

## College of Business and Economics

The College of Business and Economics at California State University, Los Angeles equips men and women with intellectual and professional tools for careers in dynamic, global, and multicultural organizations. To fulfill its mission, the College gives priority to the following goals:

- Student learning and development of
  - Core competencies in business and economics
  - Communication skills
  - Teamwork and leadership strategies
  - Effective use of technology
- Continuous improvement of faculty teaching skills, academic research and other professional activities, and service to the University and community
- Enhancement of cooperative relationships with public and private organizations
- Continuous self-assessment of the effectiveness of its activities.

The preparation offered includes a basic understanding of the entire social, economic, and physical environment of the urban community, of which business institutions are an integral part. The College of Business and Economics provides a substantial theoretical and technical background in the underlying fields of knowledge dealing specifically with functional areas in business. A continuously evolving process, the College refines an applied market-driven business curriculum that is both “globally-focused and technology-based.”

The College of Business and Economics has been nationally accredited at both the undergraduate and graduate levels by the International Association for Management Education (AACSB) since 1960. Fewer than 20 percent of the more than 1,400 colleges and universities in the nation that grant degrees in business and management are accredited at both levels.

The College of Business and Economics is a learning community of 125 full-time faculty and staff and 3,500 students dedicated to the pursuit of excellence in undergraduate and graduate education for a multicultural, global environment. The vast majority of the faculty members hold Ph.D degrees from the leading universities in the United States and throughout the world.

Many of the College’s students have previous business experience. A significant number are employed full-time and pursue studies on a part-time basis, usually in the evening. To accommodate the varied needs of its students, the College offers a full complement of courses both during the day and in the evening. More than 80 languages are spoken on campus and the vast majority of the students are bilingual. Many are the first in their families to pursue a University education.

The College of Business and Economics is the only public business school in Los Angeles to attain national ranking as one of the top undergraduate business programs in the United States as ranked by *U.S. News & World Report*.

Rapid technological change will greatly influence business practices and functions in the new millennium. Therefore, the challenge is to prepare graduates to understand and use the new technologies as they evolve. The College of Business and Economics was selected by the Oracle corporation to lead a group of 15 universities in the United States in the Oracle Academic Initiative Pilot Program. This corporate and academic partnership is providing classroom instruction in the most highly sophisticated business software applications and it is being infused throughout the College's disciplines.

Students may concentrate their studies in accounting, economics, finance, computer information systems, management, and marketing and participate in an interdisciplinary graduate program in health care management. The College of Business and Economics offers the following degrees:

- Bachelor of Science in Business Administration
  - Accounting Option
  - Business Economics and Statistics option
  - Labor Relations option
  - Business Arts-Prelegal option
  - Finance option
  - Real Estate option
  - Administrative Management option
  - Human Resources Management option
  - Production and Operations Management option
  - Entrepreneurship option
  - International Business option
  - Marketing option
  - Retailing option
  
- Bachelor of Arts in Economics
  - Applied Economics option
  - Social and Behavioral Sciences option
  
- Bachelor of Science in Computer Information Systems
  - Business Systems option
  - Information Technology option
  
- Master of Business Administration (MBA)
  - Accounting option

Business Economics option  
Business Information Systems option  
Finance option  
Health Care Management option  
International Business option  
Management option  
Marketing option

- Master of Science in Accountancy
  - Business Taxation option
  - Financial Accounting option
  - Information Systems option
  - Management Accounting option
  
- Master of Arts in Economics
  - Financial Economics option
  - Global Economics option
  
- Master of Science in Business Administration
  - Business Economics option
  - Finance option
  - International Business option
  - Management Information Systems option
  - Management option
  - Marketing option
  
- Master of Science in Information Systems
  
- Master of Science in Health Care Management

**Accounting** is offered as an option within the Bachelor of Science degree in Business Administration and as the Master of Science degree in Accountancy. Accounting is the process by which financial data are gathered, analyzed, and interpreted for use in business, industry, and government. Such information is used to indicate the relative financial position of a company at any given period of its business cycle and to provide financial information about how that particular entity has done in the past and how well it expects to do in the future. The undergraduate accounting option prepares students for careers in public accounting, serving clients professionally in the areas of financial accounting, cost accounting, auditing, taxes, and systems, or managerial accounting, dealing with the functions of the controller in business, industry, and government. Cal State L.A. was the first public-supported educational institution in California to offer an academic program leading to a master's degree in accounting. This degree is designed to produce graduates who are qualified with knowledge and techniques in one or more accounting areas and prepared to successfully challenge the professional examination for entry into their selected area.

