

BUSINESS ADMINISTRATION

Program Scope

The College of Business is made up of ten departments supervised by chairpersons. The departments are:

- Accounting
- Decision Sciences
- Economics
- Finance
- Hospitality and Tourism Management
- Information Systems
- International Business
- Labor and Employment Studies
- Management
- Marketing

The primary objectives of the College of Business at San Francisco State University are to:

- Provide students majoring in business administration with a foundation in the basic concepts and practices of the business community, and with a particular expertise in one or more of the specialties of practice, to prepare them to think creatively and to exercise critical judgment in the making of business decisions;
- Provide other students with a general understanding of the foundations and philosophies of the business community;
- Encourage a continuous liaison with the business community to respond to the educational needs of that community;
- Encourage faculty professional development activities designed to provide service to all segments of business and education for business through academic research and publication, applied research and publication, community education and services (seminars and consulting involving non-publishable, proprietary research, for example), and self-education or study designed to improve business knowledge and expertise.

The College of Business Student Success Center, located in the Business Building, Room 112, provides on-site academic program counseling for students enrolled or interested in business.

Major

B.S. in Business Administration

Concentrations in:

- Accounting
- Decision Sciences
- Entrepreneurial/Small Business Management (Temporarily Suspended)
- Finance
- Finance with Certificate in Commercial Real Estate
- General Business
- Information Systems
- International Business
- Management
- Marketing

Minor

Minor in Business Administration

BUS 216 Foundations in Business Communications (Units: 3)

Prerequisite: GE Area A2* with a grade of C- or better.

Examination of business foundational skills including constructive reading and writing skills for business inquiry, engagement in social and ethical issues within the field of business, specific composing and revising skills, critical analysis, and self-reflection. Extensive practice in writing and editing business documents with an emphasis on style, structure, purpose, and audience. Examination of differences in cultural diversity in business. (Plus-minus ABC/NC, CR/NC allowed)

Course Attributes:

- E: Lifelong Learning Develop

BUS 300GW Business Communication for Professionals - GVAR (Units: 3)

Prerequisites: Restricted to upper-division Business majors; GE Area A2.

Written and oral fundamentals of business communication. Hands-on experience creating common formats of written and oral communication at the standard expected of business professionals. The ethical and legal implications of business communication. (ABC/NC grading only)

Course Attributes:

- Graduation Writing Assessment

BUS 320 Legal Aspects of Business Transactions (Units: 3)

Prerequisite: Restricted to Accounting majors.

The rights and obligations arising out of common business transactions such as contracts, agency, employment, business organizations, and negotiable instruments. Consideration of the law related to investors including securities law and the professional and legal responsibilities of accountants.

BUS 440 Ethics at Work: Business Impacts (Units: 3)

Prerequisites: GE Areas A1, A2, A3, and B4 or consent of the instructor.

Analysis of applied ethical theory, decision-making and practice to workplace issues in business and related organizations using interactive learning case studies, class exercises, and student presentations.

Course Attributes:

- UD-C: Arts and/or Humanities

BUS 450 Greening of Business (Units: 3)

Prerequisite: COMM 150.

Impact of business firms on the natural environment, forces driving businesses to become environmentally sustainable, and types of approaches businesses are taking to respond to environmental issues.

BUS 460 Microfinance: Financial Inclusion for the Poor (Units: 3)

Prerequisites: ECON 101 and FIN 350.

Non-technical survey of the global microfinance industry, which provides financial services to the poor on a large scale, mostly in developing nations. Historical origins and industry evolution. Nature and developmental role of microenterprises and informal finance. Methods and technologies used by microfinance institutions (MFIs). Case studies of leading MFIs and the lives of their clients. Policy and regulatory environments. Debates over profiting from the poor, and over health and environmental goals. Conflicting evidence on economic and social impact. Meetings with practitioners. Lecture, 1 unit; activity, 2 units. [CSL may be available]

BUS 499 Culminating Experience Continuous Enrollment (Unit: 0)**BUS 682 Seminar on Business and Society (Units: 3)**

Prerequisites: Restricted to senior Business majors; BUS 300GW* or DS 660GW*, and MGMT 405* with grades of C- or better.

