Bachelor of Science
Business Administration
About CBAPP

Welcome to the College of Business Administration and Public Policy (CBAPP) at California State University, Dominguez Hills. Established in 1973, the College of Business Administration and Public Policy is a productive and professional environment of excellence in academic programs, business consulting and community service. California State University, Dominguez Hills currently has approximately 42,000 alumni. Approximately 14,000 are College of Business Administration and Public Policy alumnus. We have the second largest enrollment of the colleges at CSUDH, and approximately 21% of CSUDH degree recipients are College of Business Administration and Public Policy students. Out of the top 5 undergraduate programs at CSUDH, Business Administration is #1, and Criminal Justice Administration is #3. Nearly 18% of the CSUDH student body is enrolled in the College of Business Administration and Public Policy. Our students major in applied studies, business administration, criminal justice administration, and public administration and have the opportunity to choose from multiple concentrations.

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.”
Economics Institute

The 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, 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. Gary Polk, Interim Director

Coaching-Collaborating-Cultivating

CBAPP Business Departments

Accounting, Finance and Economics

Dr. Tayyeb Shabbir, Department Chair
Email: tshabbir@csudh.edu
Office: SBS C-314
- Accounting
- Finance
- General Business
- International Business

Information Systems and Operations Management

Dr. Myron Sheu, Department Chair
Email: msheu@csudh.edu
Office: SBS D-320
- Business Analytics
- Information Systems
- Information Systems Security
- Global Logistics & Supply Chain Management

Management and Marketing

Dr. Natasa Christodoulidou, Department Chair
Email: nchristodoulidou@csudh.edu
Office: SBS C-322
- Entrepreneurship
- Management & Human Resources
- Marketing
- Sports, Entertainment & Hospitality Management
**Student Organizations**

**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 may 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.)
About Advisement

The College of Business Administration and Public Policy Undergraduate Advisement Center provides authoritative 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.

April Uhlig, Academic Advisor
Business Administration
Email: auhlig@csudh.edu

Cathi Ryan, Academic Advisor
Business Administration
Email: cryan@csudh.edu

Daryl R. Evans, Academic Advisor
Business Administration
Email: drevans@csudh.edu

Loren Edwards, Academic Advisor
General Education
Email: leedwards@csudh.edu

Lee Mann Broussard Ware
Student Support Specialist
Email: lbroussard@csudh.edu

Make an Appointment

Need to see an advisor? Schedule an appointment online.
https://www.appointmentquest.com/scheduler/2160055832

First time scheduling an appointment online? Then you must complete the enrollment using your Toromail email, Student ID#, and create a username and password. Remember that the advisors assist many students and appointments need to be made in advance.

Permission Numbers

Need a Permission Number to enroll in a class?
Business Administration students should email: cbappnpn@csudh.edu
(Include: Full Name, Student ID, Major, Course, and Section #)
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 (55-62 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.

About the Bachelor of Science in Business Administration

PROGRAM FEATURES

The Bachelor of Science in Business Administration is designed to accomplish two objectives.

1. 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.

2. Provide students with the knowledge and skills needed to obtain professional, entry-level positions in one or another functional areas of the business enterprise, or in some particular field of business.

The faculty represents 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. Faculty offers students a dimension of knowledge derived from actual experience, in addition to strong academic credentials.
Bachelor of Science in Business Administration Degree Requirements

### 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):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 230</td>
<td>Financial Accounting</td>
<td>All lower division courses required for the Business Administration major must be completed with a grade of &quot;C&quot; or better.</td>
</tr>
<tr>
<td>ACC 231</td>
<td>Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>CIS 270</td>
<td>Information Systems &amp; Tech. Fundamentals</td>
<td></td>
</tr>
<tr>
<td>ECO 210</td>
<td>Economic Theory 1A (Microeconomics)</td>
<td>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.</td>
</tr>
<tr>
<td>ECO 211</td>
<td>Economic Theory 1B (Macroeconomics)</td>
<td></td>
</tr>
<tr>
<td>LAW 240</td>
<td>Legal Environment of Business</td>
<td></td>
</tr>
</tbody>
</table>

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

Business Communications Requirement
Select only two modules from the following (2 units):

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

- Requirement: At least two of the following modules: BUS 301, BUS 302, or BUS 303 must be taken during or prior to the semester when the student first registers for any other Business Administration upper division course.

