

COLLEGE OF BUSINESS & ECONOMICS

Experience CSUF Day: Info Session



College Overview



College Overview

- Dual Accreditation for Business and Accounting from AACSB
- One of the largest Business College in the nation
 - Nearly 9000 undergraduate enrolled students
 - About 700 enrolled graduate students
 - Six Departments, more than 300 faculty
 - [Full Student Support Services](#)
 - Business Advising
 - Career Services
 - Tutoring and Student Organizations
 - Graduate Programs Office
 - Mentoring Programs

College Overview

- Largest Accredited Business College on the West Coast and Among the Top 5 Nationwide
- #2 on Social Mobility - *US News & World Report, 2024*
- #7 for Best Value College - *Wall Street Journal, 2024*
- Top 1% Best College in America. - *Money Magazine, 2022*
- 77,000 Alumni who graduated from CBE

What does CBE programs provide?

- Personal and Professional growth inside and outside classrooms
- Real-World Connections
- Internship opportunities with top industry such as Disney, Goldman Sachs, Paramount Pictures, Boeing, Big Four Accounting firms
- Mentorships: Business Honors, Women's Leadership Program, Executive-In-Residence Mentoring Program, Faculty and Peer Mentoring programs
- Extensive Hands-On Programs: Experiential Learning classes, Titan Fact Pitch, Titan Capital Management

Hear from students - Mona Makam '23



Hear from students - Jericho Cezar '23



Undergraduate Programs



Undergraduate Programs

- B.A. in Business Administration
 - 18 concentrations
- B.A. in Economics
- B.A. in International Business
 - Global Trade
 - Intercultural Management concentrations
- Special Program
 - Business Honor Program
 - Titan Capital Management Program
 - Fully Online Degree Completion Program

Undergraduate Degree Requirements

Total 120 units

- 48 units for GE requirements covering five different areas
- Major requirements

For B.A. in Business Admin, the major requirements are

- 7 lower division core courses
- 9 upper division core courses
- 1 course on global awareness
- 1 course on practicum
- 1 capstone course
- 6-7 concentration courses

Undergraduate Roadmap

Freshman = FTF

General Education

GE & Math 135

Sophomore

Lower Division Core

Acct201A, 201B, Econ201, 202, Buad201, Mgmt246 & BUAD301

Junior & Transfer 55%

Upper Division Core

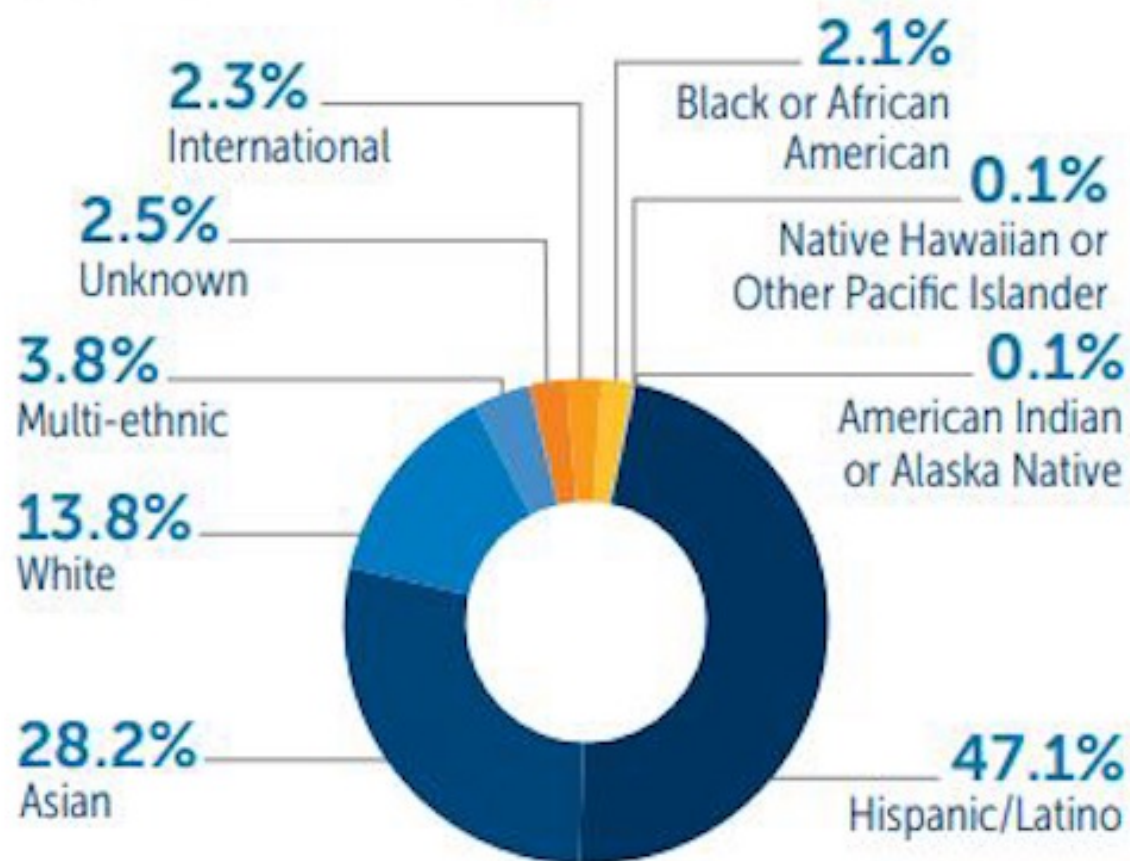
Isds361A, Mgmt339, Fin320 Mktg351, ISDS351, Mgmt340, Concentration