Dialogues and case study analyses of business and its interaction with the ethical, legal, public policy, social, technological, and environmental effects on individual stakeholders in managing the business enterprise in domestic and global societies. (Plus-minus letter grade only)

BUS 690 Seminar in Business Policy and Strategic Management (Units: 3)

Prerequisites: Restricted to upper-division standing; BUS 300GW* or DS 660GW*, DS 412*, FIN 350*, ISYS 363* or ACCT 307*, MKTG 431*, and MGMT 405* all with grades of C- or better.

Capstone seminar in business policy and strategic management. Case studies provide background for organizational and functional problems. Emphasizes international environment. Solutions (oral and written) include implementation and methods of quantifiable evaluations. (Plus-minus letter grade only)

BUS 699 Independent Study (Units: 1-3)

Prerequisite: Consent of the instructor, adviser, and department chair.

Intensive problem analysis under the direction of a Business faculty member. Open only to upper-division students who have demonstrated the ability to work independently. [CSL may be available]

BUS 714 Elements of Graduate Business Writing (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs. For students who do not meet the minimum written English proficiency requirement.

Integrated basic writing skills with principles of business writing and organizational communication. May not be used to meet master's degree ATC requirements. (CR/NC grading only)

BUS 776 Data Analysis for Managers (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Spreadsheet-based statistical tools to support decision making in operations, finance, and marketing. Graphical and descriptive tools for data analysis, correlation, regression, estimation, probability distributions, and hypothesis testing. (Plus-minus letter grade only)

BUS 780 Financial Accounting (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Survey of financial accounting including relevant standards and concepts. Preparation and use of financial statements. Measurement and reporting of financial information to external parties. (Plus-minus letter grade only)

BUS 782 Information Systems for Management (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Information systems and their use in business management. Information technology for managers, the role of different types of information systems in businesses, common information systems, problem-solving, and application development. (Plus-minus letter grade only)

BUS 783 Economics for Managers (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Macroeconomic and microeconomic environments within which businesses operate. Applications of intermediate level economic theory to business operations and management decisions on a local, national, and multinational basis. (Plus-minus letter grade only)

BUS 784 The Political, Social, and Legal Environment of Business (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Contemporary social, political, and legal issues that demonstrate the mutual impacts of economic and non-economic institutions both in the US and abroad. (Plus-minus letter grade only)

BUS 785 Financial Management (Units: 3)

Prerequisites: Restricted to graduate Business students; BUS 780 and BUS 776; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Using valuation as the theme, examine the conceptual, analytical, and institutional aspects of financial decision making. Specific topics include the time value of money, valuation models, capital budgeting, risk and return, the required rate of return, modern portfolio theory, and capital structure. (Plus-minus letter grade only)

BUS 786 Operations Analysis (Units: 3)

Prerequisites: Restricted to graduate Business students; BUS 776; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Production management and control with related computer applications: production and distribution planning, inventory control, and demand forecasting. Quantitative analysis. (Plus-minus letter grade only)

BUS 787 Marketing Management (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Introduction to basic marketing concepts, principles, theories, and techniques. (Plus-minus letter grade only)

BUS 788 Management Principles and Organizational Behavior (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Management, organization theory, and behavioral analysis applied to conventional management problems in domestic and international environments. (Plus-minus letter grade only) [CSL may be available]

BUS 857 Business Management, Ecology, and Environmental Leadership (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Impact of business organizations on the natural environment. Approaches to effectively respond to environmental issues. (Plus-minus letter grade only)

BUS 859 International Business Negotiating (Units: 3)

Prerequisites: Restricted to graduate Business students and Ethics & Compliance Certificate students; 6 units in SF State graduate program; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Development of intercultural negotiating skills through cases involving protagonists, organizational contexts, and situations. (Plus-minus letter grade only)

(This course is offered as BUS 859 and IBUS 859. Students may not repeat the course under an alternate prefix.)

BUS 867 Graduate Internship in Business (Unit: 1)

Prerequisites: Restricted to graduate Business students; BUS 700 series; a business internship; consent of the instructor.

Analysis of actual experience in the business field. Organization and operation evaluated with respect to management theories. Individual study and conferences with the instructor. May be repeated for a total of 2 units. (Plus-minus letter grade only)

BUS 881 Financial and Managerial Accounting (Units: 4)

Prerequisite: Restricted to Executive MBA student or consent of the Faculty Director of Graduate Programs.