**REQUIRED COURSES (15 UNITS):**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 370</td>
<td>Information Systems Theory &amp; Practice</td>
</tr>
<tr>
<td>FIN 360</td>
<td>Business Finance</td>
</tr>
<tr>
<td>MGT 310</td>
<td>Management Theory</td>
</tr>
<tr>
<td>MKT 350</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>OMG 321</td>
<td>Business Statistics</td>
</tr>
</tbody>
</table>

- Requirement: 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.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 445</td>
<td>International Business</td>
<td>MGT 490 is a capstone course and should be taken during the last semester.</td>
</tr>
<tr>
<td>OMG 322</td>
<td>Operations Management</td>
<td></td>
</tr>
<tr>
<td>MGT 490</td>
<td>Strategic Management Seminar</td>
<td><em>All courses listed are (3) units unless otherwise noted.</em></td>
</tr>
</tbody>
</table>

*All courses listed are (3) units unless otherwise noted.*
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 consider 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).

ACCOUNTING

A. REQUIRED COURSES (TAKE ALL COURSES):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 330</td>
<td>Intermediate Accounting I</td>
</tr>
<tr>
<td>ACC 331</td>
<td>Intermediate Accounting II</td>
</tr>
<tr>
<td>ACC 333</td>
<td>Income Taxation I</td>
</tr>
<tr>
<td>ACC 337</td>
<td>Cost Accounting</td>
</tr>
</tbody>
</table>

Select one course:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 336</td>
<td>Introduction to Internal Auditing</td>
</tr>
<tr>
<td>ACC 435</td>
<td>Auditing</td>
</tr>
</tbody>
</table>

B. ELECTIVES (SELECT THREE COURSES):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 336</td>
<td>Introduction to Internal Auditing</td>
</tr>
<tr>
<td>ACC 339</td>
<td>Accounting Control in Multinational Companies</td>
</tr>
<tr>
<td>ACC 340</td>
<td>Accounting Information Systems</td>
</tr>
<tr>
<td>ACC 430</td>
<td>Advanced Accounting</td>
</tr>
<tr>
<td>ACC 431</td>
<td>Government &amp; Non-Profit Acct.</td>
</tr>
<tr>
<td>ACC 433</td>
<td>Income Taxation II</td>
</tr>
<tr>
<td>ACC 435</td>
<td>Auditing</td>
</tr>
<tr>
<td>LAW 340</td>
<td>Law of Business Organizations</td>
</tr>
</tbody>
</table>

BUSINESS ANALYTICS

A. REQUIRED COURSES (TAKE ALL COURSES):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 272</td>
<td>Business Programming I</td>
</tr>
<tr>
<td>CIS 372</td>
<td>Analysis and Logical Design</td>
</tr>
<tr>
<td>CIS 373</td>
<td>Database Systems</td>
</tr>
<tr>
<td>OMG 423</td>
<td>Principles of Business Analytics</td>
</tr>
<tr>
<td>CIS 474</td>
<td>Project Management Fundamentals</td>
</tr>
<tr>
<td>CIS 480</td>
<td>Data Mining &amp; Business Intelligence</td>
</tr>
</tbody>
</table>

B. ELECTIVES (SELECT THREE COURSES):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>OMG 230</td>
<td>Intro to Supply Chain Management</td>
</tr>
<tr>
<td>CIS 275</td>
<td>Internet Literacy</td>
</tr>
<tr>
<td>CIS 371</td>
<td>Business Programming II</td>
</tr>
<tr>
<td>CIS 375</td>
<td>Data Communications</td>
</tr>
<tr>
<td>CIS 378</td>
<td>Info. Security Theory &amp; Practice</td>
</tr>
<tr>
<td>CIS 471</td>
<td>Advanced Network-Based Applications in Business</td>
</tr>
<tr>
<td>CIS 476</td>
<td>Advanced Concepts for Business Systems</td>
</tr>
<tr>
<td>CIS 496</td>
<td>Internship in Computer Information Systems</td>
</tr>
</tbody>
</table>
ENTREPRENEURSHIP

**A. REQUIRED COURSES (TAKE ALL COURSES):**

- FIN 485  Entrepreneurial Finance
- MGT 412  Small Business Management
- MKT 454  Marketing Research

**B. SELECT FOUR COURSES:**

- ACC 337  Cost Accounting
- FIN 480  Economics of the Firm
- HRM 313  Human Resources Management
- LAW 340  Law of Business Organizations
- MGT 416  Leadership
- OMG 430  Supply Chain Management

**C. SELECT ONE COURSE:**

- FIN 382  Financial Analysis
- MKT 352  Advertising & Promotion Management
- MKT 450  Internet Marketing

### 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  Business Forecasting
- FIN 485  Entrepreneurial Finance
- FIN 494  Independent Study in Finance
- FIN 496  Internship in Finance
- OMG 423  Principles of Business Analytics
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 Analysis and Logical Design
- FIN 468 Seminar in Investment Analysis
- FIN 484 Financial Forecasting & Modeling
- LAW 340 Law of Business Organizations
- HRM 313 Human Resources Management
- MKT 355 Consumer Behavior
- MKT 454 Marketing Research
- OMG 430 Supply Chain Management

Global Logistics and 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 from the time a need arises until it is satisfied and beyond. 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.

