

# Fowler College of Business

The Fowler College of Business and the Charles W. Lamden 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 <https://business.sdsu.edu/bac>.

## Administration

**Dean:** Bruce A. Reinig (Interim)

**Senior Associate Dean:** George E. Belch

**Associate Dean for Academic Affairs:** David P. Ely

**Assistant Dean for Student Affairs:** Kristie A. Dock

**Director of Graduate Programs:** Steven L. Gill

**Director of Undergraduate Programs:** Jaemin Kim

**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

The Fowler College of Business is committed to being a leading business school through the creation and dissemination of knowledge. The college is guided by the following goals: (1) elevate instructional excellence; (2) ensure student preparation and success; (3) enhance faculty discovery, innovation, and research; (4) stimulate thought leadership for public impact; (5) invest for excellence in people; (6) develop financial and resource strength; and (7) build our reputational capital. The college has enjoyed programmatic accreditation since 1959.

The college is organized into five academic units: the Charles W. Lamden School of Accountancy and the departments of finance, management, management information systems, and marketing.

## 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), Cybersecurity Management (M.S.); Global Business Development (M.S.); 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

Business Administration (available at SDSU Imperial Valley only), Data Analytics, Executive Financial Planner, Personal Financial Planning, Taxation.

## 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 Advancing Global Business (CAGB)

Mark J. Ballam, Managing Director

Martina Musteen, Faculty Director

Nancy K. Nicholson, Senior Project Consultant

Zena Yang, Center Coordinator

San Diego State University's Center for Advancing Global Business (CAGB), established in 2019, serves as the catalyst for global thought leadership by connecting academia with international commerce. CAGB houses SDSU's Center for International Business Education and Research (SDSU CIBER) and the Charles W. Hostler Institute on World Affairs.

CAGB is located in the Fowler College of Business and collaborates with programs and colleges across the university. For more information, visit <https://business.sdsu.edu/students/cagb>.

### Center for International Business Education and Research (CIBER)

Mark J. Ballam, Managing Director

Martina Musteen, Faculty Director

Nancy K. Nicholson, Senior Project Consultant

Zena Yang, Center 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 15 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 <https://business.sdsu.edu/students/ciber>.

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

Thomas M.D. Warschauer, Interim Director

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 [tom.warschauer@sdsu.edu](mailto:tom.warschauer@sdsu.edu).

### **Charles W. Hostler Institute on World Affairs**

Nancy K. Nicholson, Director

Martina Musteen, Charles W. Hostler Professor of Global Business

The Charles W. Hostler Institute on World Affairs plays a critical role in providing a global perspective as part of the educational mission of SDSU. It was founded in 1942 as the Institute on World Affairs to inform faculty, students, and the wider public on global affairs. The Hostler Institute has provided SDSU and the greater San Diego community with high-level and spirited intellectual engagement on a number of international issues and controversies. The institute hosts events throughout the year as well as a course on global business and diplomacy, which is offered in the spring semester.

The Hostler Institute is located in the Fowler College of Business and collaborates with programs and colleges across the university. For more information, visit <https://business.sdsu.edu/students/hostler>.

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

Edward F. Pierzak, Director

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 real estate professionals and participate in supplemental education sessions such as Argus training, CoStar, and Excel modeling. For more information, please contact the center at [realestate@sdsu.edu](mailto:realestate@sdsu.edu).

### **Corporate Governance Institute (CGI)**

Lori Versteegen 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 <https://business.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 <https://business.sdsu.edu/iido>.

### **Lavin Entrepreneurship Center**

Alex 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 Engineering and Interdisciplinary Sciences Complex, Suite 103, 619-594-2781, and at <http://lavincenter.sdsu.edu>.