

# Business Administration

ACCREDITED BY AACSB INTERNATIONAL—THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS

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## Associateships

Graduate teaching associateships and graduate nonteaching associateships in business administration are available to a limited number of qualified students. The graduate degree may also prepare students for a teaching career. Applications and additional information may be secured from the departmental offices of the Fowler College of Business.

## General Information

The Fowler College of Business offers graduate study leading to the Master of Business Administration degree, Master of Science degree in Business Administration, Master of Science degree in Accountancy, and Master of Science degree in Information Systems. The college also offers a concurrent program with the College of Arts and Letters leading to both a Master of Business Administration and a Master of Arts in Latin American Studies and a concurrent program with California Western School of Law or Thomas Jefferson School of Law leading to a Master of Business Administration degree and Juris Doctor degree. The Fowler College of Business M.B.A. and M.S. programs are accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

The major goal of the Master of Business Administration degree is to prepare students with diverse academic backgrounds for entry into general management positions in business and not-for-profit enterprises. The primary purpose of the Master of Science degree in Business Administration is to provide a foundation for technical and executive careers in the management of specific functional and professional areas.

The objective of the Master of Science degree in Accountancy is to prepare students for careers as professional accountants in financial institutions, government, industry, nonprofit organizations, and public practice. The basic conceptual knowledge of accounting and business can be obtained through an undergraduate degree or by otherwise meeting the prerequisites for the M.S. degree in Accountancy. The program offers the opportunity for greater depth of education by allowing students to concentrate their education in courses of specialized study in accounting.

Close contacts with large and small firms, both local and national, enhance the business student's education. The generous cooperation of local business and government organizations provides opportunities for research and field study for graduate students. The continued professionalization of the business executives' responsibilities has created many opportunities for the student with an advanced degree in business administration.

All students considering graduate work in business are advised to seek further details from the Graduate Programs Office in the Fowler College of Business, 619-594-8073, prior to applying for admission.

## Admission to Graduate Study

Admission to the college's graduate programs is competitive. A number of factors are taken into consideration in the admission decision, and only the top applicants are accepted. These factors include the applicant's previous academic performance, the quality of the previous universities attended, the field of undergraduate study, scores on the Graduate Management Admissions Test (GMAT) or the Graduate Record Examination (GRE), management experience, and the written application essay. References which validate experience will also be considered.

Students applying for admission should electronically submit the university application available at <http://www.calstate.edu/apply> along with the \$55 application fee.

All applicants must submit admissions materials separately to SDSU Graduate Admissions and to the Graduate Programs Office in the Fowler College of Business.

## Graduate Admissions

The following materials should be submitted as a complete package directly to:

### Graduate Admissions

Enrollment Services  
San Diego State University  
San Diego, CA 92182-7416

1. Official transcripts (in sealed envelopes) from all postsecondary institutions attended;
  - Students who attended SDSU need only submit transcripts for work completed since last attendance.
  - Students with international coursework must submit both the official transcript and proof of degree. If documents are in a language other than English, they must be accompanied by a certified English translation.
2. GMAT scores (<http://www.mba.com> SDSU institution code 9LT-2P-73) or GRE scores (<http://www.ets.org> SDSU institution code 4682);
3. English language score, if medium of instruction was in a language other than English (<http://www.ets.org/> SDSU institution code 4682).

### Master of Business Administration Degree

### Master of Business Administration Degree and Juris Doctor Degree

### Master of Business Administration Degree and Master of Arts Degree in Latin American Studies

### Master of Science in Business Administration

### Master of Science in Accountancy

### Master of Science in Information Systems

The following materials must be submitted electronically. Submission instructions available at <http://www.sdsu.edu/graduatebusiness>.

1. Personal statement;
2. Curriculum vitae or resume;
3. Letters of reference (two required; maximum of three).

### Master of Business Administration Degree for Executives

The following materials should be mailed or delivered to:

#### Fowler College of Business Executive and Specialized Programs

San Diego State University  
5500 Campanile Drive  
San Diego, CA 92182-8232

1. Two sets of official transcripts (in sealed envelopes);
2. Two letters of recommendation (forms are available on the website);
3. A one-page statement of career objectives;
4. Curriculum vitae or resume.

Complete directions are included in the MBA for Executives program application packet. Call 619-594-6010 or <http://www.sdsu.edu/emba>.

## Master of Business Administration Degree

### Admission to the Degree Curriculum

Regulations governing admission to the university and to the Fowler College of Business are outlined above and in Part Two of this bulletin.

### Advancement to Candidacy

All students must satisfy the general requirements for advancement to candidacy, as described in Part Four of this bulletin.

### Specific Requirements for the Master of Business Administration Degree

(Major Code: 05011) (SIMS Code: 221702)

The student must complete an approved program of 39 to 45 units of graduate coursework. Up to six units of 500-level courses may be included in the program.

