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 alumni. 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 alumni. 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 five 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.”
Accounting, Finance, and Economics

Dr. Jose Martinez, Department Chair
jmartinez@csudh.edu
310-243-2580
- Accounting
- Finance
- General Business
- International Business

Information Systems and Operations Management

Dr. Myron Sheu, Department Chair
msheu@csudh.edu
310-243-3034
- Business Analytics
- Information Systems
- Information Systems Security
- Global Supply Chain Management

Management and Marketing

Dr. Wm. David Brice, Department Chair
wbrice@csudh.edu
310-243-3330
- Entrepreneurship
- Management & Human Resources
- Marketing
- Sports, Entertainment & Hospitality Management

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
Business 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 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.

Students interested in pursuing an internship should schedule an appointment with Internship Advisor Tanya Cook. It is possible to get concentration elective credit for your internship if your internship is related to your concentration and approved for credit in advance by the Academic Chair for your concentration. Coordinate approval for elective credit with a business academic advisor.

Business Advisement

DHbizadvisors@csudh.edu

Make an Appointment with an Advisor

https://www.appointmentquest.com/scheduler/2160055832

You will need to set up a profile on AppointmentQuest first, using your Toromailemail and student ID number. You will need to create a username and password. This is a separate system than the university portal.

You should meet with an advisor at least once every other semester. Advisors assist many students so appointments should be made well in advance.

Ineki Fike, Lead Advisor for all CBAPP students
ifike@csudh.edu

April Thomas, Academic Advisor for Business students
aprilthomas@csudh.edu

Cathi Ryan, Academic Advisor for Business Students
cryan@csudh.edu

Daryl Evans, Academic Advisor for Business Students
devans@csudh.edu

Tanya Cook, Internship Advisor
tcook@csudh.edu

Interested in an internship? Your junior year is a great time to meet with Tanya.

Permission Numbers

Sometimes you will be asked for a permission number when you try to register.

When this happens, email cbapppn@csudh.edu and include your full name, student ID number, major, and the course & section number.
**Requirements for the Major**

### 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 CORE COURSES (18 UNITS):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 230</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>ACC 231</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>CIS 270</td>
<td>Information Systems &amp; Tech. Fundamentals</td>
</tr>
<tr>
<td>ECO 210</td>
<td>Economic Theory 1A (Microeconomics)</td>
</tr>
<tr>
<td>ECO 211</td>
<td>Economic Theory 1B (Macroeconomics)</td>
</tr>
<tr>
<td>LAW 240</td>
<td>Legal Environment of Business</td>
</tr>
</tbody>
</table>

⇒ 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 109 or 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.

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

**Business Communications Requirement**

Select two from the following (2 units):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>BUS 301</td>
<td>Employment Communications (1 unit)</td>
</tr>
<tr>
<td>BUS 302</td>
<td>Written Communications (1 unit)</td>
</tr>
<tr>
<td>BUS 303</td>
<td>Oral Communications (1 unit)</td>
</tr>
</tbody>
</table>

⇒ 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.

**Other Required Courses (15 units)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</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>

⇒ Students in Business Administration should take a basic statistics course as the General Education Quantitative Reasoning requirement, otherwise OMG 221, MAT 131, or MAT 132 will need to be taken as a prerequisite to OMG 321.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 445</td>
<td>International Business</td>
</tr>
<tr>
<td>OMG 322</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MGT 490</td>
<td>Strategic Management Seminar</td>
</tr>
</tbody>
</table>

⇒ MGT 490 is the capstone course and should be taken during the last semester. A permission number is required to register for this class, which can be obtained by emailing cbapppn@csudh.edu after your registration block opens.

*All courses listed are three units unless otherwise noted.*
Concentrations

In addition to the core business curriculum, students must also declare a concentration from one of the below options.

Course requirements for each concentration may be viewed in the 2022-2023 Academic Catalog on this web page: [www.csudh.edu/university-catalog](http://www.csudh.edu/university-catalog)

**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).

**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).

**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 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. 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.
Concentrations (continued)

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.

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
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).

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.
Degree Planning

Your first priority is finishing the general education courses and the six lower-division required core business courses. When you are finishing the lower-division required core business courses, meet with an advisor to upgrade from the pre-major to the major.

(You need to finish the lower-division core business courses before you take the concentration courses, but you can take lower-division and upper-division core business courses alongside each other as long as any pre-requisites for the upper-division core courses have been met. See the course descriptions in the Academic Catalog on the university website to see if a course has a pre-requisite.)

Your second priority is taking the upper-division required core business courses and starting the concentration courses.

You will then finish up the program by taking the three advanced upper-division core business courses and finishing the concentration courses. Make an appointment with a Business Advisor for help with course planning at least once every other semester.

Notes