Senior

Concentration & Capstone

Econ315, Isds361B, Practicum, Concentration Courses & Mgmt449

Student Ethnicity



Number of Graduates

Undergraduate Degrees Awarded (22-23): **2,163**



Graduation Rates

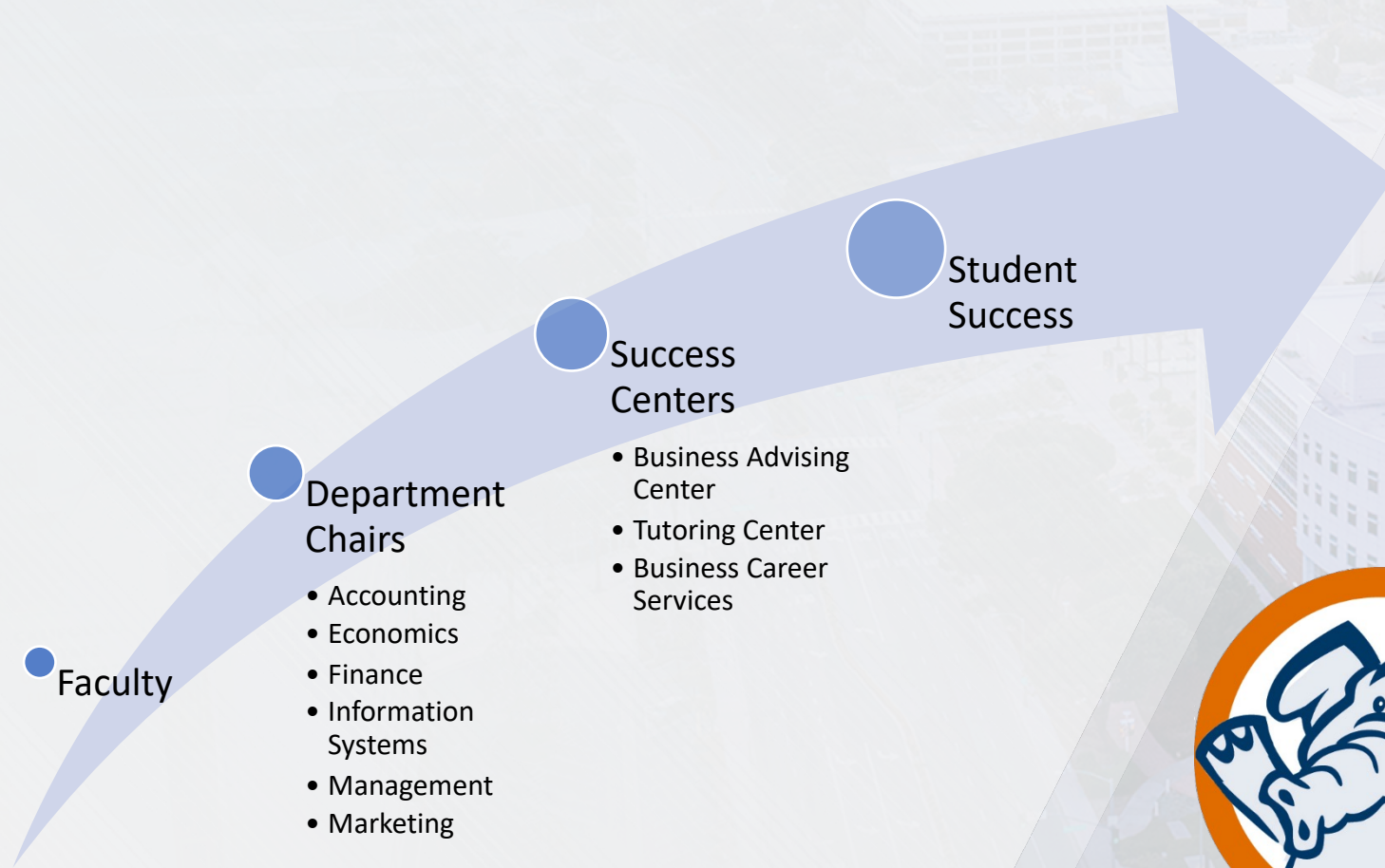
First-time Freshmen Six-year Graduation Rate: **72.5%**