Up to 12 units of coursework completed at an accredited AACSB institution or with the approval of the director of graduate programs may be accepted for transfer credit.

Students entering the program should have completed coursework in basic statistics and macro- and micro-economics. They should be proficient in college-level mathematics including algebra and in the use of spreadsheets.

The requirements for the degree are as follows:

- Complete the following core of seven courses. (21 units)
 

B A 623	Statistical Analysis.....	3
B A 624	Organizational Behavior and Leadership .....	3
B A 625	Financial and Management Accounting.....	3
B A 626	Business Economics .....	3
B A 627	Marketing.....	3
B A 628	Operations and Supply Chain Management.....	3
B A 629	Financial Management.....	3

Subject to a limit of two courses, the requirement to complete individual core courses Business Administration 623-629 may be waived by the director of graduate business programs under special circumstances. Waivers are determined by evaluating prior course content, institution at which courses were taken, grades received, and time since courses were taken.

- B A 630 Business Strategy.....3
- Complete 18 units of electives. Not more than 12 units outside the Fowler College of Business and not more than a total of six units in courses 780 (Field Studies in Business), 797 (Research), and 798 (Special Study), will be accepted toward the degree. Courses taken outside of the Fowler College of Business should be related to the M.B.A. program and must be approved by the director of graduate business programs.
- Complete a culminating experience course. (3 units)
 

B A 795	Business Consulting.....	3
B A 796	Integrative Business Analysis.....	3
B A 799A	Thesis.....	3 (Cr/NC/RP)

A student may choose to specialize by completing 12 units of elective courses from one of the following specializations:

Specializations	Major Code	SIMS Code
Accountancy	05021	221908
Entrepreneurship	05997	222361
Finance	05041	222117
Health Services Administration	05011	221710
Information Systems	07021	222338
International Business	05131	223651
Management	05061	222561
Marketing	05091	222773
Project Management	05011	221719
Real Estate	05111	222194
Supply Chain Management	05064	222381

## Full and Half-Time Programs

Students enrolling in the M.B.A. program may be either full- or part-time students. Generally, in their first year, full-time students take twelve credit units at a time and part-time students take six credit units at a time. During the first year, students will be assigned to a cohort and complete certain required courses together.

## Master of Business Administration Sports Business Management

(Offered only through the College of Extended Studies)

### Admission to the Degree Curriculum

Regulations governing admission to the university and to the Fowler College of Business are outlined above and in Part Two of this bulletin.

### Advancement to Candidacy

All students must satisfy the general requirements for advancement to candidacy, as described in Part Four of this bulletin.

### Specific Requirements for the Master of Business Administration Degree for Sport Business Management

(Major Code: 05011) (SIMS Code: 221715)

The Master of Business Administration for Sports Business Management is operated by Executive and Specialized Programs in the Fowler College of Business and is an alternative path for the Master of Business Administration degree. Students accepted for the M.B.A. Sports Business Management program are fully matriculated in the university and meet all university requirements as established by the Graduate Council.

The M.B.A. Sports Business Management program is an intensive, full-time, 45-unit program with classroom work beginning in January and continuing until December, including summer, followed by a four- to six-month internship.

The fee structure is unique to the program and unrelated to the San Diego State University fee schedule. Students should contact the program office for a program calendar, *Class Schedule*, and fee summary.

In addition to meeting the requirements for classified graduate standing and the basic requirements for the master's degree as described in Part Four of this bulletin, students must complete an approved program of study containing 45 units of 600- and 700-numbered courses. These courses will be offered in a predetermined pattern. No transfer courses and no substitute courses are accepted. The official programs of all students in any one cycle are identical. Advancement to candidacy requires completion of at least 24 units of coursework listed on the official program of study with a 3.0 (B) minimum grade point average.

The requirements are as follows:

- Complete the following core of seven courses. (21 units)
 

B A 623	Statistical Analysis.....	3
B A 624	Organizational Behavior and Leadership .....	3
B A 625	Financial and Management Accounting.....	3
B A 626	Business Economics .....	3
B A 627	Marketing.....	3
B A 628	Operations and Supply Chain Management.....	3
B A 629	Financial Management.....	3
- B A 630 Business Strategy.....3
- Complete an additional 15 units of pre-determined courses related to the business of sports.
- B A 780 Field Studies in Business ..... 1-3  
(Three units are required for completion of degree.)
- B A 795 Business Consulting.....3

## Master of Business Administration for Executives

(Offered only through the College of Extended Studies)

### Admission to the Degree Curriculum

In addition to meeting the criteria for admission to the university, as well as those listed under "Admission to the Graduate Program in the Fowler College of Business," applicants must also demonstrate that they have had significant experience in management-level positions in business, government, or not-for-profit organizations.

