

# Business Administration

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The California Lutheran University School of Management provides a learning environment in which students can realize their full potential for professional preparation and personal growth.

One of the three degree options in the School of Management is a bachelor of science in business administration that combines a solid background in the liberal arts and sciences with an in-depth study of the business-related disciplines.

All business administration students complete a core managerial program comprised of courses in:

- Accounting
- Business Law
- Finance
- Organizational Behavior
- Computer Information Systems
- Marketing
- Strategic Management.

Students then choose a concentration in one of the following:

- Business Economics
- Finance
- Information Technology Management
- International Business
- Management
- Marketing
- Organizational Leadership
- Entrepreneurship
- Sports Management

Cal Lutheran encourages students to work in the business world through internships, and the university environment provides an opportunity to experience the world of national and international business. Students benefit from Cal Lutheran's research and service-oriented centers including the Economic Research Center and the Center for Leadership and Values.

A degree in business administration allows a graduate to enter a variety of business careers including business ownership, banking, management, marketing, international trade and consulting.

The Cal Lutheran School of Management also offers graduate courses leading to the master of business administration.

## Bachelor of Science in Business Administration

44 credits minimum, 32 credits upper division in Business Administration and Economics, plus 12 credits upper division from one emphasis area. A maximum of 4 credits combined total of Independent Study or Internships may count toward the 12 credit requirement for the emphasis. Students are free to strengthen their emphasis area with additional Independent Study or Internship credits beyond the 12-credit minimum.

BUS 251	Principles of Accounting	4
BUS 252	Managerial Accounting	4
BUS 367	Behavior in Organizations	4
BUS 374	Business Law	4
BUS 375	Principles of Marketing	4
BUS 381	Info Systems & Organization Design	4
BUS 391	Principles of Finance	4
ECON 311	Statistical Methods	4
Choose one of the following (BUS470 by invitation only):		
BUS 469	Strategic Management (capstone)	
BUS 470	Executive Roundtable Capstone	

Total Hours

32

## Required Supporting Courses

ECON 203	General Economics	4
BUS 301	Communication for Managers	4
or COMM 306	Business and Professional Communication	
MATH 245	Applied Calculus (or equivalent)	4
Select one of the following:		4
PHIL 300	Ethics	
PHIL 315	Social Ethics	
PHIL 350	Technology and Value	
REL/BUS 354	Theology and Business Ethics	
Total Hours		16

## Business Economics Emphasis

Select three of the following:		12
ECON 312	Quantitative Analysis in Business	
ECON 321	Money and Banking and Capital Markets	
ECON 406	Intermediate Macro-Economics	
ECON 411	Intermediate Micro-Economics	
ECON 414	Economics of the Environment	
ECON 416	International Economics	
ECON 445	Research Methods - Capstone	
ECON 460	Economic Development	
BUS 472	International Finance	
BUS 475	Investment Analysis/Portfolio Developmt	
Independent Study <sup>1</sup>		
Special Topics <sup>1</sup>		
Total Hours		12

<sup>1</sup> Appropriate Independent Study or Special Topics courses when approved by the faculty adviser and the Dean (or designated Chair) of the School of Management.

## Entrepreneurship Emphasis

ENT 101	Creativity and Innovation	4
ENT 301	The Analytics of Value Creation	4
ENT 401	New Venture Realization	4
Total Hours		12

## Finance Emphasis

Select three of the following:		12
BUS 392	Intermediate Finance	
BUS 393	Corporate Finance	
BUS 395	Financial Strategy	
BUS 472	International Finance	
BUS 475	Investment Analysis/Portfolio Developmt	
ECON 312	Quantitative Analysis in Business	
ECON 321	Money and Banking and Capital Markets	
Independent Study <sup>1</sup>		
Selected Topics <sup>1</sup>		
Total Hours		12

<sup>1</sup> Appropriate Independent Study or Selected Topics courses when approved by the faculty adviser and the Dean (or designated Chair) of the School of Management.

## Information Technology Management Emphasis

Select three of the following:		12
BUS 464	Project and Change Management	4
CSC 321	Computer Organization and Architecture	4
CSC 350	Intro Data Communication & Networks	4
CSC 410	Database Management Systems	4
CSC 355	Client/Server Fundamentals	4
CSC 370	Multimedia Technology	4
CSC 400	Graphical User Interface	4
Independent Study <sup>1</sup>		
Special Topics <sup>1</sup>		
Total Hours		40

<sup>1</sup> Appropriate Independent Study or Special Topics courses when approved by the faculty adviser and the Dean (or designated Chair) of the School of Management.