Transfer Student Four-year Graduation Rate: **79.5%**

Student Success



Your Student Success Team!



Business Advising Center



Business Advising Center

- Review Titan Degree Audit (TDA)
- Work with you on your class schedule – *it is your responsibility to create your schedule for review*
- Discuss both major and general education options
- Discuss academic notice and regaining academic success



Business Advising Center Staff

Contact Us

Business Advising Center

- **Location:** SGMH 1201
- **Phone:** (657) 278-2211
- **Email:** businessadvising@fullerton.edu



Stage 1: Pre-major

- All College of Business Administration and Economics (CBE) start as a pre-major: **Pre-Business, Pre-International Business, or Pre-Economics**
- Students declare a major or concentration at the end of their sophomore year after completion of the lower-division

Freshman/Sophomore Years

- Lower Division General Education
- Lower Division Business Courses

Lower-Division Core (*18-21 Units*)

Bachelor of Arts in Business Administration

- ACCT 201A
- ACCT 201B
- ECON 201
- ECON 202
- BUAD 201
- MGMT 246
- MATH 135 or 130 or 150A

Bachelor of Arts in Economics

- ACCT 201A
- BUAD 201
- ECON 201
- ECON 202
- MATH 135 or 130 or 150A
- ACCT 201B or BUAD 210 or MATH 170A or MGMT 246

Bachelor of Arts in International Business

- ACCT 201A
- ACCT 201B
- BUAD 201
- ECON 201
- ECON 202
- MGMT 246

- Students should plan to complete their lower—division business core by the end of their second year.
- These courses must be completed with a **grade of “C” or higher.**
- Upon completion, students are eligible to declare their concentration or into the major.

Stage 2: Upper-Division and Concentration Courses

After students declare, they can advance to their upper-division and concentration courses

Junior/Senior Years

- Upper Division General Education
- Upper Division Business Core
- Concentration Courses
- Practicum (*Business Admin. Only*)
- Capstone Course

Freshman

0-29 units

Sophomore

30-59 units

Junior

60-89 units

Senior

90-120 units

GE

T D A

Major

**Lower Division
(100-200)**

**Upper Division
(300-400)**

Business Administration Concentrations and Joint Emphases

Concentrations:

- Accounting
- Accounting & Business Analytics
- Business Analytics
- Business & Economics Analytics
- Business Economics
- Entertainment & Hospitality Management
- Entrepreneurship
- Finance
- General Management
- Human Resources Management
- Operations & Supply Chain Management
- Legal Studies
- Information Systems
- Decision Sciences
- Marketing
- Marketing & Information Systems
- Risk Management & Insurance
- Real Estate

Joint Emphases:

- Accounting/Finance
- Accounting/Information Systems

International Business Concentrations

- Global Trade
- Intercultural Management

Economics Major

The BA Economics major does not have concentrations but you have the opportunity to narrow your focus with the 15 units of required Economics electives

Business Career Services



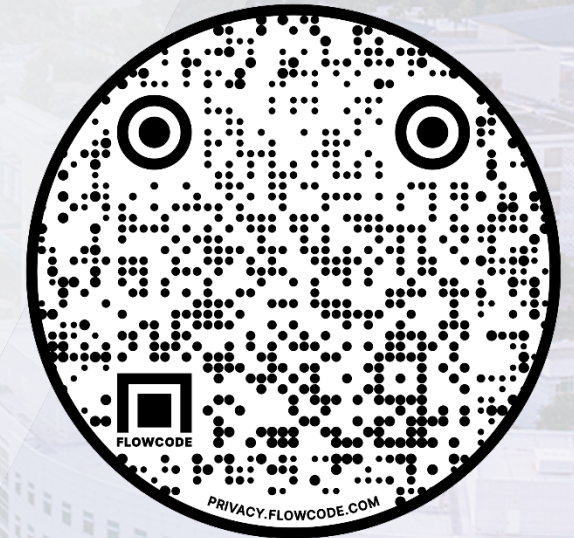
BUSINESS CAREER SERVICES

- Provides career advising to help students develop an individual strategic action plan towards achieving their career goals.
- Builds relationships with local, nationwide, and international employers for career growth opportunities.
- Coordinates professional development events such as career fairs, workshops, and panels.
- Connects students to advanced level career related technology to develop resumes, interview skills, and access to over 40,000 jobs and internships annually.