### Specific Requirements for the M.B.A. Degree for Executives

(Major Code: 05011) (SIMS Code: 221705)

The Master of Business Administration for Executives is operated by Executive and Specialized Programs in the Fowler College of Business and is an alternative path for the Master of Business Administration degree. The program is designed especially to meet the needs of mid-career executives. Students in the program have an average of 15 years of full-time professional work experience and eight years of managerial or equivalent experience, and bring a wealth of practical knowledge to the classroom discussion.

Students accepted for the M.B.A. for Executives concentration are fully matriculated in the university and meet all university requirements as established by the Graduate Council.

All courses are scheduled in a modular fashion on alternate Fridays and Saturdays over a 24-month period for the convenience of working executives.

The fee structure is unique to the program and unrelated to the San Diego State University fee schedule. Students should contact the program office for a program calendar, *Class Schedule*, and fee summary.

In addition to meeting the requirements for classified graduate standing, and the basic requirements for the master's degree as described in Part Four of this bulletin, students must complete an approved program of study containing 48 units of 600- and 700-numbered courses. These courses will be offered in a predetermined pattern. No transfer courses and no substitute courses are accepted.

The official programs of all students in any one cycle are identical. Advancement to candidacy requires completion of at least 24 units of coursework listed on the official program of study with a 3.0 (B) minimum grade point average.

### MBA for Executives

B A 601	Organizational Behavior for Executives.....	3
B A 602	Statistics for Business Decisions.....	3
B A 603	Executive Financial Accounting.....	2
B A 604	Executive Managerial Accounting.....	2
B A 605	Managerial Marketing.....	2
B A 615	Strategic Financial Management.....	3
B A 616	Competitive Analysis.....	3
B A 700	Business in the Global Environment.....	3
B A 701	Executive Entrepreneurship.....	3
B A 702	Social Responsibility: Legal and Ethical Environment of Business.....	3
B A 703	Strategic Management.....	3
B A 705	Marketing Strategy.....	2
B A 707	Executive Seminar in Negotiations.....	2
B A 709	Seminar in the Global Financial Environment.....	3
B A 710	Executive Leadership.....	3
B A 711	Seminar in Contemporary Challenges.....	1-5
B A 790	Directed Readings in Business Administration.....	3 (Cr/NC)

## Master of Science Degree in Business Administration

### Admission to the Degree Curriculum

In addition to meeting the requirements for classified graduate standing in the university and admission to the Fowler College of Business, as described above, and in Part Two of this bulletin, the student must have satisfactorily completed equivalents of the following courses:

B A 623	Statistical Analysis.....	3
B A 624	Organizational Behavior and Leadership.....	3
B A 625	Financial and Management Accounting.....	3
B A 626	Business Economics.....	3
B A 627	Marketing.....	3
B A 628	Operations and Supply Chain Management.....	3
B A 629	Financial Management.....	3

In addition, the student's adviser may request satisfactory completion of additional prerequisite courses in the student's proposed field of specialization. Current students are required to complete any needed program prerequisites by enrolling in graduate courses and may not satisfy prerequisites by enrolling in undergraduate equivalency courses.

Notice of admission to a curriculum with classified graduate standing will be sent to the student upon the recommendation of the Fowler College of Business and the approval of the dean of the Division of Graduate Affairs.

For admission to the taxation concentration (05022) the student must be a certified public accountant (CPA) or have a juris doctor (JD) degree from an accredited law school and have completed Accountancy 201 and 202.

### Advancement to Candidacy

All students must satisfy the general requirements for advancement to candidacy, as described in Part Four of this bulletin.

Students concurrently enrolled in deficiency coursework may be given permission to take the comprehensive examination in their concentration prior to actual completion of all coursework. However, comprehensive examinations will not be evaluated and results will not be reported to the Division of Graduate Affairs until all deficiency coursework has been successfully completed. This may delay graduation.

### Specific Requirements for the Master of Science Degree (Major Code: 05011) (SIMS Code: 221701)

In addition to meeting the requirements for classified graduate standing as described above and the general requirements for master's degrees as described in Part Four of this bulletin, the student must complete a graduate program of at least 30 approved units to include at least 21 units in 600- and 700-numbered courses (except for the concentration in Financial and Tax Planning, which requires at least 15 units in 600- and 700-numbered courses). Up to nine units of coursework may be accepted as transfer credit. This program cannot include Finance 604 and Business Administration courses numbered 625-629, without specific permission of the director, Graduate Business Programs. At least 24 units must be in business administration and economics. Not more than a total of six units in courses 797 (Research), 798 (Special Study), and Business Administration 780 (Field Studies in Business), may be accepted for credit toward the degree.

