

# Fowler College of Business

The Fowler College of Business and the School of Accountancy are accredited by AACSB International—The Association to Advance Collegiate Schools of Business—at both the undergraduate and graduate levels. Several Fowler College of Business programs are registered with the Certified Financial Planner Board of Standards. Visit the Fowler College of Business website at <http://cbaweb.sdsu.edu/bac>.

## Administration

Dean: George E. Belch (Interim)  
Associate Dean for Academic Affairs: David P. Ely  
Assistant Dean for Student Affairs: Tita L. Gray  
Director of Assessment: Kathleen A. Krentler  
Director of Graduate Programs: Nikhil P. Varaiya  
Director of Undergraduate Programs: Gary M. Grudnitski  
Director of Graduate Career Management Center: Beverly K. Bracker  
Director of Resource Management: Davette Kawachi

## Mission of the Fowler College of Business

The mission of the Fowler College of Business at SDSU is to educate, empower, and engage undergraduate and graduate students, and transform them into effective business professionals. This is done by developing and delivering educational programs that reflect the international, entrepreneurial, and diverse character of our region. Through faculty research, we make intellectual contributions that impact the academic and business communities.

## General Information

All undergraduate and graduate programs have enjoyed continuous accreditation since their points of first application. In addition to a commitment to maintain a high quality, accredited program, the Fowler College has the following objectives: (1) academic programs that prepare students with the knowledge and skills needed to contribute to business and society as managers and professionals; (2) cooperation and mutual responsibility among faculty, staff, and students for learning and research; (3) opportunities for students to integrate their academic work with experience in the community; (4) faculty who are active as teachers and scholars and who share their professional expertise with students and the community; (5) staff members who maintain and improve their technical and interpersonal skills in order to contribute to the development and success of College programs; (6) programs that reflect the international and entrepreneurial character of our region; (7) physical and technical facilities that support program requirements; and (8) an environment that offers opportunities for students, faculty, and staff of diverse backgrounds to pursue their educational and career goals.

The Fowler College of Business at SDSU aspires to be the educational backbone of the San Diego business community. To credibly serve one of the most dynamic regions in the nation and the world, we must achieve high national rankings in both undergraduate and graduate education and earn a national and international reputation for excellence in research. These objectives require us to understand and proactively adapt to the global and technological forces and the environmental, ethical and resource imperatives that are shaping the 21st century.

## Curricula Offered

Refer to the Courses and Curricula section of this catalog for a complete listing of program requirements and courses offered by departments within the Fowler College of Business.

### Master's Degrees

Accountancy (M.S.), Business Administration (M.S.), Business Administration (M.B.A., M.B.A./J.D.; jointly with the California Western School of Law, M.B.A./J.D.; jointly with the Thomas Jefferson School of Law), Information Systems (M.S.), Latin American Studies (M.B.A./M.A.; jointly with the College of Arts and Letters).

### Bachelor's Degrees

Accounting (B.S.), Business Administration (B.S.), Finance (B.S.), Financial Services (B.S.), Information Systems (B.S.), International Business (B.A.; jointly with the College of Arts and Letters), Management (B.S.), Marketing (B.S.), Real Estate (B.S.).

### Minors

Accounting, Business Administration, Entrepreneurship, Finance, Information Systems, Management, Marketing, Real Estate.

### Certificate Programs

Accounting, Business Administration (available at Imperial Valley Campus only), Executive Financial Planner, Personal Financial Planning.

## Research Centers and Institutes

### Center for Accounting in the Public Interest Steven L. Gill, Interim Director

The Center for Accounting in the Public Interest (CAPI) was established in 2006 and received its first grant from the President's Leadership Fund. The center provides online resources and communication through the website at <http://capi.sdsu.edu>.

### Center for International Business Education and Research (CIBER) Mark J. Ballam, Managing Director Martina Musteen, Faculty Director A. Paige Bryant, Project Coordinator

San Diego State University's Center for International Business Education and Research (SDSU CIBER) is a national center of excellence funded, in part, by a grant from the U.S. Department of Education. The overall mission of the national CIBER program is to help ensure the United States' long-term international competitiveness by supporting research, education, and outreach activities.

One of 17 centers nationwide, SDSU CIBER was one of the first five established in 1989 and assists in linking the manpower and information needs of U.S. business with the international education, language training and research capacities of universities across the nation. SDSU CIBER serves as a catalyst to further integrate and advance a number of diverse activities relating to international business education and research. Activities of SDSU CIBER include support for faculty research, international business and foreign language curricular initiatives, outreach and development programs for the business community, and training programs for language and business faculty. SDSU CIBER also organizes conferences, workshops, and seminars designed to improve our nation's capacity to compete in the global economy.

