

# The Craig School of Business

Peters Building, Room 282, (559) 278-2482  
Fred J. Evans, *Dean*; Karen Dill Bowerman, *Associate Dean*  
<http://www.craig.csufresno.edu>



**The Mission of the School** The mission of the Craig School of Business (CSB) is to prepare students for meaningful careers in the regional, national, and global business environments, and to serve the Central California business community as a resource center.

## Accreditation

The B.S. in Business Administration was first accredited in 1959 by the premiere accrediting agency, the International Association for Management Education (AACSB). The B.S. was the third accredited business program in California, following UC Berkeley and UCLA and is one of only 371 accredited business programs in the U.S. The M.B.A. was accredited in 1974. Many subsequent accreditation reviews have found CSB in compliance with the demanding standards.

## Advising

CSB operates an advising center, Undergraduate Student Services, located in Peters Building, Room 185. Business students are encouraged to have annual advising sessions to assist in evaluations and graduation requirements. Flow charts are available for each of the ten options to help students plan their academic program and to ensure that courses are taken in correct sequence.

A mentoring program matches students with a faculty member in their field who will assist with career or graduate study information.

## Scholarships

Incoming freshmen may apply by early January for the prestigious Craig Scholars or Fresno Merchants Scholars programs through the CSB dean's office. Selection is based on academic indicators of high school GPA and SAT or ACT scores, as well as leadership and service. Contact the CSB dean's office or visit <http://www.craig.csufresno.edu/scholarship.htm>.

The Craig School of Business includes the departments of Accountancy, Finance and Business Law, Information Systems and Decision Sciences, Management, Marketing and Logistics, Aerospace Studies, and Military Science. Degree programs are the Master of Business Administration and the Bachelor of Science in Business Administration. Undergraduate students select one of 11 different areas of specialization, or options.



In addition, CSB offers 95 scholarships for business students through the university's Scholarship Office, (559) 278-6572. The filing deadline is in mid-November. Consult [http://studentaffairs.csufresno.edu/financial\\_aid](http://studentaffairs.csufresno.edu/financial_aid).

### DEGREE PROGRAMS

#### *Master of Business Administration (M.B.A.)*

The Craig School of Business offers one graduate degree, the Master of Business Administration. The program broadly prepares students in essential business concepts and their application to managerial problems. Elective area courses provide advanced preparation in special areas of professional practice. (See page 232).

#### *Bachelor of Science (B.S.) Options*

The CSB offers one undergraduate degree, the Bachelor of Science in Business Administration. All students select *one* of the 11 different areas of specialization, called options. These options are as follows:

- Accountancy Option (Department of Accountancy) - see page 210.
- Entrepreneurship Option (Department of Management) - see page 224.
- Finance Option (Department of Finance and Business Law) - see page 215.
- Human Resource Management Option (Department of Management) - see page 224.
- Information Systems Option (Department of Information Systems and Decision Sciences) - see page 220.
- International Business Option (Department of Finance and Business Law) - see page 215.
- Legal Environment of Business Option (Department of Finance and Business Law) - see page 215.
- Management Option (Department of Management) - see page 224.
- Marketing Option (Department of Marketing and Logistics) - see pages 227-228.
- Real Estate and Urban Land Economics Option (Department of Finance and Business Law) - see page 215.
- Special Option for the B.S. degree in Business Administration — contact Undergraduate Student Services Office, (559) 278-4943 - see page 229.

*The following information (up to “Additional Programs”) pertains only to the B.S. degree.*

### Pre-Business Policy and Admission to Upper-Division Standing

All business students entering California State University, Fresno are considered pre-business majors and are coded as such. In order to select an option in business and enroll in 100-level business courses, pre-business students must:

- a. complete the following courses or their equivalents with a grade of C or better in each course: ACCT 4A, 4B; B A 18; CSB 50; DS 71, 73; ECON 40 (or AG EC 1) and ECON 50; ENGL 1; and IS 50
- b. have a cumulative grade point average of at least 2.0, and
- c. submit an option form to formally declare an option in business. Students may obtain this form from the Craig School of Business Undergraduate Student Services Office, Peters Building, Room 185.