GENERAL LOGISTICS & SUPPLY CHAIN MANAGEMENT

A. REQUIRED COURSES (TAKE ALL COURSES):

- OMG 230 Introduction to Supply Chain Management
- OMG 423 Principles Business Analytics
- OMG 425 Logistics Management
- 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 in Business
- 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 Info. Systems

---

### Information Systems Security

**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 TWO COURSES):**
- CIS 371 Business Programming II
- CIS 378 Information Security Theories & Practice
- CIS 471 Advanced Network-Based Applications in Business
- 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 Info. Systems
## Management & Human Resources

### 1. Management Track

**A. Required Courses (Take All Courses):**

- HRM 313 Human Resources Management
- MGT 312 Organizational Behavior
- MGT 416 Leadership
- MGT 418 Seminar in Comparative Mgmt. Systems

**B. Electives (Select Four Courses):**

- ECO 330 Labor Economics
- HRM 316 Labor and Industrial Relations
- HRM 425 Seminar in Strategic Human Resources Mgmt.
- LBR 411 Contracts and Negotiation
- LBR 412 Labor Law
- LAW 342 Employment Law
- MGT 412 Small Business Management
- MGT 430 Strategic Communications
- MGT 494 Independent Study in Management
- MGT 495 Special Topics in Management
- MGT 496 Management Internship
- 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 Mgmt.
- SEH 330 Managing Sports Facilities
- SEH 448 Hotel & Resort Management

### 2. Human Resources Track

**A. Required Courses (Take All Courses):**

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

**B. Electives (Select Four Courses):**

- HRM 316 Labor and Industrial Relations
- LAW 342 Employment Law
- MGT 416 Leadership
- MGT 418 Seminar in Comparative Mgmt. Systems
- MGT 494 Independent Study in Management
- MGT 495 Special Topics in Management
- MGT 496 Management Internship
INTERNATIONAL BUSINESS

1. GENERAL EMPHASIS TRACK

A. REQUIRED COURSES (TAKE ALL COURSES):
- POL 100  General Studies Political Science: World Perspectives
- ACC 339  Accounting & Control in Multinational Companies
- FIN 488  Multinational Financial Transactions
- MGT 418  Seminar in Comparative Management Systems
- MKT 358  International Marketing

B. ELECTIVES (SELECT THREE COURSES):
- ANT 335  Comparative Cultures
- 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, customs brokers, freight forwarders, logistics, foreign stock market investors, and professional services such as accounting. Students may want to consider a study abroad opportunity.

2. LATIN AMERICAN EMPHASIS

A. REQUIRED COURSES (TAKE ALL COURSES):
- ACC 339  Accounting & Control in Multinational Companies
- FIN 488  Multinational Financial Transactions
- MGT 418  Seminar in Comparative Management Systems
- MKT 358  International Marketing

B. COMPETENCY IN SPANISH
- SPA 302  Business Spanish

C. ELECTIVES (SELECT THREE COURSES):
- ANT 333  Ancient Peoples of Mexico & Guatemala
- HIS 366  Latin America: Colonial Period
- HIS 367  Latin America: National Period
- POL 343  Political Behavior in Latin America
- POL 344  Latin America: The Revolutionary Tradition

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.
MARKETING

1. GENERAL EMPHASIS

A. REQUIRED COURSES (TAKE ALL COURSES):
- MKT 355  Consumer Behavior
- MKT 454  Marketing Research
- MKT 459  Seminar in Marketing Management

B. ELECTIVES (SELECT FIVE COURSES):
- MKT 351  Sales Management and Sales Techniques
- MKT 352  Advertising and Promotion Management
- MKT 353  Retail Marketing Management
- MKT 358  International Marketing
- MKT 450  Internet Marketing
- MKT 451  Trade Show and Event Marketing
- MKT 452  Sports and Entertainment Marketing
- MKT 495  Entrepreneurship
- MGT 430  Strategic Communications
- MGT 495  Special Topics in Management
- OMG 430  Supply Chain Management

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, technological services, hospitality firms, 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 copywriting, promotions management, media buying, interactive media, direct marketing, and sports marketing, etc.

Sports, Entertainment & Hospitality Management

Opportunities in the sports, entertainment, and hospitality industries are widespread within the sales, marketing, management, operations, 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):
- MGT 416  Leadership
- MGT 451  Trade Show and Event Marketing
- PSY 480  Sports Psychology
- REC 355  Management of Recreation & Leisure Services
- SEH 330  Managing Sports Facilities
- SEH 495  Special Topics in Hospitality
- SEH 496  Internship

NOTE: MKT 495 may be taken twice with different topics.
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 D-360. Or call us at (310) 243-3625 to schedule an appointment.

Notes