SDSU CIBER is located in the Fowler College of Business, and collaborates with programs and colleges across the university. For more information, visit <http://www.cbaweb.sdsu.edu/ciber>.

**Center for the Study of Personal Financial Planning  
(CSPFP)**

**Marie-Eve Lachance and Ning Tang, Co-Directors**

The center encourages research in individual and family finance to further the ability of financial counselors and planners to provide advice that aids in achieving their financial objectives.

The theoretical base of decision-making criteria for personal financial decisions is weak and sometimes non-existent. In many cases, individuals, families, and their financial planners and advisers make important decisions that have little or no theoretical foundation. The finance discipline – as taught at the university-level – has grown around corporate decision-making, not decisions of the household. The development of an emerging financial planning profession has made this lack of theoretical basis evident. The center is founded on the belief that there is a significant need for scholars to share their ideas and mutually develop their research thoughts, for financial reporters to bring the practical application of this work to the attention of professionals and the public, and for students engaged in the study of financial planning to be aware of the latest findings of researchers engaged in this field.

The center is involved in the development of a national web-based research database and a national graduate student financial planning competition. The financial planning web-based bibliography is aimed at three groups of users: journalists, researchers, and students. Summaries of recent research in financial planning concepts is available for journalists to help disseminate research findings to the popular press. Researchers can find background articles listed by financial planning topical areas. Faculty can determine state of the art research on various topics by sharing research interests and/or discussion drafts. And nationally, students can access research to aid in their academic understanding of financial planning issues.

The center can be reached at [mlachanc@mail.sdsu.edu](mailto:mlachanc@mail.sdsu.edu).

**The Corky McMillin Center for Real Estate (CMCRE)**

**Mehdi Salehzadeh, Interim Director  
Melissa Abeyta, Center Coordinator**

The Corky McMillin Center for Real Estate, part of the Fowler College of Business at SDSU, has a history, tradition, and commitment to teaching real estate. The program began in 1958 and continues to produce real estate graduates who are ready on day one. In order to contribute to the education of the next generation of real estate leaders, the McMillin family, along with HG Fenton, Cassidy Turley, and Cornerstone Communities, generously decided to give back and support real estate education by forming the Corky McMillin Center for Real Estate. The center provides students with excellent opportunities to engage with with real estate professionals and participate in supplemental education sessions such as Argus training, CoStar, Excel modeling, and Yardi. For more information, please contact the center at [realestate@mail.sdsu.edu](mailto:realestate@mail.sdsu.edu).

**Corporate Governance Institute (CGI)**

**Lori Verstegen Ryan, Director**

The Corporate Governance Institute (CGI) is an education and research center dedicated to the study and application of responsible corporate governance principles worldwide. Founded in 1998, the mission of the CGI is to enhance the skills of corporate directors, investors, and senior executives by developing innovative curriculum, fostering cutting-edge research, and offering influential practitioner education. CGI programs focus on identifying and applying ethical corporate governance practices and are guided by the principle that corporate leaders have a primary duty to ensure the financial viability of the organizations that they manage.

CGI was a first-mover in the development and delivery of a dedicated corporate governance course to MBA students in 1999, followed by a required corporate governance course for all Executive MBA students in 2007. For more than a decade, CGI has held dedicated symposia and annual research events for an international network of corporate governance scholars. The institute also offers lectures and panels for students, faculty, and the public, featuring such prestigious corporate executives, directors, and investors as the CEOs of Home Depot and Allergan Inc.; chairmen of the boards of CVS Caremark, Hewlett-Packard, Allergan Inc., and Chesapeake Energy; and Relational Investors founders David Batchelder and Ralph Whitworth.

For more information concerning CGI's programs, e-mail [CGI@SDSU.edu](mailto:CGI@SDSU.edu), call 619-594-5314, or visit <http://cbaweb.sdsu.edu/cgi>.