Students may apply for an option in the semester during which they will complete all work needed for enrollment qualification in 100-level business courses. Approval will be contingent upon satisfactory fulfillment of the lower-division course prerequisites and the GPA standard.

Transfer students, and those changing majors, will need to have their transcripts screened to see if they will receive equivalent credit for the aforementioned prerequisite courses. Transfer students must send a complete set of transcripts (official or unofficial) or grade reports of all college-level study to the Undergraduate Student Services Office, 5245 N. Backer Ave., M/S PB7, Fresno, CA 93740-8001. Transfer students from another region need to have a copy of the catalog(s) and course syllabi from the different colleges they attended. Upon receipt of these materials, transfer students' records will be evaluated. Notification of business course credit will then be sent by mail.

Students who are ready to enroll in 100-level upper-division business courses, but who lack one or two of the pre-business courses, should contact the Undergraduate Student Services Office in PB 185 for further information.

### Writing Requirements

Every upper-division business course has writing requirements, and the quality of the writing is used in determining grades in the course. Completion of the upper-division writing skills requirement (successful completion of IS 105W or ENGL 160W) is required in the first semester in which 100-level business courses are taken.

### English Proficiency Requirement

Successful completion (grade of C or better) of ENGL 1 or its equivalent is a prerequisite to enrollment in upper-division business courses. Failure to successfully complete ENGL 1 by the time a student has completed 30 units at California State University, Fresno shall subject the student to administrative/academic probation and possible subsequent disqualification.

International (foreign) students who wish to declare business administration as a major must achieve a minimum score of 500 on the Test of English as a Foreign Language (TOEFL) examination.

### Required Residency in CSB

In order to earn a B.S. in Business Administration at California State University, Fresno, students must complete at least 50 percent of the required business units in the Craig School of Business.

### Statement on Prerequisites

Business administration majors must meet all prerequisites for business courses. Students registering for a course for which they have not completed the listed prerequisites will be administratively dropped. Exceptions to this policy must be approved by the appropriate department chair.

### Grading

CR/NC grading is not permitted in the major with the exception of business courses numbered 193 and 195, and CSB 50.

### Honors Program

Students with a GPA of 3.5 or higher may apply for the Craig School honors program in the fall semester of their junior year. The honors program is a three-semester program that provides the student with an opportunity for additional study and intellectual growth beyond the major and option requirements. It is designed to challenge the intellectually advanced student, provide a research foundation for advanced study or

employment, and to recognize students who have shown exceptional ability. Students interested in the CSB Honors Program should contact the CSB Honors Program director in Peters Building, Room 185. For course descriptions, see this page.

**Internships**

Many of our students participate in the school’s award-winning Internship Partners Program. Internships provide students with an opportunity to gain valuable practical experience while earning academic credit. Internships are available in all academic majors with businesses, nonprofit organizations, and government agencies. Students interested in internships should contact the internships coordinator in Peters Building, Room 185.

Complete career development and placement services are available through Career Services, (559) 278-2381.

**International Business Programs**

Students can apply for the “Join the World” International Study Program in designated international partnership universities and use the credits they earn to satisfy their degree requirements at California State University, Fresno. The exchange opportunity is open to any regularly enrolled Fresno State student. In addition, CSB participates extensively in the university’s many international exchange programs. For further information, contact the International Business Programs Office in Peters Building, Room 528, (559) 278-4653.