Each of the concentrations in the Master of Science in Business Administration requires Plan A, Thesis; or Plan B, Directed Readings in Business Administration or a written comprehensive examination offered by the appropriate department. The program must be approved by the college and departmental adviser.

For regulations concerning grade point averages, final approval for the granting of the degree, award of the degree, and diplomas, see the section entitled "Requirements for the Master's Degree" in Part Four of this bulletin.

**Concentration in Financial and Tax Planning  
(Major Code: 05043) (SIMS Code: 222124)**

For the concentration in financial and tax planning, an optional Plan B, Comprehensive Examination, is available. Students may substitute a comprehensive examination and three units of additional coursework for the thesis requirement. This examination will be administered while students are registered in Finance 590.

Additionally, this concentration requires the following prerequisites, rather than the list shown under "Admission to the Degree Curriculum:"

ACCTG 201	Financial Accounting Fundamentals.....3
ECON 101	Principles of Economics.....3
ECON 102	Principles of Economics.....3
ECON 201	Statistical Methods .....3
<b>OR</b>	
STAT 119	Elementary Statistics for Business .....3
ECON 320	Intermediate Macroeconomic Theory.....3
<b>OR</b>	
ECON 422	Business Cycles.....3
FIN 240	Legal Environment of Business.....3
FIN 323	Fundamentals of Finance.....3

<b>Concentrations</b>	<b>Major Code</b>	<b>SIMS Code</b>
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No new students are being admitted into the following concentrations on the SDSU campus.

Entrepreneurship	<b>05997</b>	<b>222360</b>
Finance	<b>05041</b>	<b>222115</b>
International Business	<b>05131</b>	<b>223650</b>
Management	<b>05061</b>	<b>222557</b>
Marketing	<b>05091</b>	<b>222771</b>
Real Estate	<b>05111</b>	<b>222192</b>
Supply Chain Management	<b>05064</b>	<b>222382</b>
Taxation	<b>05022</b>	<b>221929</b>

**Master of Business Administration Degree and Juris Doctor Degree**

(California Western School of Law)

**General Information**

The Fowler College of Business and the California Western School of Law offer a four-year concurrent program and study leading to a Master of Business Administration and Juris Doctor degree in law. The objective of the concurrent degrees program is to prepare students who are competent in both law and business administration for advanced practice in many areas where the fields converge. Both degrees must be awarded in the same semester.

**Admission to the Degree Curriculum**

Regulations governing admission to the university and to the Fowler College of Business are outlined in Part Two of this bulletin.

The concurrent degree program requires separate application to each institution and admission to each institution. Admission decisions are made independently by San Diego State University and California Western School of Law; admission to one institution does not imply admission to the other.

The coordinators for the concurrent degree program in business administration and law are the director of graduate business programs, San Diego State University, and the associate dean, California Western School of Law.

**Specific Requirements for the MBA/JD Concurrent Degree**

(Major Code: 05011) (SIMS Code: 221720)

**Fowler College of Business**

**(39-45 Units—Including up to 12 units transferred from California Western School of Law)**

Between 30 to 33 of the total units required must be completed in residence at San Diego State University. Up to 12 units from California Western School of Law will be accepted for transfer credit for programs of study.

The requirements for the degree are as follows:

- Complete the following core of seven courses. (21 units)
 

B A 623	Statistical Analysis.....3
B A 624	Organizational Behavior and Leadership .....3
B A 625	Financial and Management Accounting .....3
B A 626	Business Economics .....3
B A 627	Marketing.....3
B A 628	Operations and Supply Chain Management.....3
B A 629	Financial Management.....3
- B A 630 Business Strategy.....3
- Complete six to nine units of business electives (depending on course waivers).
- Complete a culminating experience. (3 units)
 

B A 795	Business Consulting.....3
B A 796	Integrative Business Analysis.....3
B A 799A	Thesis..... 3 (Cr/NC/RP)

**California Western School of Law (77 Units)**

<b>Courses</b>	<b>Units</b>
Civil Procedures I and II .....	6
Constitutional Law I .....	3
Contracts I and II.....	6
Criminal Law.....	3
Criminal Procedure I.....	3
Evidence.....	4
Legal Process.....	0
Legal Skills I, II, III.....	6
Professional Responsibility.....	2
Property I and II.....	6
Torts I and II.....	6
Internship.....	5
Electives .....	27

The specific sequence of courses over the four year period is listed in the admissions material. Students attend the schools in the following pattern:

Year 1	California Western School of Law <b>only</b>
Year 2	San Diego State University, Fowler College of Business <b>only</b>
Year 3	Both schools
Year 4	Both schools

**Master of Business Administration Degree and Juris Doctor Degree**

(Thomas Jefferson School of Law)

**General Information**

The Fowler College of Business and the Thomas Jefferson School of Law offer a four-year concurrent program and study leading to a Master of Business Administration and Juris Doctor degree in law. The objective of the concurrent degrees program is to prepare students who are competent in both law and business administration for advanced practice in many areas where the fields converge. Both degrees must be awarded in the same semester.