**Institute for Inclusiveness and Diversity in Organizations  
(IIDO)**

**Beth G. Chung, Director**

The purpose of the Institute for Inclusiveness and Diversity in Organizations (IIDO) is to support the development of knowledge and competencies needed to manage a more diverse workforce in a global business environment. Diversity is viewed here in broad terms, incorporating age, ethnicity, disability, sexual orientation, culture, and nationality. Both the changing nature of the work force and the global challenges faced by organizations point to the value of researching inclusion and diversity issues. This information deepens the body of knowledge about organizational diversity for management scholars, presents needed information to the business community, provides research opportunities for faculty, and offers educational opportunities for students. Founded in 2006, the IIDO seeks to accomplish these goals by: (1) conducting survey research that investigates the impact of organizational diversity and globalization, with the goal of improving organizational effectiveness; (2) cultivating mutually beneficial relationships with organizations (private sector, public sector, and nonprofit) that support the goals of optimizing human resource management and development in a diverse and interconnected world; and (3) contributing to the education of students, employees, managers, and executives to prepare them for roles in an increasingly diverse and global world. The IIDO also seeks to create research partnerships among faculty at SDSU and at other universities to enhance the knowledge base on inclusion, and to increase the international reputation and visibility of the Fowler College of Business among scholars and the business community. For further information, contact the IIDO at 619-594-2699, [Beth.Chung@sdsu.edu](mailto:Beth.Chung@sdsu.edu), or at <http://www.sdsu.edu/iido>.

**International Institute for the Commercialization  
of Biomedical Innovation (IICBI)**

The International Institute for the Commercialization of Biomedical Innovation (IICBI) seeks to bring the world's biomedical innovations to the marketplace. The goal of the IICBI is to work with leading universities to expedite biomedical concepts into development; and then move them forward into the marketplace. The IICBI works with national as well as international universities to develop and bring new medical devices, apparatuses, pharmaceuticals, and treatments to the marketplace. It is partnered with other universities to identify and in-license technologies. Students, faculty, and key life science business leaders work together to develop: (1) a business plan; (2) an IP strategy; (3) a patent for a disclosure, regulatory plan; (4) a competitive strategy for the technology; and (5) identify and pursue commercial partners to develop and market the end product. The mission of the IICBI is to provide the expertise and infrastructures to support the development and commercialization of biomedical innovation from universities across the globe that currently lack the ability to bridge the gap between concept generation and product launch.

**Lavin Entrepreneurship Center**

**Allex F. DeNoble, Executive Director**

**Bernhard Schroeder, Director, Lavin Center Programs**

The Lavin Entrepreneurship Center serves students and startup companies that contribute to the emerging growth sector of the regional business community. The mission of the Lavin Center is to develop educational and experiential programs and research focused on best practices that promote entrepreneurship and innovation at the individual and organizational levels.

The range of entrepreneurial programs offered includes:

- (1) mentorship and advisory support to help students acquire the tools and skills necessary for new venture creation and development;
- (2) intern programs to provide experiential education for undergraduate and graduate students; and
- (3) experiential programs, workshops, and competitions to help students foster the creation of startup companies.

The Lavin Center focuses its program development on all areas of the entrepreneurial process including: investor financing, product innovation, management of technology, managing organizational growth, succession planning, leadership, talent management, branding and positioning, social media marketing, and estate planning.

The Lavin Center sponsors and creates a myriad of programs and events at San Diego State University aimed at the campus population:

- LaunchIn, featuring an entrepreneur panel and 50 startups on the campus hiring students;
- LeanModel Competition, start-up global business model university competition;
- California Entrepreneurship Educators Conference, bringing thought leaders together to further entrepreneurship;
- QUALCOMM Social Entrepreneur Internship program; students helping non-profits;
- Venture Capital Investment Competition, preparing students for venture based activities;
- WebCompass, an undergraduate internship building websites for local companies;
- L. Robert Payne Distinguished Entrepreneur Lecture Series;
- VentureStart Competition, on campus business model competition for all SDSU students;
- Lavin Entrepreneurs, a two-year undergraduate cohort with mentoring by entrepreneurs;
- Entrepreneur Day, yearly campus wide celebration of SDSU student entrepreneurs;
- Entrepreneurs Study Abroad; melding courses, students, and entrepreneurs in international settings.

For further information, contact the Lavin Entrepreneurship Center in the Gateway Center, Suite 1502, 619-594-2781, and at <http://lavincenter.sdsu.edu>.

**Real Estate and Land Use Institute (RELUI)  
Andrew Q. Do, Director**

Established in 1983, the Real Estate and Land Use Institute (RELUI) is the first systemwide research-oriented institute of its kind in the 23-campus California State University system. The San Diego regional office of RELUI is located in the Fowler College of Business.

CSU-RELUI's mission is to promote education and research in real estate and land use-related areas. In support of this mission, the RELUI seeks to support, coordinate, and manage systemwide and intercampus research activities, to maintain liaisons with government and private agencies with an interest in public policy, and to provide scholarships and grants to qualified SDSU students.

At San Diego State University, the RELUI regional director is appointed by the campus president to serve as a member of the CSU Advisory Board of the California Real Estate Endowment Fund. For more information, contact Dr. Andrew Do at 619-594-5324, [andrew.do@sdsu.edu](mailto:andrew.do@sdsu.edu).