES):

MKT 352	Advertising and Promotion Management
MKT 355	Consumer Behavior
MKT 454	Marketing Research
MKT 459	Seminar in Marketing Management
COM 344	Advertising Media Analysis

B. ELECTIVES (SELECT THREE COURSES):

MKT 450	Internet Marketing
MKT 452	Sports and Entertainment Marketing
MKT 495	Special Topics in Marketing
COM 365	Introduction to Public Relations
COM 342	Advertising Strategy and Copywriting

NOTE: MKT 495 may be taken twice with different topics.

Marketing

The program at CSUDH is located in one of the top three markets in the US. Therefore, access is excellent for positions with advertising agencies, entertainment industries, hospitality firms, technological services, sales organizations, and many other businesses. Specific career opportunities exist in marketing research, retailing, sales management, product development, brand management, public relations, advertising agency account management, advertising, media buying, copywriting, promotions management, interactive media, direct marketing, and sports marketing, etc.

Sports, Entertainment & Hospitality Management

Opportunities in the sports, entertainment, and hospitality industries are widespread within sales, operations, marketing, management, and travel and tourism departments of firms, organizations and city governments involved in these industries. Graduates could work for sports teams, sport facilities, city governments, casinos, cruise ships, theme parks, or in the following industries: travel and tourism; leisure; gaming; and entertainment.



SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT

A. REQUIRED COURSES (TAKE ALL COURSES):

MKT 452	Sports and Entertainment Marketing
SEH 310	Sports, Entertainment & Hospitality Management
SEH 348	Principles of Travel and Tourism
SEH 448	Hotel and Resort Management

B. ELECTIVES (SELECT FOUR COURSES):

HRM 318	Training & Development
MGT 416	Leadership
MKT 451	Trade Show and Event Marketing
PSY 480	Sport Psychology
SEH 330	Managing Sports Facilities
SEH 495	Special Topics in Hospitality Management
SEH 496	Internship in SEH

Career Center

Let the Career Center put you on the path to a rewarding career and personal growth. Located right here on campus, our counselors and office provide a wide range of no-cost services to CSUDH students looking to build career and leadership skills, further their academic studies, find and capture employment opportunities, and develop personally as well as professionally.



Career Counseling · Graduate School Preparation · Job and Internship Fairs

Mock Interviews · On-Campus Interviews · Resume Review

Whatever your goals, we're here to help you reach them. Stop by the Career Center, Welch Hall Room 200 Or call at (310) 243-3625 to schedule an appointment.

Notes

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CSUDH

COLLEGE OF BUSINESS
ADMINISTRATION & PUBLIC POLICY