**Admission to the Degree Curriculum**

Regulations governing admission to the university and to the Fowler College of Business are outlined in Part Two of this bulletin.

The concurrent degree program requires separate application to each institution and admission to each institution. Admission

## Business Administration

decisions are made independently by San Diego State University and Thomas Jefferson School of Law; admission to one institution does not imply admission to the other.

The coordinators for the concurrent degree program in business administration and law are the director of graduate business programs, San Diego State University, and the associate dean, Thomas Jefferson School of Law.

### Specific Requirements for the MBA/JD Concurrent Degree

(Major Code: 05011) (SIMS Code: 221721)

#### Fowler College of Business

#### (39-45 Units—Including up to 12 units transferred from Thomas Jefferson School of Law)

Between 30 to 33 of the total units required must be completed in residence at San Diego State University. Up to 12 units from Thomas Jefferson School of Law will be accepted for transfer credit for programs of study.

The requirements for the degree are as follows:

- Complete the following core of seven courses. (21 units)
 

B A 623	Statistical Analysis.....	3
B A 624	Organizational Behavior and Leadership .....	3
B A 625	Financial and Management Accounting.....	3
B A 626	Business Economics .....	3
B A 627	Marketing.....	3
B A 628	Operations and Supply Chain Management.....	3
B A 629	Financial Management.....	3
- Subject to a limit of two courses, the requirement to complete individual core courses B A 623 to 629 may be waived by the director of graduate business programs if an equivalent course has been completed. Equivalency is determined by course content, institution at which course was taken, grade received, and time since course was taken. Current students are required to enroll in graduate courses and may not satisfy core course requirements by enrolling in undergraduate equivalency courses.
- B A 630 Business Strategy.....3
- Complete six to nine units of business electives (depending on course waivers).
- Complete a culminating experience. (3 units)
 

B A 795	Business Consulting.....	3
B A 796	Integrative Business Analysis.....	3
B A 799A	Thesis.....	3 (Cr/NC/RP)

#### Thomas Jefferson School of Law (76 Units)

Courses	Units
Business Associations.....	4
Civil Procedure I and II.....	6
Constitutional Law I and II.....	6
Contracts I and II.....	6
Criminal Law.....	3
Criminal Procedure.....	3
Evidence.....	4
Legal Writing I and II.....	7
Professional Responsibility.....	3
Property I and II.....	6
Remedies.....	3
Torts I and II.....	6
Internship.....	5
Electives.....	14

The specific sequence of courses over the four year period is listed in the admissions material. Students attend the schools in the following pattern:

Year 1	Thomas Jefferson School of Law <b>only</b>
Year 2	San Diego State University, Fowler College of Business <b>only</b>
Year 3	Both schools
Year 4	Both schools

## Master of Business Administration Degree and Master of Arts Degree in Latin American Studies

### General Information

The Fowler College of Business and the Center for Latin American Studies offer a three-year concurrent program study leading to a Master of Business Administration and a Master of Arts in Latin American Studies. The primary objective of the concurrent program is to offer preparation in the fields of business administration and Latin American studies for the purpose of providing the knowledge and skills necessary to promote and engage in business relationships within a Latin American historical, cultural, and linguistic milieu, in Latin America or in the United States.

For information, contact the chair of the Latin American Studies Committee or the director of graduate programs in the Fowler College of Business.

### Admission to the Degree Curriculum

Since this program combines disparate disciplines, applicants are required to submit GMAT or GRE scores and should have substantial academic backgrounds in the humanities and social sciences. Applicants should also have a background in Spanish or Portuguese language and literature. Students in the concurrent degree program are expected to be full time so that all requirements will be satisfied in an acceptable time.

### Advancement to Candidacy

All students must meet the general requirements for advancement to candidacy as described in Part Four of this bulletin. In addition, (1) the student must complete with a grade of B (3.0) or better, either Spanish 302 (or its equivalent) or Portuguese 401 (or its equivalent), or three units of 500-level or graduate coursework in Spanish, or pass the American Council on the Teaching of Foreign Languages (ACTFL) oral proficiency examination in either Spanish or Portuguese with a score of 2.0 or above; (2) all core courses in business and Latin American studies must be completed prior to advancement in any core course; (3) the student must have been recommended for advancement by the combined advisory committee; (4) the student must have a thesis proposal approved by the combined faculty advisory committee.

Upon advancement to candidacy, the student will enroll in B A 799A (Thesis). A thesis (Plan A) incorporating theory, method, and analytic techniques from both disciplines is the culminating experience for the concurrent program leading to the M.B.A. and M.A. degrees.

