

# BUSINESS ADMINISTRATION

## Bachelor of Science degree with a major in Business Administration

— concentrations available in accounting, economics, finance, international business, management, marketing

### Minor in Business Administration

### Master of Business Administration

#### School Chair

Hari Singh, Ph.D.

#### School of Business

Siemens Hall 111

707-826-3224

www.humboldt.edu/business

### The Program

Students completing this program will have demonstrated:

- basic knowledge of core business disciplines in a global context
- effective writing and presentation skills
- competent ethical reasoning skills
- understanding of basic sustainability (triple bottom line) from a strategic point of view
- strategic decision making skills that integrate knowledge from various business disciplines.

Our academic programs are infused with sustainability and focused on entrepreneurship. Talk to your advisor if you are interested in focusing your training in entrepreneurship. Our faculty are committed to providing students with opportunities for hands-on learning and collaborative, team-oriented projects. We are inspired to provide our students with a rigorous business training that is comprehensive, practical, and grounded in social and environmental responsibility and the triple bottom line.

Our goal is to educate students for lifelong learning. Our curriculum emphasizes critical thinking and communication skills stressing integration of business disciplines with concentrations in accounting, finance, international business, management, and marketing.

Humboldt State University is committed to teaching in small classes. Business students learn to produce professional quality written assignments and oral presentations delivered in a realistic business setting.

Business students apply a wide-range of computing skills, including projects that develop their information research capability.

Acquisition, analysis, and presentation of statistical data are quantitative skills that get special emphasis in our program.

Business majors can participate in student club activities, in internships, and in other special events that provide professional, practical experience.

### Preparation

High school students should follow preparation requirements for the CSU system.

Community college students should take approved substitutes for lower division core courses. Community college courses may not be transferred to fulfill upper division core or concentration requirements.

Consult your community college advisor or contact the School of Business if you have questions about transfer credit for business courses.

### REQUIREMENTS FOR THE MAJOR

*For a description of degree requirements to be fulfilled in addition to those listed below for the major, please see "The Bachelor's Degree" section of the catalog, pp. 66-80., and "The Master's Degree" section of the catalog, pp. 81-83.*

*Students must earn a minimum grade of C- in all required courses.*

#### Lower Division Core (19 units)

BA 210	(4) Legal Environment of Business
BA 250	(4) Financial Accounting
BA 252	(4) Management Accounting
ECON 210	(4) Principles of Economics
MATH 104	(3) Finite Mathematics

#### Upper Division Core (20 units)

BA 340	(4) Principles of Marketing
BA 360	(4) Principles of Finance
BA 370	(4) Principles of Management
BA 494	(4) Business & Society
BA 496	(4) Strategic Management

#### Concentrations (22-24 units)

Select one of the concentrations listed below.

*Be sure to check with the department office or with an advisor regarding the availability of concentration courses.*

#### Accounting Concentration

BA 450	(4) Intermediate Financial Accounting I
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Select five courses (20 units) from:

BA 451	(4) Intermediate. Financial Accounting II
BA 452	(4) Cost Accounting, Planning & Control
BA 453	(4) Tax Accounting
BA 454	(4) Financial Statement Auditing
BA 455	(4) Governmental & Nonprofit Accounting
BA 456	(4) Accounting Ethics

#### Economics Concentration

BA 332	(4) Intermediate Business Statistics
ECON 310	(4) Intermediate Microtheory & Strategy
ECON 311	(4) Intermediate Macroeconomics
ECON 435	(4) Principles of Money & Banking
ECON 490 Elective	(2) Capstone Experience (4) Economics course plus Additional Depth (see advisor).

*Students seeking a baccalaureate in business administration with a concentration in economics may not also receive a minor in economics.*

#### Finance Concentration

BA 332	(4) Intermediate Business Statistics
BA 460	(4) Investment Management
BA 462	(4) Problems in Financial Management
BA 464	(4) International Business Finance
BA 468	(4) Capital Budgeting
ECON 435	(4) Principles of Money & Banking

#### International Business Concentration

BA 410	(4) International Business
BA 444	(4) International Marketing
BA 464	(4) International Business Finance
BA 475	(4) International Management
ECON 305	(3) International Economics & Globalization
ECON 305D	(1) International Economics & Globalization - Additional Depth
Elective	(international experience encouraged – see advisor)

### Management Concentration

BA 310	(4) Business Law
BA 401	(4) Advanced Sustainable Management Applications
BA 470	(4) Organization & Management Theories
BA 472	(4) Change Management
BA 475	(4) International Management
ECON 309	(3) Economics of a Sustainable Society
ECON 309D	(1) Economics of a Sustainable Society - Additional Depth

### Marketing Concentration

BA 441	(4) Retailing & Services Marketing
BA 444	(4) International Marketing
BA 445	(4) Marketing Communications
BA 446	(4) Marketing Research
BA 447	(4) E-Commerce/ E-Marketing Strategy
BA 448	(4) Consumer Behavior

### Electives for Concentrations

BA 120	(1) Business Essentials
BA 304	(3) Business Psychology
BA 378	(4) Small Business Management
BA 379	(4) Business Plan Development
BA 417	(4) Small Business Consulting

These courses may be taken as substitutions upon advisor approval.

