

Management

The Field of Management

The Craig School of Business offers management programs that prepare students to be imaginative, ethical, and socially responsible in their future roles as leaders and citizens. The programs are designed for those who like to solve problems, deal with ambiguity, create new systems, work with people, and develop better ways to accomplish tasks.

The faculty members have studied and pursued business careers throughout the world. Their numerous specializations within the field of business administration are made available to students and the community and through teaching and sharing of information, as well as through research.

Students gain real-world exposure to business through case studies, service-learning, experiential exercises, computer simulations, laboratory research, business community projects, guest speakers, and seminar discussions. Students receive the best education possible through the combination of faculty expertise, teaching skills, research activities, and business experiences.

Options Available

Students select one of the following options:

Human Resource Management (HRM) students explore how organizations can best utilize their most important resource — their employees. Among the issues discussed are how to recruit and select the best employees, how to determine fair compensation, how to

use benefit and performance appraisal systems that reward high performance, how to comply with federal and state employment laws, and how to negotiate and resolve employment disputes. The courses offered are intended to help those interested in creating a work environment that promotes teamwork and encourages employee excellence.

The Management Option focuses on the acquisition of skills and knowledge necessary for managing groups and organizations. Emphasis is placed on development of skills in planning, organizing, leading, and controlling, as well as the conceptual and analytical abilities which underlie key managerial activities.

The Entrepreneurship Option has been carefully designed to make sure students gain the applied knowledge and practical skills for succeeding in the start-up of a new business.

But the program is not just for those who want to start a business. The Entrepreneurship Program also provides students with an understanding of idea generation and evaluation, writing business proposals, testing new products, project team work, and leadership training, as well as with opportunities to meet some of the most successful business people in the Valley. In other words, the Entrepreneurship Program provides you with the skills to be successful in many different business arenas other than entrepreneurship!

Admission requirements for all certificate programs are available in the department office.

Certificate in Entrepreneurship prepares students for entrepreneurial activities such as starting their own business.

Certificate in Human Resource Management provides a specialization in the human resources or personnel field. The certificate prepares students not in the Human Resource Option to sit for the Professional Human Resources accreditation exam.

Certificate in Organizational Management prepares students for a professionally rewarding career in management. The certificate is earned by completing 15-16 units in basic and applied management methods.

Future Education

The Master of Business Administration prepares students for careers in upper levels of organizations. Careers in research, specialized consulting, and university teaching require a Ph.D. Our students attend top graduate schools throughout the nation.

High School Preparation

Students should meet California State University's admission requirements in terms of college preparatory course requirements, grade point average, and test scores.

College Program

Consult the university's *General Catalog* for specific major and university requirements. Community college transfers should consult their catalogs to ensure that courses taken are CSU transferable (baccalaureate level).

California State
University, Fresno

Department
of Management

559.278.2851

www.fresnostate.edu/craig

B.S. in Business

Administration

Options:

- Human Resource Management
- Management
- Entrepreneurship

Certificates in:

- Entrepreneurship
- Human Resource Management
- Organizational Management

FRESNO STATE

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Management

General Education

Students should complete as many of the Fresno State General Education requirements as possible during the freshman and sophomore years, whether they are attending Fresno State or a community college. Community colleges can certify up to 39 of the units required in Fresno State's General Education pattern.

Suggested Related Activities

Participation in academic activities such as the strategy policy games, human resources games, internships, cooperative education programs, and extracurricular organizational activities (community service organizations, professional fraternities, etc.) is encouraged. These activities promote social interaction, team building, leadership, and problem-solving skills.

Students are also encouraged to participate in the summer study abroad program. For details, contact International Programs in PB 189, 559.278.4653

Career Opportunities

Human resource management qualifies graduates for careers dealing with management, recruitment, selection and testing, compensation administration, counseling, employment law, training and development, or labor relations. Management graduates are employed in entry-level managerial positions in retailing, insurance, production, educational institutions, government, and nonprofit organizations. Entrepreneurship graduates will achieve applied capabilities for the creation, launch, and growth of a new business.

Course Requirements

Since program changes occur, students should consult the *General Catalog* and a Fresno State adviser prior to registering for courses.

Lower Division

Freshman-Sophomore level courses (may be taken at a community college)

Financial and Managerial Accounting Principles and Systems (ACCT 4A-B)

Business and the Legal Environment (BA 18) or appropriate 4 unit courses only

Quantitative Analysis (DS 71)

Statistical Analysis I (DS 73)

Principles of Microeconomics (ECON 40) or Introductory Agricultural Economics (AGBS 1)

Principles of Macroeconomics (ECON 50)

Computer Competency Exam or IS 52 and 52L

Note: The Craig School of Business requires students to earn a grade of *C* or better for each course used to satisfy the requirements for the major and to have a cumulative GPA of 2.25 *before declaring their option*. In addition, international (foreign) students must have a TOEFL score of at least 500.

Upper Division

Junior-Senior level courses

(to be taken in the Craig School of Business)

Statistical Analysis II (DS 123)

Principles of Finance (FIN 120)

Management Information Systems (IS 130)

Production/Operations Management (MGT 124)

Administration and Organizational Behavior (MGT 110)

Marketing Concepts (MKTG 100S)

Business Communication (BA 105W)

Seminar in Strategic Management (MGT 187)

The following courses are required within each option. Students must consult the catalog for additional option requirements.

Human Resource Management

Administration of Personnel (HRM 150)

Labor Relations and Collective Bargaining (HRM 152)

The Staffing of Organizations (HRM 153)

Compensation Administration (HRM 154)

Legal Aspects of Human Resource Management (HRM 157)

Seminar in Human Resource Management (HRM 159)

Contemporary Leadership (MGT 127)

3 units of approved Human Resource Option Electives

Management

Administration of Personnel (HRM 150)

Managing Nonprofit Organizations (MGT 133S)

Contemporary Leadership (MGT 127)

Seminar in Applied Conflict Management Techniques (MGT 182)

12 units of approved Management Option Electives

Entrepreneurship

Introduction to Entrepreneurship (ENTR 81)

Opportunity Assessment (ENTR 151)

Business Plan Writing (ENTR 153)

New Venture Laboratory (ENTR 157)

Contemporary Leadership (MGT 127)

9 units of approved Entrepreneurship Option Electives

For additional information, write

California State University, Fresno Department of Management

5245 North Backer
M/S PB7
Fresno, California
93740-8001

Visit or call

Department of Management

Peters Business Building,
Room 289
559.278.2851

www.fresnostate.edu/craig/depts-programs/mgt

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PLEASE NOTE: This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at www.fresnostate.edu/ClassSchedule and www.fresnostate.edu/catalog.

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