### Specific Requirements for the MBA/MA Degree

(Major Code: 05011) (SIMS Code: 992001)

In addition to meeting the requirements for classified graduate standing and the basic requirements for the master's degree as described in Part Four of this bulletin, the student must complete an officially approved course of study consisting of 63 units as outlined below.

- The college expects students entering the Master of Business Administration and Master of Arts in Latin American Studies to be proficient in several areas. These include proficiency in statistics, mathematical skills, basic economics and in the use of personal computers, including spreadsheets and word processing. The students are responsible for insuring that they possess these skills before beginning the program.
- Complete the following core of seven courses. (21 units):
 

B A 623	Statistical Analysis.....	3
B A 624	Organizational Behavior and Leadership .....	3
B A 625	Financial and Management Accounting.....	3
B A 626	Business Economics .....	3
B A 627	Marketing.....	3
B A 628	Operations and Supply Chain Management.....	3
B A 629	Financial Management.....	3

Subject to a limit of two courses, the requirement to complete individual core courses B A 623 to 629 may be waived by the director of graduate business programs if an equivalent course has been completed. Equivalency is determined by course content, institution at which course was taken, grade received, and time since course was taken. Current students are required to enroll in graduate courses and may not satisfy core course requirements by enrolling in undergraduate equivalency courses.

3. B A 630 Business Strategy .....3
4. Complete 15 units in Business Administration to include:
  - FIN 654 Seminar in International Business Finance .....3
  - MGT 710 Seminar in World Business Environment.....3
  - MGT 723 Seminar in International Strategic Management .....3
  - MGT 745 Seminar in Corporate Innovation and Entrepreneurship .....3
  - MKTG 769 Seminar in International Marketing .....3
5. Complete 24 units in courses of Latin American content, including the following required courses:
  - LATAM 600 Seminar in Latin American Studies.....3
  - LATAM 601 Seminar on Methodology of Latin American Studies .....3

The remaining 18 units selected from the following list of courses:

**Latin American Studies**

- LATAM 550 Mexican-US Border from a Latin American Perspective .....3
- LATAM 580 Special Topics\* .....1-4
- LATAM 696 Experimental Topics\* .....3
- LATAM 750 Seminar: Study in Latin America.....3
- LATAM 795 Latin American Studies Internship .....3 (Cr/NC)
- LATAM 797 Research .....1-3 (Cr/NC/RP)

**Anthropology**

- ANTH 520 Ethnographic Field Methods.....3
- ANTH 529 Urban Anthropology .....3
- ANTH 531 Methods in Applied Anthropology .....3
- ANTH 533 Race, Ethnicity, and Identity\* .....3
- ANTH 582 Regional Anthropology\* .....3
- ANTH 583 Topical Anthropology\* .....3
- ANTH 605 Seminar in Applied Anthropology .....3

**Economics**

- ECON 565 North American Economic Relations....3
- ECON 720 Seminar in Development and Planning\* .....3

**History**

- HIST 550 Colonial Mexico.....3
- HIST 551 Modern Mexico .....3
- HIST 558 Latin America in World Affairs .....3
- HIST 580 Topics in the History of War and Violence\* .....3
- HIST 640 Directed Readings in Latin American History .....3

**Journalism and Media Studies**

- JMS 574 International Advertising .....3
- JMS 701 Seminar: Mass Communication Problems.....3

**Political Science**

- POL S 562 Religion and Politics in Comparative Perspective .....3
- POL S 564 Political Ecology of Latin America.....3
- POL S 565 Nations and Nationalism .....3
- POL S 566 Political Change in Latin America .....3
- POL S 568 Mexican Politics .....3
- POL S 661 Seminar in the Political Systems of the Developing Nations\* .....3
- POL S 667 Seminar in Latin American Political Systems .....3

**Portuguese**

- PORT 535 Brazilian Literature .....3

**Sociology**

- SOC 522 The Family in Comparative and Cross-Cultural Perspectives .....3
- SOC 554 Sociology of the United States-Mexico Transborder Populations and Globalization.....3

**Spanish**

- SPAN 602 Foundations and Research Methods of Hispanic Linguistics.....3
- SPAN 606 Spanish American Literature: Independence to Present .....3
- SPAN 751 Seminar in Realism\* .....3
- SPAN 752 Seminar in Literature and Culture of the Fin-de-Siècle .....3
- SPAN 760 Seminar in Reading in the Transatlantic Imaginary.....3

**California Western School of Law**

Students may take two courses from California Western School of Law with the approval of the Latin American Studies graduate adviser. Students must apply to enroll under the provisions of the affiliation agreement with the California Western School of Law.

\* Acceptable when of relevant content; check with the Latin American Studies graduate adviser before enrolling. Students must apply to enroll under the provisions of the affiliation agreement with the California Western School of Law.

