

Business — Information Systems and Decision Sciences

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COURSES

Decision Sciences (DS)

71. Quantitative Analysis I (3)

Prerequisite: Students must take the ELM exam; students who do not pass the exam must record a grade of C or better in a college-taught intermediate algebra course; one year high school geometry. (*Prerequisite change.*)

Information Systems (IS)

1L. Keyboarding (2)*

Recommended for students with less than one semester of keyboarding or typewriting instruction. Development of keyboarding techniques on microcomputers for personal and business usage. (4 lab hours) (*Unit, description change.*)

2L. Word Processing Applications (2)* (Former IS 2) (*Number change.*)

*Not more than 6 units of credit in typewriting/keyboarding will be allowed toward any degree.

Business — Marketing

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COURSES

Marketing (Mktg)

100. Marketing Concepts (4)

During the Fall 1992 semester, Mktg 100 will be offered as a four-lecture-hour course instead of three lecture hours and two lab hours.

138. Psychology of Personal Persuasion (4)

Prerequisite: Mktg 100 or permission of instructor. (*Prerequisite change.*)

Business — Graduate Program

*Published in its entirety
due to extensive changes*

School of Business and
Administrative Sciences (SOBAS)
Graduate Business Program
DONALD N. STENGEL, *Director*
Peters Business Building, Room 183
(209) 278-2107

Master of Business
Administration (M.B.A.)
M.S. in Accountancy (M.S.A.)

Master of Business Administration

The Master of Business Administration degree program is designed as a graduate, professional education for managers of business, agriculture, education, government, and nonprofit organizations. The program prepares students broadly in the essential business concepts and tools, and in their application to problems that managers face. The program offers elective area courses that provide advanced preparation in special areas of professional practice.

Admission. The program is open to college graduates without regard to the area of undergraduate study. Applicants are expected to show intellectual promise sufficient to perform satisfactorily in the program, and upon graduation, to perform effectively as professional managers. Applicants must submit the following to be considered for admission:

1. a completed CSUF Graduate Application form
2. a completed M.B.A. Program Application form
3. complete university or college transcripts
4. official record of the Graduate Management Admission Test
5. two letters of recommendation appropriate for evaluation of professional promise
6. description of work experience.

Program Requirements

The M.B.A. is awarded to students upon completion of requirements in three groups of courses. These groups are generally completed in sequence. Students may not take Group II or Group III courses prior to the semester they complete their Group I requirements.

Group I

The following five courses or equivalent knowledge are required: MBA 200, 201, 203, 204, 205.

Equivalent knowledge may be demonstrated through examinations offered two times each year before the beginning of fall and spring semesters.

M.B.A. Degree Requirements

Group II	Units
MBA 210, 211, 212, 213, 214, and 215	18

Group III 15-21

Select one of the following elective areas (9-12)

Accounting (9)

MBA 220, 221, 222

Finance (9)

Select from MBA 230*,
231, 232, 233

Human Resource

Management (12)

MBA 240, 241, 242,
243

Management Information Systems (9)

Select from MBA 250,
251, 252, 253

Marketing Management (9)

Select from MBA 260*,
261, 262, 263

International

Business (9)

Select from MBA 221,
231, 241, 251, 261

General M.B.A. (9)

Select from MBA 220,
230, 240, 250, 260

Additional approved elective** ... (0-3)

MBA 279 (3)

Select one of the following
culminating experiences (0-6)

A management project
MBA 216 and 298 (6)

A thesis
MBA 216 and 299 (6)

A comprehensive
examination (0)

Total 33-39

**Required course in elective area.

**Not required for students completing Human Resource Management elective area or students doing a thesis or project. A list of approved electives is available in the Graduate Business Program Office.

Master of Science in Accountancy

The M.S.A. degree is intended for students desiring advanced theoretical and practical study in the field. The program is based upon a strong foundation in business and accounting subjects. The program is designed for those persons who wish to advance their careers in public accounting, in controllership, and accounting executive positions in business, government, and other nonprofit organizations, and in consulting firms.