



BUSINESS ADMINISTRATION & ECONOMICS

MINORS

Cal State Fullerton offers one of the largest and leading business administration programs in the United States. Our goal is to provide a challenging and stimulating program and to equip our students with the intellectual and professional tools necessary for a responsible position in the business world.

We offer a quality business degree that is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB). In addition, our Accounting program is also fully accredited by the AACSB. Accreditation assures a rigorous course of study covering the full spectrum of business. It also indicates a well-qualified faculty, high standards for students, access to an extensive library system, and appropriate computing resources. Cal State Fullerton is the only university in Orange County to have its undergraduate, graduate and accounting business programs fully accredited by the AACSB. This is clearly a mark of excellence.

All minors require 12 distinct unique units that do not overlap with the major.

BUSINESS ADMINISTRATION MINOR (27 Units)

The minor in business administration provides a basic understanding of the role of business in society and the methods used by business. This curriculum also provides a basis for advanced study. A working knowledge of algebra is highly recommended.

Students will be admitted to the Business Administration minor after they have completed the lower-division courses shown below. Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

Required Lower-Division Courses

- ◆ ACCT 201A Financial Accounting (3)
- ◆ ACCT 201B Managerial Accounting (3)
- ◆ ECON 201 Principles of Microeconomics (3)
- ◆ ECON 202 Principles of Macroeconomics (3)
- ◆ MGMT 246 Business and It’s Legal Environment (3)

Required Upper Division Courses

- ◆ FIN 320 Financial Management (3)
- ◆ ISDS 351 Information Technology for Managers (3)
- ◆ MGMT 339 Managing Operations (3)
- OR**
- ◆ MGMT 340 Organizational Behavior (3)
- ◆ MKTG 351 Principles of Marketing (3)

BUSINESS DATA ANALYTICS MINOR (21 Units)

Business analytics help transform data into insights that drive business decisions. The Business Data Analytics minor helps students understand how analytics techniques can be applied in different businesses and organizations to extract patterns to predict behavior and other business outcomes and how they can guide effective and informed decision-making and strategy-planning. Such skill sets are in high demand in the market today, yet there is a gap in the current workforce that implies that programs developing such skills are necessary today. Effective Fall 2022.

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ MATH 135 or MATH 130 or MATH 150A Calculus (3)
- ◆ ISDS 361A Business Analytics I (3)
- ◆ ISDS 361B Business Analytics II (3)
- ◆ ISDS 402 Database Management Systems (3)
- ◆ ISDS 415 Principles of Business Intelligence (3)
- ◆ ISDS 474 Data Mining for Managers (3)

Choose **one** of the following:

- ◆ ISDS 309 Introduction to Programming (3)
- ◆ ISDS 373 Python for Business Analytics (3)
- ◆ ISDS 411 Business Applications using Web Technologies (3)
- ◆ ISDS 435 Integrated Enterprise Information Systems (3)
- ◆ ISDS 442 Business Modeling Using Spreadsheets (3)
- ◆ ISDS 443 Marketing Analytics: Decision Making in the Information Age (3)
- ◆ ISDS 462 Applied Business Regression Analysis (3)
- ◆ ISDS 473 Applied Business Forecasting (3)

Students with a Business Administration major and the following concentrations may not minor in Business Data Analytics: Business Analytics, Decision Sciences, Accounting and Business Analytics, Business and Economics Analytics, and Information Systems.

ECONOMICS MINOR (24 Units)

The economics minor covers the basics in the discipline of economics and gives students the opportunity to explore personal interests through electives. Many economics courses may be used to meet the requirements of both general education and the minor.

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ ECON 201 Principles of Microeconomics (3)
- ◆ ECON 202 Principles of Macroeconomics (3)
- ◆ BUAD 301 Advanced Business Communications (3)
- ◆ ECON 310 Intermediate Microeconomic Analysis (3)
- OR**
- ◆ ECON 315 Intermediate Business Microeconomics (3)
- ◆ ECON 320 Intermediate Macroeconomic Analysis (3)
- ◆ 9-units upper-division economics electives

Please note that a course in calculus (MATH 135 or equivalent) is a prerequisite to ECON 310, ECON 315, *or* ECON 320.