6. The student must complete MGT 797 (Research) or LATAM 797 (Research) in addition to B A 799A (Thesis). The thesis in business administration will treat a Latin American related topic and will be supervised by a business faculty with international business expertise and at least one faculty member from the Latin American studies program.

If a student after entering the concurrent MBA/MA program returns to a single degree program, all the requirements for the single degree program must be met.

A Master of Engineering degree is offered for students who are interested in a career in engineering with a business/management emphasis. For course requirements consult Engineering in this section of the bulletin.

## Courses Acceptable for the Master of Business Administration and the Master of Science Degree Programs (B A)

Refer to *Courses and Curricula and Regulations of the Division of Graduate Affairs* sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### GRADUATE COURSES

#### **B A 623. Statistical Analysis (3)**

Prerequisites: Classified graduate standing and basic statistics. Understanding and applications of statistics for problem solving and managerial decision making. (Formerly numbered Business Administration 652.)

#### **B A 624. Organizational Behavior and Leadership (3)**

Prerequisite: Classified graduate standing. Study of individuals and groups within an organizational context. Topics include leadership, individual differences, organizational design, group processes and characteristics, organizational processes and practices; and influence of these on individual, group, and organizational effectiveness. (Formerly numbered Business Administration 651.)

#### **B A 625. Financial and Management Accounting (3)**

Prerequisite: Classified graduate standing. Financial and management accounting for decision making and control in profit-directed organizations. Terminology, concepts, frameworks, and tools used to understand and analyze the financial consequences of business activities. Not open to students with credit in Business Administration 650.

#### **B A 626. Business Economics (3)**

Prerequisite: Classified graduate standing. Microeconomic and macroeconomic environments of business. Assessing and forecasting the impact of market structure, economic climate, and governmental policies on pricing, operations, and competitive strategy. Not open to students with credit in Business Administration 653.

#### **B A 627. Marketing (3)**

Prerequisite: Classified graduate standing. Role and function of marketing in the organization and society. Planning, implementation, and evaluation of marketing strategies and programs. Not open to students with credit in Business Administration 370. (Formerly numbered Business Administration 655.)

#### **B A 628. Operations and Supply Chain Management (3)**

Prerequisite: Classified graduate standing. Managerial concepts and quantitative methods associated with the design, execution, and management of operations and supply chain systems. (Formerly numbered Business Administration 662.)

#### **B A 629. Financial Management (3)**

Prerequisite: Business Administration 625. Explore role of finance in a shareholder value based framework. Financial analysis and planning, investment, capital structure, financial markets, capital raising and capital disbursement decisions, valuation, and corporate restructuring. Not open to students with credit in Business Administration 665.

#### **B A 630. Business Strategy (3)**

Prerequisites: Business Administration 624, 625, 626, 627, 628, 629. Contemporary frameworks used in environmental and industry analysis, organizational analysis, strategy formulation and implementation. Managerial issues from the view point of top managers, based on a long-term and multifunctional perspective of organizations and their environments.

#### **B A 780. Field Studies in Business (1-3) Cr/NC**

Prerequisite: Completion of MBA core. Application of business concepts to real world organizations. Students work under supervision of a faculty member to perform a project utilizing theories and principles from previous business coursework. Maximum credit six units.

#### **B A 794. International Business Development Practicum (3)**

Prerequisite: Advancement to candidacy. Strategic analysis of business opportunities. Problem definition, data collection, analysis, and prioritization of solution mechanisms. Preparation for comprehensive examination.

#### **B A 795. Business Consulting (3)**

Prerequisites: Advancement to candidacy and completion of MBA core. Strategic analysis of business problems in a consulting context. Problem definition analysis and prioritization of solution mechanisms. Preparation for comprehensive examination for students in the M.B.A. program under Plan B.

#### **B A 796. Integrative Business Analysis (3)**

Prerequisite: Advancement to candidacy. Integrative business analysis through cases and simulations. Preparation for the comprehensive examination for students in the M.B.A. program (Plan B).

#### **B A 798. Special Study (1-3) Cr/NC/RP**

Prerequisite: Consent of staff; to be arranged with Director of Graduate Business Programs and instructor. Individual study. Maximum credit six units applicable to a master's degree.

#### **B A 799A. Thesis (3) Cr/NC/RP**

Prerequisites: An officially appointed thesis committee and advancement to candidacy. Preparation of a project or thesis for the master's degree.

#### **B A 799B. Thesis Extension (0) Cr/NC**

Prerequisite: Prior registration in Thesis 799A with an assigned grade symbol of RP. Registration required in any semester or term following assignment of RP in Course 799A in which the student expects to use the facilities and resources of the university; also student must be registered in the course when the completed thesis is granted final approval.

