



Bachelor of Arts in Business Administration Management

College of Business and Economics

Why should I study management in the College of Business and Economics at Cal State Fullerton?

In today's global and dynamic environment, we depend on the effectiveness of organizations for our prosperity and welfare. Managers play a crucial role in running effective and efficient organizations. Our management program prepares students for this challenge by training and educating them in fundamental concepts and practices in operational, organizational, behavioral, entrepreneurial and legal aspects of management. Students in our program can complete their business degree either with a concentration in entrepreneurship or management. By choosing the management concentration, students can study management from a general view, or become more specialized by selecting one of four emphases: general management, human resources, international management or operations management.

All of our tenured faculty members have doctoral degrees from accredited universities including some of the most respected institutions in the country such as UCLA, University of Chicago, University of Illinois, University of Indiana and the University of Wisconsin. Our faculty members bring state-of-the-art practices, concepts and technologies to the curriculum and classroom through active involvement in research projects. In addition, many faculty members bring first-hand management experience to their classes through their involvement in consulting and executive training activities. These activities result in a curriculum that is updated regularly to maintain its relevance and effectiveness.

Why should I choose the management concentration?

Managers give direction to organizations by developing goals and objectives, providing leadership and deciding how to use organizational resources to accomplish those goals. Managers perform four vital functions: planning—the formulating goals and strategies; organization—arranging and structuring organizational resources; leadership—motivating and leading the human resources; and control—measuring the progress toward the goals. A key focus in management is on managing people, the core of any organization.

In addition to this general management view, students can become more specialized by selecting one of three other emphases within the management concentration.



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Human resources management. Human resource management has become viewed as highly critical to organizational success. Organizations in both the private and public sectors realize that it is their employees that provide the competitive advantage. Human resource management deals with the effective utilization of people for attaining the goals of the organization. Management of human resources means that people must be recruited, compensated, trained and developed.

International management. We have entered into a global environment. If you are not thinking international, you are not thinking business management. International management is the process of applying management concepts and techniques in a multi-national environment. It addresses the opportunities of going international and the strategies and practices needed for entering and succeeding in foreign markets. It also discusses the economic, legal-political and sociocultural challenges facing companies.

Operations management. Operations management focuses on design, operation and control of processes that transform input into finished goods or services. While the processes vary in different industries, typical operations decision areas include product and process design, quality, capacity, layout, job design, inventory management, and production planning and purchasing. Operations management allows students to quickly understand the critical processes within an organization and make improvements. Through the operations function, graduates are able to have a significant impact on the organization's profitability.

Why should I choose the entrepreneurship concentration?

This is a multidisciplinary concentration that prepares students for small business ownership, management and consulting. Students are exposed to different concepts and expertise required for managing small businesses, and they are provided with opportunities to serve as consultants for small businesses. Teams of students develop product and service concepts for new ventures, as well as a business plan that addresses marketing financial operational issues. In the final course of the concentration, student teams have the opportunity to launch their new venture.

What career opportunities are available?

Management offers many exciting career opportunities.

Human resources management. Careers include HR generalist, who is responsible for performing a variety of HR activities; and HR specialist, who has in-depth knowledge and expertise in a limited area, such as compensation, benefits and safety.

International management. Many multinational companies seek individuals with global perspectives and international backgrounds.

Operations management. Operation management students can seek careers in a variety of services or manufacturing companies in areas such as process analyst, operations manager, quality analyst, materials manager, planner/scheduler and purchasing specialist.

Entrepreneurial management. This concentration prepares students to own and/or operate small business operations.

What are the program requirements?

This program leads to a Bachelor of Arts in Business Administration with a concentration in Management or Entrepreneurship. To earn the degree, all students are required to complete the university's general education requirements, as well as the following three areas of the business administration major:

Business Administration Core (51 units)

All students in business administration are required to complete a common body of core requirements covering the foundation areas of business administration and global business.

Lower-Division: Accounting 201A, 201B; Business Admin 201; Economics 201, 202; Management 246; Info Sys/Decision Sci 265; Math 130 or 135 or 150A.

Upper-Division: Business Admin 301; Economics 310 or 315 or 320; Finance 320; Management 339, 340; Marketing 351; Info Sys/Decision Sci 361A and 361B.

Specialized Courses in the Concentration (18 units)

Students who choose the management concentration must complete one of the following emphases:

General Management: Management 343 Personnel Management or Management 443 Group Dynamics, Management 425 Productivity and Quality Management, Management 440 Emerging Issues in Management.

Nine additional units of elective course work to be chosen in consultation with an adviser.

Human Resource Management: Management 343 Human Resource Management, Management 441 Labor Management Relations, Management 432 Staffing, Management 434 Compensation.

Six additional units of elective course work are chosen in consultation with an adviser.

International Management: Management 346 International Law for Business, Management 350 International Management, Management 355 Comparative Management – U.S. & East Asia, Management 425 Productivity and Quality Management.

Six additional units of elective course work to be chosen in consultation with an adviser.

Operations Management: Management 343 Personnel Management or Management 443 Group Dynamics, Management 421 Operations Systems Design, Management 422 Production and Inventory Control, Management 425 Productivity and Quality Management.

Six additional units of elective course work to be chosen in consultation with an adviser.

Students who choose the entrepreneurship concentration must complete: *Entrepreneurship Concentration*: Management 461 Entrepreneurship Management, Marketing 462 Marketing for Entrepreneurs, Accounting 463 Accounting for Entrepreneurs, Management 464 Entrepreneurial Leadership, Management 465A New Venture Creation and Funding, Management 465B New Venture Launch.

Required Capstone Core Course (3 units)

The program culminates with the capstone course, Management 449 Seminar in Strategic Management. This seminar provides an additional focus on what has been learned in the core and concentration through applications in significant, current and real business problems.

What kind of financial aid is available?

Management majors are eligible for a number of awards and scholarships that include: the Gus Berger Award, Orange County APICS; the H. Peter Guertin, Orange County APICS; the Outstanding Management Student Award; the Outstanding Senior Award for Scholastic Achievement and the National Human Resources Association Orange County Affiliate Scholarship. For further information, call the Department of Management at (714) 278-2251 or visit us at Langsdorf Hall 640.

In addition, the university offers several types of financial aid, including loans, grants and scholarships that are available to business students. To find out more, call the Office of Financial Aid at (714) 278-3125.

How can I get involved?

The Department of Management sponsors the student club, Society for Advancement of Management, SAM. This club creates an opportunity for management students to join others in enhancing and advancing their management education and career. The club is associated with the Orange County SAM, which provides the opportunity for students to interact and network with professionals in the field and receive assistance in the job-hunting process.

Where can I get more information?

Academic advisement can be obtained in the Business Advising Center located in Langsdorf Hall 731. Students can find out about admission requirements, course information and graduation requirements. The Center is open Monday through Thursday on a walk-in basis. For further information and specific hours, call (714) 278-2211.

To find out more, visit the Department of Management, located in Langsdorf Hall 640, or call (714) 278-2251. You can also check out our website: <http://business.fullerton.edu/management/>.