### REQUIREMENTS FOR THE MINOR

A minor in business can complement your existing major by adding practical applied skills that are useful for the job market. A minimum of 18 units, nine of which must be upper division.

Suggested tracks for a minor:

#### Entrepreneurship Track

BA 105	(3) Critical Thinking in Organizations
BA 340	(4) Principles of Marketing
BA 370	(4) Principles of Management
BA 378	(4) Small Business Management
BA 379	(4) Business Plan Development

#### Marketing Track

BA 105	(3) Critical Thinking in Organizations
BA 340	(4) Principles of Marketing
BA 444	(4) International Marketing
BA 445	(4) Marketing Communications
BA 448	(4) Consumer Behavior

### Management Track

BA 105	(3) Critical Thinking in Organizations
BA 370	(4) Principles of Management
BA 470	(4) Organization & Management Theories
BA 472	(4) Change Management
BA 475	(4) International Management

### Accounting/Finance Track

BA 250	(4) Financial Accounting
BA 252	(4) Management Accounting
BA 360	(4) Principles of Finance
BA 453	(4) Tax Accounting
BA 460	(4) Investment Management

### General Business Track

BA 105	(3) Critical Thinking in Organizations
BA 210	(4) Legal Environment of Business
BA 340	(4) Principles of Marketing
BA 370	(4) Principles of Management
BA 401	(4) Advanced Sustainable Management Applications

### MBA Track

STAT 108	(4) Elementary Statistics
BA 250	(4) Financial Accounting
BA 340	(4) Principles of Marketing
BA 360	(4) Principles of Finance
BA 370	(4) Principles of Management

**NOTE:** Students who minor in Business Administration, who also intend to enter HSU's MBA program, must take ECON 210 Principles of Economics as an additional class.

*Students must earn a minimum grade of C- in all required courses.*

*Before completing two courses in the program, students must meet with the minor advisor and sign a minor contract.*

## THE MASTER OF BUSINESS ADMINISTRATION PROGRAM

The program focuses on the long term strategic elements of sustainability. We analyze innovative companies that are creating new paradigms of how to create value in sustainable operations.

Students completing this program will have demonstrated the ability to:

- integrate core business concepts with sustainability concepts and frameworks
- apply and evaluate a variety of sophisticated empirical methods to analyze/test strategic sustainability business issues
- think critically and engage in ethical reasoning
- communicate complex business and sustainability concepts clearly and persuasively in writing, presentation, and teamwork.

*Graduate students must maintain a 3.0 minimum GPA. No grade less than a B- will count for progress toward the degree.*

Sustainability is the most important issue of the 21st century. Businesses today are looking for ways to minimize their social and environmental impact while remaining economically viable. As a result they are looking to hire a new type of MBA graduate — one with the skills and desire to promote economic environmental and social responsibility within their organization.

Our MBA is designed for students from any undergraduate major. For students with an undergraduate major in the natural, environmental, or social sciences, adding functional business skills to their existing degree can help boost career success.

Qualified students with an undergraduate business degree receive a paid graduate research assistantship to collaborate with a faculty member on cutting-edge research projects in finance, accounting, marketing, or management. The resulting conference presentations or publications in academic journals position our students for success in the job market. The graduate program can be completed in one year for full time students.

HSU has a long commitment to social and environmental responsibility. Our MBA program builds on that tradition by challenging our students to grow into innovative and responsible business leaders. We focus on big picture, long term thinking by analyzing accounting, financial, and marketing and strategic management issues based on the best practices of innovative organizations. Our creative entrepreneurial culture fosters critical systems thinking, effective communications, ethical reasoning, and team building.

Qualified students admitted to the program receive a scholarship and qualified students may receive a paid internship.

Admission to the MBA program requires a minimum GMAT score of 500 or combined GRE score of 300, and a minimum undergraduate GPA of 2.75.

## **REQUIREMENTS FOR THE MBA**

### **Undergraduate Prerequisite Courses**

(16 units)

#### **Accounting**

BA 250 (4) Financial Accounting  
[or equivalent]

#### **Economics**

ECON 210 (4) Principles of Economics  
[or equivalent]

#### **Finance**

BA 360 (4) Principles of Finance  
[or equivalent]

#### **Statistics**

STAT 108 (4) Elementary Statistics  
[or equivalent]

Applicants must complete all the degree requirements shown above before enrolling in MBA courses.

### **MBA Core Courses** (34 units)

#### **Fall Semester** (12 units)

MBA 605 (4) Strategic Sustainability  
Foundations

MBA 610 (4) Research Methods

MBA 620 (4) Accounting for Corporate  
Social Responsibility

#### **Spring Semester** (12 units)

MBA 630 (4) Marketing Management  
for Shared Value

MBA 640 (4) Financial Management  
for Sustainable Growth

MBA 650 (4) Designing Sustainable  
Organizations

#### **Summer Capstone Term** (10 units)

MBA 675 (4) Sustainability/Ethics

MBA 679 (4) Strategic Analysis

MBA 682 (2) Business Internship

MBA 691 (0) MBA Comprehensive  
Exam\*

\*Master's Capstone Project (MBA 692) available upon approval of the MBA program coordinator and faculty advisor at the beginning of the program.