**Computer Information Systems** is offered as an undergraduate degree program, as an option within graduate degree programs, and as the Master of Science degree in Information Systems, each with a different course concentration leading to particular objectives. The new graduate degree program in information systems (MSIS) is designed to provide technical and managerial skills necessary for persons employed in the information technology field who wish to fulfill the responsibilities of senior professional and project management positions in information systems. The College's undergraduate computer information systems degree is founded on a solid core of courses in business including accounting, economics, information systems, statistics, and management. At the upper division level, students acquire specialized knowledge through the study of topics such as advanced information systems, data base design, systems analysis methods, advanced application programming, decision support systems, distributed processing, and office systems. Graduate programs are designed to provide study in more specialized areas for information systems practitioners who wish to increase their versatility. The study of computer information systems is present in three master's degree programs in the College as well as the popular Master of Science degree in Information Systems.

**Economics** is offered at the undergraduate level as a major leading to the Bachelor of Arts degree in Economics, at the graduate level as a major leading to a Master of Arts degree in Economics, and as an option in business economics for the Master of Business Administration and Master of Science degrees in Business Administration. Economics is the study of how human beings utilize their environment to make a living. Training in economics stresses the analytic approach to problem solving with an emphasis on quantitative methods of decision making. Economists are trained to use a variety of analytic techniques including microeconomic theory, macroeconomic theory, statistical inference, and econometrics. Economists in management positions use these tools to analyze how the economy works, predict how it will behave in the future, and guide decision making. There is flexibility so that students can formulate programs that reflect their individual interests. Graduates of these programs are employed in responsible positions in industry and government throughout the United States. A significant number have completed Ph.D. programs at other universities and are employed as professional economists in industry, government service, and university-level teaching.

**Finance** is offered as an option within the Bachelor of Science and Master of Science degrees in Business Administration and the Master of Business Administration degree to prepare students for careers in corporate financial management, investments, financial institutions, small business, financial planning, and teaching. Finance is an organized body of principles, theories, and practices that deal with how businesses, individuals, and governments acquire and use money. It is concerned with the ongoing issues of allocating resources within firms, making appropriate investments, and financing them. Finance also encompasses the study of financial markets and institutions to familiarize people, businesses, and governments with the risks and opportunities present in the financial environment. Finance prepares students for positions in both large and small businesses, investments, and financial services. Students interested in the financial aspects of

business management receive instruction in capital and current asset management, the sources of capital, securities, and dividend policy. Those interested in investments study the organization and operation of the securities markets, investment research, and securities analysis.

**Management** is offered in three options within the Bachelor of Science degree in Business Administration: Administrative Management, Human Resources Management, and Production and Operations Management. At the graduate level, the Master of Business Administration degree with an option in Management further prepares people for careers in business management. Those interested in research or teaching careers may select the management option in the Master of Science degree in Business Administration. The Master of Science degree in Health Care Management is designed for health care professionals with administrative functions. The purpose of the program is to transfer skills and knowledge developed in business to the health care industry. Management is a technology designed to accomplish organizational objectives through the effective use of resources—human, material, and technological. It requires planning, organizing, leading, and controlling the efforts of organizational members and using other resources in the organization to achieve stated goals. In recent years, our society has been characterized by the emergence of large, complex, formal organizations that affect our lives in many ways. The task of management includes designing and managing these organizations and the efforts of people in them. The skills required to appropriately and effectively accomplish this task involve one of American's most important technologies. Management underlies accomplishments in other fields, enables us to accomplish tasks we cannot do alone, and determines, in many ways, how we work and live.

**Marketing** is offered as an option for the Bachelor of Science and Master of Science degrees in Business Administration and as an emphasis within the Master of Business Administration degree. The broad spectrum of the field of marketing is reflected in the fact that three other options within the B.S. degree in Business Administration (Entrepreneurship, International Business, and Retailing) are based on this field. Certificate programs in Marketing and Commercial Transportation are offered to students majoring in other fields who wish to develop expertise in these areas. Marketing careers cover several areas. Marketing management covers the planning, organizing, and controlling aspects of marketing. Marketing managers are responsible for marketing a product or product line; their responsibilities include determining appropriate prices, distribution channels, and promotion methods for maximum success. Because 50-80 percent of all new products introduced fail to succeed in the marketplace, the job of product or brand manager is challenging. Marketing managers have the role of recognizing consumers' needs and desires and developing a strategy to create a market for goods and services. In this role, graduates trained in marketing find opportunities in such industries as retailing, wholesaling, and manufacturing. Similar opportunities exist at all functional levels within the firm, including general management, purchasing, selling, and advertising.