#### **B A 799C. Comprehensive Examination Extension (0) Cr/NC**

Prerequisite: Completion or concurrent enrollment in degree program courses. Registration required of students whose only requirement is completion of the comprehensive examination for the master's degree. Registration in 799C limited to two semesters.

## Courses Acceptable for the Master of Business Administration Degree for Executives (B A)

### GRADUATE COURSES

#### **B A 601. Organizational Behavior for Executives (3)** (Offered only in the College of Extended Studies)

Role of the manager in designing organizations for effectiveness with emphasis on organizational theory and organizational behavior.

#### **B A 602. Statistics for Business Decisions (3)** (Offered only in the College of Extended Studies)

Statistics and production operations management. Data analysis, central tendency and variability, probability, distributions, sample inference, association analysis. Applications in engineering, manufacturing and service, and an overview of decision theory, queuing, total quality control, and project management.

#### **B A 603. Executive Financial Accounting (2)** (Offered only in the College of Extended Studies)

Prerequisite: Admission to M.B.A. for Executives program. Accounting procedures and judgments underlying corporate financial statements; ability to read and analyze these statements; make inferences about financial stability, likelihood of success, and other important attributes of various business entities.

**B A 604. Executive Managerial Accounting (2)**

(Offered only in the College of Extended Studies)

Prerequisite: Admission to M.B.A. for Executives program.

Accounting information for internal decision making purposes to include cost measurement, capacity management, activity based costing, activity based management, production costing, quality costing, pricing, CVP analysis, budgeting, performance evaluation, transfer pricing, and compensation.

**B A 605. Managerial Marketing (2)**

(Offered only in the College of Extended Studies)

The marketing function in an organization. Managerial activities of marketing including market analysis, target market selection and design of the organization's marketing program.

**B A 615. Strategic Financial Management (3)**

(Offered only in the College of Extended Studies)

Provides a framework for financial decision making. Covers relevant modern theory and emphasizes role of finance in corporate strategy. Topics include financial analysis and planning, investment, capital structure and dividend decisions and valuation and corporate restructuring. Not open to students with credit in Business Administration 665.

**B A 616. Competitive Analysis (3)**

(Offered only in the College of Extended Studies)

Competition in typical unregulated product or service markets. Competitive forces in such markets, and impact of these forces on economic profits, rates of return, and relative market-shares of competing firms. Not open to students with credit in Business Administration 653.

**B A 700. Business in the Global Environment (3)**

(Offered only in the College of Extended Studies)

Evolution of multinational corporations, management of organizations in global environment, and marketing and management implications of competition in international arena.

**B A 701. Executive Entrepreneurship (3)**

(Offered only in the College of Extended Studies)

Entrepreneurial approach to business. Concepts, theories, and techniques for organizing and managing an entrepreneurial venture.

**B A 702. Social Responsibility: Legal and Ethical Environment of Business (3)**

(Offered only in the College of Extended Studies)

Role of the manager in dealing in a socially responsible and ethical manner with internal and external constituencies.

**B A 703. Strategic Management (3)**

(Offered only in the College of Extended Studies)

Corporate and business level strategic decision making. Topics include industry and environmental analysis, strategy implementation, strategic planning systems. Case descriptions of actual company situations serve as basis for analysis and recommendations.

**B A 705. Marketing Strategy (2)**

(Offered only in the College of Extended Studies)

Development, implementation, and evaluation of marketing strategy and plans. Role of marketing planning, analysis and control; contributions and implications of marketing to corporate strategy. Strategies for attaining competitive advantage. Contemporary marketing planning tools and techniques.

**B A 707. Executive Seminar in Negotiations (2)**

(Offered only in the College of Extended Studies)

Prerequisite: Admission to M.B.A. for Executives program.

Negotiations principles in managerial contexts. Concepts, skills, and simulations of negotiation processes.

**B A 709. Seminar in the Global Financial Environment (3)**

(Offered only in the College of Extended Studies)

Develops understanding of world economy and illustrates impact of financial environment on decision making process of business managers. How corporations respond to changing economic forces and/or historical governmental policies.

**B A 710. Executive Leadership (3)**

(Offered only in the College of Extended Studies)

Theoretical and empirical literature pertaining to study and assessment of leadership skills. Process of organizational change and development.

**B A 711. Seminar in Contemporary Challenges (1-5)**

(Offered only in the College of Extended Studies)

Challenges facing managers of organizations in modern society: organizational, human resources, operational, economic, environmental, political, international, and technological issues. See *Class Schedule* for specific content. Maximum credit five units applicable to a master's degree.

**B A 790. Directed Readings in Business****Administration (3) Cr/NC**

(Offered only in the College of Extended Studies)

Preparation for the comprehensive examination for students in the M.B.A. for Executives program (Plan B).