CSUF
BUSINESS
CAREER
SERVICES

BUSINESS CAREER SERVICES

- Location: SGMH 1401
- Phone: (657) 278-8738
- Email: businesscareers@fullerton.edu
- Make a Career Appointment on our website:
<https://business.fullerton.edu/Career-Services>



Services We Provide

- [Career Advising Appointments](#)
 - [Resume review](#)
 - [Cover letter review](#)
 - [Career exploration](#)
 - [Interviewing](#)
 - [Internships](#)
 - [Job search](#)
 - *Other topics: LinkedIn, Salary Negotiation, Elevator Pitch*
- [Career Workshops](#)
- [Career Fairs And Employer Events](#)



Career Services

Explore Careers

- Career Advising
Career and Concentration Exploration
Career Development Workshops

Review Resources

- Resumé Resources
Cover Letter Tips
Interviewing

Find a job

- Internship Resources
Job Resources

Employer Resources

- Faculty Resources
TitansHIRED
Our Staff

Make a Career Appointment



Business Career Services

We Are Conducting Hybrid Advising Appointments and Events.

Career Advising Appointments: Schedule appointment on our Handshake Appointment Page.

Career Development Events: Register for our workshops on our Event Page .

General Questions: Email us at businesscareers@fullerton.edu .

Employers: Email us at recruitbusiness@fullerton.edu or visit our Employer Page.

Office Hours

Table with 2 columns: Day, Hours. Rows: Monday 8:00am - 6:00pm, Tuesday 8:00am - 6:00pm, Wednesday 8:00am - 6:00pm, Thursday 8:00am - 6:00pm

Our Virtual Resources



vmock

i Handshake



FIRSTHAND

Career Path Guides

LinkedIn

Canvas

Finance - Commercial Banking

Skills/Experience Suggested:

- Strong math aptitude
- Analyze business/individual financial statements
- Interpret financial statements to understand the financial condition and operating performance of the business
- Engage in sales activities and acquire new business
- Excellent interpersonal communication skills, verbal and written
- Strong client service orientation
- Proficiency using Excel and spreadsheets
- Teamwork skills

Professional Certifications:

- Certified Estate and Trust Specialist
- Certified Regulatory Compliance Manager
- Certified Trust and Financial Advisor

Professional Associations:

- American Bankers Association
- California Bankers Association
- Commercial Finance Association
- Mortgage Bankers Association

Campus Resources:

- Finance Association

Industry Research & Tools:

- Investopedia.com
- Sec.gov/journalists/industry/education
- Vault.com - accessible through your Student Portal
- Corporatefinanceinstitute.com

Job & Internship Search Sites:

- Bankjobs.com
- LinkedIn.com/bankinternships
- Fullerton.jobshandshake.com
- Indeed.com
- Internships.com
- LinkedIn.com
- Vault.com - accessible through your Student Portal

Employers Hiring Mihaylo Graduates:

- BANK OF AMERICA
- CELTIC COMMERCIAL FINANCE
- WELLS FARGO
- CHASE
- UnionBank
- usbank

CSUF BUSINESS CAREER SERVICES

CSUF Business Career Services

Welcome! Allow us to help you showcase your talents, and get ahead in the business world.

Higher Education · Fullerton, California · 7 followers

✓ Following Visit website More

BUSINESS CAREER SERVICES RESOURCES

Business Career Services Resources

Business Career Services Reso...

Career Path Guides

- Overviews of Business concentrations and career paths within that concentration
- Includes: job titles, hard and soft skills, salary and industry research and job/internship search sites.

[Career Path Guides](#)



BUSINESS CAREER SERVICES | SQMH 1401 | 657-278-8738
 business.fullerton.edu/career-services | businesscareers@fullerton.edu

Marketing - Digital Marketing

Digital Marketing focuses on the use of online tools to promote brands and products to the target. Specifically, internet and social media are used as a means to drive sales, promote items, and relay information and services to consumers.