## Required Supporting Courses

CSC 210	Introduction to Computer Programming	4
MATH 241	Discrete Mathematics	4
Total Hours		8

## International Business Emphasis

BUS 394	International Business	4
Select one of the following:		4
ECON 416	International Economics	
ECON 460	Economic Development	
BUS 472	International Finance	
BUS 474	International Marketing	
BUS 476	International Business Behavior	
Select one of the following:		4
BUS 418	Business in China and India	
BUS 485	Seminar	
Independent Study <sup>1</sup>		
Selected Topics <sup>1</sup>		
Study Abroad <sup>1</sup>		
Total Hours		12

<sup>1</sup> Appropriate independent study, selected topics courses, or certain study abroad courses, approved by the faculty advisor and the Dean (or designated Chair) of the School of Management.

## Management Emphasis

Select three of the following:		12
BUS 347	Introduction to Sports Management	
BUS 361	Human Resource Management	
BUS 429	Executive Roundtable	
BUS 432	Non-Profit Leadership	
BUS 439	Senior Seminar Mgmt Thought & Practice	
BUS 443	Event Planning and Management	
BUS 448	Organization Development	
BUS 449	Managerial Leadership: Core Competencies	
BUS 461	Advanced Human Resource Management	
BUS 464	Project and Change Management	
BUS 468	Venture Development	

BUS 476	International Business Behavior	
BUS 479	Advanced Strategic Management	
Independent Study <sup>1</sup>		
Selected Topics <sup>1</sup>		
Total Hours		12

<sup>1</sup> Appropriate Independent Study or Selected Topics courses when approved by the faculty adviser and the Dean (or designated Chair) of the School of Management.

## Marketing Emphasis

Select three of the following:		12
BUS 342	Marketing Research/Consumer Behavior	
BUS 344	Copywriting/Storyboarding Broadcast Adv	
BUS 376	Sales Management	
BUS 380	Principles of Advertising	
BUS 411	Sports-Related Marketing	
BUS 412	Entertainment Industry Marketing	
BUS 430	Integrated Marketing Communication	
BUS 435	Fund Raising for Non-Profit Organization	
BUS 440	Marketing Simulations	
BUS 442	Advertising Campaigns	
BUS 443	Event Planning and Management	
BUS 445	Marketing and Management of Services	
BUS 447	Social Marketing	
BUS 473	Marketing Management	
BUS 474	International Marketing	
ART 385	Advertising Art I	
Independent Study <sup>1</sup>		
Selected Topics <sup>1</sup>		
Total Hours		12

<sup>1</sup> Appropriate Independent Study or Selected Topics courses when approved by the faculty adviser and the Dean (or designated Chair) of the School of Management.

## Organizational Leadership Emphasis

BUS 446	Theories and Practice of Leadership	4
Select two of the following:		8
BUS 448	Organization Development	
BUS 439	Senior Seminar Mgmt Thought & Practice	
BUS 449	Managerial Leadership: Core Competencies	
BUS 482	Selected Topics, (Non-Profit Leadership)	
BUS 492	Internship	

## Sports Management Emphasis

BUS 347	Introduction to Sports Management	4
BUS/COMM 411	Sports-Related Marketing	4
Select one from the following:		4
PSYC 424	Sport Psychology	
SOC 413	Global Aspects of Sociology and Sport	
EXSC 480	Social Psychology of Sport	
Independent Study <sup>1</sup>		

Internships <sup>1</sup>

Total Hours	12
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<sup>1</sup> Independent Study or Internship options, with approval of instructor, advisor and UG Program Director, not to exceed 4 credits.

## Minor in Business Administration

20 credits minimum in Business Administration and Economics, 12 credits minimum upper division.

BUS 251	Principles of Accounting	4
BUS 252	Managerial Accounting	4
BUS 391	Principles of Finance	4
Select two of the following:		8
BUS 367	Behavior in Organizations	
BUS 374	Business Law	
BUS 375	Principles of Marketing	
BUS 381	Info Systems & Organization Design	
ECON 311	Statistical Methods	
Total Hours		20

## Required Supporting Course

ECON 203	General Economics	4
Total Hours		4

## Minor in Entrepreneurship

20 credits minimum. The Entrepreneurship minor is aimed at students majoring in subjects other than business – providing a solid foundation in innovation, value creation, and the realization of new business ventures. The minor is deeply interdisciplinary, incorporating elements of economics, sociology, communications, finance, general business and others.

Required:

ENT 101	Creativity and Innovation (Required)	4
ENT 301	The Analytics of Value Creation	4
ENT 401	New Venture Realization	4
Select two of the following:		
ENT 420	Agile Product Development	4
ENT 421	Entrepreneurial Marketing & Selling	4
ENT 422	Entrepreneurial Finance	4
ENT 423	Legal Aspects of Entrepreneurship	4
ENT 424	Growth-Stage Venture Management	4
ENT 482	Special Topics	1-4

## Minor in Sports Management

21 credits minimum.

BUS 347	Introduction to Sports Management	4
PSYC 424	Sport Psychology	4
BUS/COMM 411	Sports-Related Marketing	4
SOC 413	Global Aspects of Sociology and Sport	4
EXSC 480	Social Psychology of Sport	4
BUS 492	Internship	1
Total Hours		21