Preparation and use of corporate financial and managerial accounting information. Measurement and reporting of financial statements. Use of managerial accounting information in planning, control, decision making, and cost management. (Plus-minus letter grade only)

BUS 882 Seminar in Advanced Computer Applications and Information Systems for Management (Units: 4)

Prerequisites: Restricted to Executive MBA students or consent of the Faculty Director of Graduate Programs.

Information systems architectures and internet/intranet sites in information technology (IT) strategy, N-tier IT solutions development tools, and project management methodology for IT solutions. In-depth treatment of IT solution specifications, IT architecture development, IT development tools, and IT infrastructure. (Plus-minus letter grade only)

BUS 883 Economics for Managers (Units: 4)

Prerequisite: Restricted to Executive MBA students or consent of the Faculty Director of Graduate Programs.

Micro- and macro-economic analysis for business decisions. Numerical, geometric, and essay applications of intermediate-level economic theory to business operations and management decisions on a local, national, and global basis. (Plus-minus letter grade only)

BUS 884 Business Ethics, Society, and Sustainability (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

The role and impact of business in society. Contemporary social, political, legal, and ethical issues that demonstrate the mutual impact of economic and non-economic institutions both domestically and abroad. (Plus-minus letter grade only)

BUS 885 Corporate Financial Management (Units: 4)

Prerequisites: Restricted to Executive MBA students; BUS 881 and BUS 886; or consent of the Faculty Director of Graduate Programs.

Financial management. Corporate finance including financial statement analysis, valuation, capital budgeting, capital structures, dividend policy, and risk management. (Plus-minus letter grade only)

BUS 886 Seminar in Statistics and Operations Analysis (Units: 4)

Prerequisites: Restricted to Executive MBA students or consent of the Faculty Director of Graduate Programs.

Operations planning and control and related computer applications. Elements of probability and statistics, quality management, inventory control, project management, and demand forecasting. Quantitative analysis and computer applications. (Plus-minus letter grade only)

BUS 887 Strategic Marketing Management (Units: 4)

Prerequisite: Restricted to Executive MBA students or consent of the Faculty Director of Graduate Programs.

Strategic marketing management including the development, evaluation, and implementation of marketing plans for product-markets. Strategic decisions, which have a long-term impact on the organization. (Plus-minus letter grade only)

BUS 888 Managing Organizational Change (Units: 4)

Prerequisite: Restricted to Executive MBA students or consent of the Faculty Director of Graduate Programs.

How organizations evolve, are structured and designed, and function. Provides a basis for the application of practical models to increase organizational effectiveness. Diagnosis of organizational problems, management of change, and influence on organizational structure. (Plus-minus letter grade only)

BUS 890 Culminating Experience in Strategic Management (Units: 3)

Prerequisite: Consent of the instructor and approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies.

Case study analysis as a culminating experience option in fulfillment of the requirements for the master's degree. Strategy formulation, implementation, techniques, and decision-making in the context of the economic, social, political, and competitive global environment. (ABC/NC grading; RP allowed)

BUS 895 Research Project in Business (Units: 3)

Prerequisites: 12 units of 800-level Business courses; consent of the instructor and Business graduate office; approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies before registration.

(ABC/NC grading; RP allowed)

BUS 896EXM Culminating Experience Examination (Unit: 0)

Prerequisites: 12 units of 800-level Business courses; overall GPA and ATC GPA of at least 3.0; concurrent enrollment in BUS 890.

Individual written examination based on knowledge and application of multi-disciplinary business courses and strategic management. (CR/NC grading only)

BUS 898 Master's Thesis (Units: 3)

Prerequisites: 12 units of 800-level Business courses; consent of the instructor and Business graduate studies office; approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies before registration.

(Plus-minus letter grade, RP)

BUS 899 Independent Study (Units: 1-3)

Prerequisites: Restricted to graduate Business students; consent of the instructor, adviser, and department chair; open only to graduate students who demonstrate the ability to work independently.

Intensive study of a particular problem under the direction of a business faculty member. (Plus-minus letter grade only) [CSL may be available]