ENTERTAINMENT AND HOSPITALITY MANAGEMENT MINOR (12 Units)

Seeking an opportunity to learn important business fundamentals of the Entertainment and Hospitality industries? The Entertainment and Hospitality Management minor will provide you with those fundamentals.

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ BUAD 210 Understanding Business (3)
- ◆ MGMT 365 Entertainment Business (3)

Choose **two** of the following:

- ◆ BUAD 360 Entertainment Money Management (3)
- ◆ MGMT 446 Entertainment Business Law (3)
- ◆ MGMT 470 Entertainment Operations (3)
- ◆ MGMT 471 Hospitality and Tourism Management (3)

Students with a major in Business Administration with a concentration in Entrepreneurship, Human Resource Management, Legal Studies, General Management, or Operations and Supply Chain Management may not minor in Entertainment and Hospitality Management.

ENTREPRENEURSHIP MINOR (18 Units)

The Entrepreneurship minor is designed for students majoring in disciplines outside of business who may be interested in starting a small, technology-based company. The program equips students with a basic background in business and entrepreneurship.

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ BUAD 210 Understanding Business (3)
- ◆ ACCT 201A Financial Accounting (3)
- ◆ FIN 320 Financial Management (3)
- ◆ MKTG 351 Principles of Marketing (3)
- ◆ MGMT 465A New Venture Creation & Funding (3)
- ◆ MGMT 465B New Venture Launch (3)

Advisory Note: Prior to enrolling in the upper-division courses of the Entrepreneurship minor, students are advised to have a working knowledge of Excel and to have completed a college-level course in statistics that covers regression. Also, MGMT 465A must be taken prior to taking MGMT 465B.

FINANCE MINOR (18 Units)

The Finance minor promotes financial literacy, which is required and important for undergraduate students of all disciplines for their professional careers and personal lives in the increasingly complex financial environment.

- ◆ ACCT 201A Financial Accounting (3)
- ◆ FIN 320 Financial Management I (3)

Choose **four** elective courses from a specialization (12 units):

- ◆ *Risk Management & Insurance*
 - FIN 360, FIN 361, FIN 461, FIN 462, FIN 463, FIN 464
- ◆ *Financial Institutions Management*
 - FIN 321, FIN 335, FIN 340, FIN 342, FIN 425
- ◆ *Corporate Finance*
 - FIN 321, FIN 335, FIN 432, FIN 440
- ◆ *International Financial Management*
 - FIN 321, FIN 370, FIN 371, FIN 375
- ◆ *Investments*
 - FIN 321, FIN 335, FIN 340, FIN 43

- ◆ *Real Estate*
 - FIN351, FIN 352, FIN 353, FIN 355, FIN 400, FIN 451, FIN 452, FIN 454
- ◆ *Pre-Personal Financial Planning*
 - FIN 340, FIN 360, FIN 408, FIN 409 (Note: to fulfill the CFP Board’s Education Coursework Requirement for [CFP certification](#), students must successfully complete additional coursework).
- ◆ *Alternative Electives*
 - FIN 331, FIN 342, FIN 415, FIN 433, FIN 444

Students with a major in Business Administration with a concentration in Finance, Risk Management & Insurance, or Joint Emphasis in Accounting and Finance may not minor in Finance.

INFORMATION SYSTEMS MINOR (18 Units)

The minor in Information Systems applies modern computer methods to the development of information systems to aid management decision-making.

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ ACCT 201A Financial Accounting (3)
- ◆ ISDS 309 Introduction to Programming (3)
- ◆ ISDS 351 Information Technology for Managers (3)
- ◆ ISDS 402 Database Management Systems (3)
- ◆ ISDS 406 Systems Analysis & Design (3)

Choose **one** of the following:

- ◆ ISDS 371 C++ for Business Applications (3)
- ◆ ISDS 372 JAVA Programming for Business Applications (3)
- ◆ ISDS 411 Business Application Using Web Technologies (3)

Students with a major in Business Administration may not minor in Information Systems and can consult the Business Administration curriculum for the concentration in Information Systems.