The College of Business and Economics is located in Simpson Tower (formerly South Tower) on the south rim of California State University, Los Angeles. The College moved into the new nine-story building in 1970. The building was later renamed Simpson Tower, in honor of the College's founding dean, Floyd R. Simpson. The building houses the College's administrative unit, all faculty and department offices, conference and special purpose rooms. Most business classrooms and computer labs occupy the adjacent three-story Salazar Hall. The College is located only five miles east of the boardrooms and entrepreneurial ventures in downtown Los Angeles. It sits on 200 acres that once housed one of California's 36 original adobes, built in 1776 by Franciscan missionaries. Later, the land was part of a Spanish land grant known as Rancho Rosa Castilla—named after a wild rose that once grew near the house. Now, the College of contemporary buildings is nestled in a plaza-like setting that can be partially viewed from the nearby Interstate 10 and Interstate 710 freeways.

The College of Business and Economics is organized into a management structure of six departments: Accounting, Economics and Statistics, Finance and Law, Information Systems, Management, and Marketing.

The College is led by G. Timothy Haight, Ph.D., who received his appointment as Dean of the College of Business and Economics effective September 1, 1998. Dr. Haight was formerly the chair of the Department of Finance at Towson University in Baltimore, MD. He earned his doctorate in business administration at George Washington University in 1980. He has held a number of teaching positions, is a prolific author and financial consultant, has served on the boards of many financial institutions and is the former president of Aerosol Monitoring and Analysis, Inc.

The College has five Institutes, Bureaus, and Centers that provide vital services to local, national and international business, educational, and professional communities. They offer management and marketing assistance to small businesses, produce reports concerning economic developments and forecasts, stage seminars about expanding business via use of the Internet, and create and manage programs to guide inner-city youth toward pursuit of a college degree and a career in retailing or information systems. These efforts bring quality direction, information, and assistance to the many diverse groups that seek their expertise

- Asian Pacific Business Institute – The institute offers graduate-level executive management training to government officials and business practitioners from China. The Director of the Institute is Professor of Management Kern Kwong, who has achieved notable success in offering executive training to a continuous cycle of select groups of executives from China.

- Bureau of Business and Economic Research – The Bureau publishes a working paper series about economic topics and stages an ambitious guest speaker series. The Bureau is directed by Professor of Economics and Statistics Madhu Mohanty.

- The Entrepreneurship Institute – The Institute’s mission is to promote business entrepreneurship within the Los Angeles region. It is the center for entrepreneurial activity at the University, assists outside organizations in developing products, formulating business plans and strategies, and assisting in the structuring and securing of financial assets. One of the most exciting programs that it is launching is the e.Tech College Incentive Program. This is a high school-based information systems program designed to motivate students to complete their high school education, pursue a college education, and seek meaningful careers. The Institute is directed by the College’s Dean, G. Timothy Haight.

- The Institute of Retail Management – The Institute was created to promote the retailing industry in California and throughout the world. The Institute provides a high-quality, university-level retailing educational program, supports students through outreach, counseling, scholarships and internship programs, and created and manages the College Incentive Program (CIP). The CIP offers at-risk high school students special training in retailing and incentives to attain a college education leading to good jobs in the retail field. The program operates on the campuses of seven inner-city high schools. Founder and Director of the Institute is Professor of Marketing Bernard Codner.

- The Productivity Center – The Center conducts professional training programs in TQM and ISO 9001. It also conducts seminars and tours of Los Angeles and Orange Counties for business managers from China, Argentina, Saudi Arabia, and Singapore. The Center also conducts a joint program with the College of Engineering and Technology to provide training for students majoring in technology and operations management. It collaborates with numerous for-profit and nonprofit organizations to offer workshops and assistance with case studies.

There are many student organizations in the College of Business and Economics. They include Abacus Computer Society, The Accounting Society, Beta Alpha Psi (The National Accounting Fraternity), Beta Gamma Sigma (the national honor society for business), Golden Key and Phi Kappa Phi, (national honor societies), Omicron Delta Epsilon (international economics honor society), Pi Sigma Epsilon (The National Marketing Fraternity), Financial Management Association, Hispanic Business Society, Phi Beta Lambda, and Toastmasters. The College also has its own Business Student Council.

The College of Business and Economics maintains its own alumni chapter within the University Alumni Association. Through a variety of activities, the business chapter endeavors to enhance networking opportunities for graduates of the College and foster the relationship that exists between the chapter and the local business community.

The College of Business and Economics publishes the *Business Forum*, a journal of contemporary business issues and thought. It is the only quarterly business journal produced by a campus of the California State University. The award winning *Business Forum* is dedicated to helping improve the effectiveness of business in contemporary

society. The publication strives to achieve the goal by providing a forum for fresh ideas, thoughtful commentary, and possible solutions to business problems. It has an international readership and is housed in many of the important libraries in the United States. *Business Forum* was born in the summer of 1975 as *Los Angeles Business & Economics*. A name change in 1982 reflected the national and international evolution of the journal's content, authors and readership. *Business Forum* publishes articles written by academicians and business leaders.