**ADDITIONAL PROGRAMS**

**Business Minors**

<i>General Business Minor</i>	<i>Units</i>
ACCT 4A .....	<b>3</b>
Select from: B A 18; DS 73; FIN 120; IS 130; MGT 104, 106, 110; MKTG 100 .....	<b>6-8</b>
Select upper-division courses from not more than two fields: ACCT, B A, DS, ENTR, FIN, HRM, IS, MGT, MKTG .....	<b>11</b>
<b>Total</b> .....	<b>20-22</b>
<i>Entrepreneurship Minor</i>	<i>Units</i>
ENTR 81, 153; MGT 110 .....	<b>12</b>
Electives: ENTR 155, 157; FIN 131; MKTG 134 or courses approved by the entrepreneurship coordinator .....	<b>6</b>
<b>Total</b> .....	<b>18</b>

<i>Graduate Business Prep Minor</i>	<i>Units</i>
ACCT 4A and IS 50 .....	<b>6</b>
ECON 40* and 50 .....	<b>6</b>
DS 71*, 73, 123 .....	<b>9</b>
FIN 120 and B A 174 .....	<b>7</b>
MGT 104 and MGT 124 .....	<b>7</b>
<b>Total</b> .....	<b>35</b>

\*ECON 40 may be counted in Area D3 in General Education and DS 71 may be counted in Area B4 in General Education. Students must earn a grade of at least C in each course.

The Graduate Business Preparation Minor is for students who wish to pursue the Craig M.B.A. after completing an undergraduate major outside the Craig School of Business. By completing the requirements of the minor, students may normally waive all Group 1 coursework (15 units) usually required of non-business majors for the Craig M.B.A. degree. See page 232 for further information on admission requirements.

*Advising Notes*

1. All minors also require a 2.0 GPA and 6 upper-division units in residence.
2. No course taken for the business minors can be graded on a CR/NC basis except for courses with mandatory CR/NC grading. Courses in a major cannot be applied toward a minor unless designated as “additional requirements.”

**Certificate Programs**

Specialized certificate programs are offered in several fields within the Craig School of Business.

- Certificate in Business Information Systems (Department of Information Systems and Decision Sciences) - page 220
- Certificate in Network Administration (Department of Information Systems and Decision Sciences) - page 220
- Certificate in Entrepreneurship (Department of Management) - pages 224-225
- Certificate in Finance (Department of Finance and Business Law) - page 216
- Certificate in Human Resource Management (Department of Management) - page 225
- Certificate in Organizational Management (Department of Management) - page 225

Also, students in the Marketing Option have an opportunity to earn a Certificate in

Mass Communications and Journalism (see page 228).

**Business Teacher Education Program**

The Craig School offers a single subject business credential to teach in departmentalized classrooms typically found in middle school and senior high school settings. Information on this fifth year program may be obtained from business teacher education adviser Richard Lacy. See also pages 253-255.

**COURSES**

***Craig School of Business (CSB)***

**50. Introduction to the Craig School of Business (1)**

Introduction to business careers, career development, educational options, and opportunities provided by the Craig School of Business. Emphasis on CSB requirements, resources, and expectations. Presentation of topics by faculty, staff, alumni, and business executives. CR/NC grading only. (Formerly B A 50)

**184. Junior Honors Seminar (3)**

Prerequisite: acceptance into the Craig Honors Program. Survey of the business disciplines and their application to business problems. Empirical, applied, and theoretical background for business research. Current issues and methods for solving business problems. Business research methodology, ethical considerations in designing research. Literature review and written proposal required for honors thesis. (Formerly MGT 156)

**185. Senior Honors Seminar I (2)**

Prerequisite: CSB 184. Analysis of business research and the application to business problems. Special emphasis on strategic management. Data analysis, applying to graduate schools, and conducting a job search. Lectures by faculty and business leaders. Fall of senior year. (Formerly MGT 186A)

**186. Senior Honors Seminar II (2)**

Prerequisite: CSB 185. Analysis of business research and the application to business problems. Special emphasis on strategic management. Editing and revising manuscripts, preparing papers for publication, designing conference posters, and delivering professional presentations. Spring of senior year. (Formerly MGT 186B)