MARKETING MINOR (15 Units)

The minor in Marketing allows students to develop skills in marketing research, creating, communicating, pricing and delivering products and services that have value for customers and society. There are several specializations to choose from: Digital Marketing, General Marketing, Global Marketing, Psychology & Marketing, Marketing for Entrepreneurs, Creative Marketing and Social Sector Marketing

Note: Students must earn at least a “C” or better in each of the courses listed below for the minor.

- ◆ MKTG 351 Principles of Marketing (3)

Choose **four** of the following or a Specialization:

- ◆ MKTG 353 Marketing Information Technology (3)
- ◆ MKTG 370 Consumer Behavior (3)
- ◆ MKTG 379 Marketing Research Methods (3)
- ◆ MKTG 401 Professional Selling (3)
- ◆ MKTG 405 Advertising and Promotions Strategy (3)
- ◆ MKTG 410 Strategic Selling and Negotiation (3)
- ◆ MKTG 415 Managing the Sales Force (3)
- ◆ MKTG 425 Retail Marketing Strategy (3)
- ◆ MKTG 430 Sports Marketing (3)
- ◆ MKTG 442 Sales and Consumer Product Strategies (3)
- ◆ MKTG 443 Marketing Analytics: Decision Making in Info Age (3)
- ◆ MKTG 444 Social Media Marketing and Analytics (3)
- ◆ MKTG 445 Global Marketing (3)
- ◆ MKTG 450 Visual Marketing (3)

- ◆ MKTG 455 Strategic Internet Marketing (3)
- ◆ MKTG 462 Marketing for Entrepreneurs (3)
- ◆ MKTG 465 Managing Services Marketing (3)
- ◆ MKTG 475 Export/Import Marketing Strategies (3)
- ◆ MKTG 485 Multicultural Marketing (3)

Marketing Specializations:

- ◆ *Consumer Behavior*
 - MKTG 353, MKTG 370, MKTG 379, MKTG 444, MKTG 485
- ◆ *Digital Marketing*
 - MKTG 353, MKTG 444, MKTG 450, MKTG 455
- ◆ *General Marketing*
 - MKTG 370, MKTG 379, MKTG 401, MKTG 455
- ◆ *Entrepreneurial Marketing*
 - MKTG 401, MKTG 405, MKTG 455, MKTG 462
- ◆ *Marketing Analytics*
 - MKTG 353, MKTG 442, MKTG 443, MKTG 444
- ◆ *Marketing Communications*
 - MKTG 401, MKTG 405, MKTG 450, MKTG 455
- ◆ *Global Marketing*
 - MKTG 370, MKTG 445, MKTG 475, MKTG 485
- ◆ *Social Sector Marketing*
 - MKTG 401, MKTG 405, MKTG 455, MKTG 465
- ◆ *Services Marketing*
 - MKTG 401, MKTG 405, MKTG 430, MKTG 465

Students with a major in Business Administration with a concentration in Marketing or Marketing and Information Systems may not minor in Marketing.

SALES MINOR (15 Units)

The minor in Sales allows students to develop skills in strong listening and persuasion to play a critical role in today's global marketplace.

Note: Students must earn at least a "C" or better in each of the courses listed below for the minor.

- ◆ MKTG 351 Principles of Marketing (3)
- ◆ MKTG 353 Marketing Information Technology (3)
- ◆ MKTG 401 Professional Selling (3)

Choose **two** of the following:

- ◆ MKTG 410 Strategic Selling and Negotiation (3)
- ◆ MKTG 415 Managing the Sales Force (3)
- ◆ MKTG 442 Sales & Consumer Product Strategies (3)

Students with a major in Business Administration with a concentration in Marketing or Marketing and Information Systems may not minor in Sales.