Digital marketers employ marketing tactics in order to increase engagement and visibility of an organization online. This can include creating and establishing a brand image, launching marketing campaigns, constructing a vision, or revamping company websites. Digital properties that marketers work with to promote their products include Google, YouTube, Facebook, Instagram and Snapchat. **Additionally** to measure and improve their efforts, they look at the data analytics from the different properties.

Source: Ferguson's Career Guidance Center

Entry Level	Mid-Level	Senior-Level
\$55,000 annually	\$88,000 annually	\$151,000 annually
<ul style="list-style-type: none"> Marketing Specialist Marketing Coordinator Social Media Communications Specialist Customer Insights Analyst Digital Marketing Analyst 	<ul style="list-style-type: none"> Sr. Digital Marketing Analyst Marketing Communications Manager Marketing Manager Department Marketing Director 	<ul style="list-style-type: none"> Marketing Director eCommerce Marketing Director Director, Marketing and Strategic Communications

Learn More With O*Net

01 Visit O*Net Online at www.onetonline.org

02 Refer to the sample job titles listed in the "O*Net Keywords" section below

03 Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Digital Advertising
- Digital Marketing
- Search Marketing
- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

Roles:

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

BUSINESS CAREER SERVICES | SQMH 1401 | 657-278-8738
 business.fullerton.edu/career-services | businesscareers@fullerton.edu

Marketing - Digital Marketing

Experience Suggested:

- Familiarity with business intelligence and data analysis software
- Understanding of SEO best practices and on-page optimization tactics
- Experience with user interface and query language
- Ability to use creativity when editing photos of videos with Adobe Creative Suite programs including Photoshop or other editing software
- Knowledge of HTML and CSS with the ability to hand code basic websites outside of software such as Adobe Dreamweaver
- Strong relationship, communication and presentation skills including the ability to meet with clients and present to senior-level audiences

Professional Certifications:

- Certified eMarketer (CeM)
- Certified Social Marketing Associate
- Professional Certified Marketer (PCM)

Professional Associations:

- American Marketing Association (AMA)
- Internet Marketing Association

Campus Resources:

- American Marketing Association (AMA) Student Organization
- Pi Sigma Epsilon

Required Degrees:

- Bachelor of Science in Marketing
- Bachelor of Business Administration

Industry Research & Tools:

- killcrush.com/blog/how-to-start-a-digital-marketing-career/
- kanu.com
- janpatel.com/marketing/start-career-digital-marketing
- Fullerton.firsthand.co - Login with your Fullerton email

Job & Internship Search Sites:

- Glassdoor.com
- Ziprecruiter.com/Jobs/Digital-Marketing
- Indeed.com
- LinkedIn.com
- Fullerton.joinhandshake.com
- Titan Connection
- Fullerton.firsthand.co

Employers Hiring CSUF Business Graduates:

amazon.com | Walt Disney | Google | houzz | DELTACO | TACO | HYUNDAI | Wine Warehouse

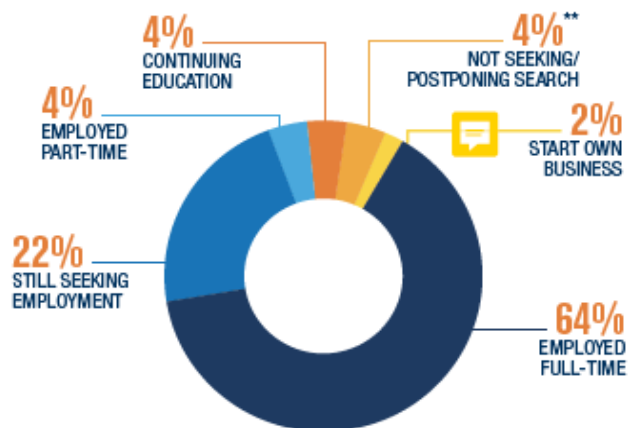
Based on this guide. This resource guide is intended to provide an introduction to the industry and only a sampling of the resources available to candidates. It is by no means comprehensive, nor intended to replace individual research based on specific job targets and/or recommendations from an advisor. All creative content rights belong to and shall be the sole and exclusive property of Business Career Services. Restricted use for external purposes, modifications, and/or duplications of this resource without permission from Business Career Services is prohibited. Updated: January 2022

CAREER OUTCOMES*

2021-22
Graduating Class

CSUF Business Students

UNDERGRADUATE EMPLOYMENT STATUS



WHERE CSUF BUSINESS UNDERGRADUATES GO

Employment by Industry



TOP HIRING EMPLOYERS

for CSUF Business Undergraduates

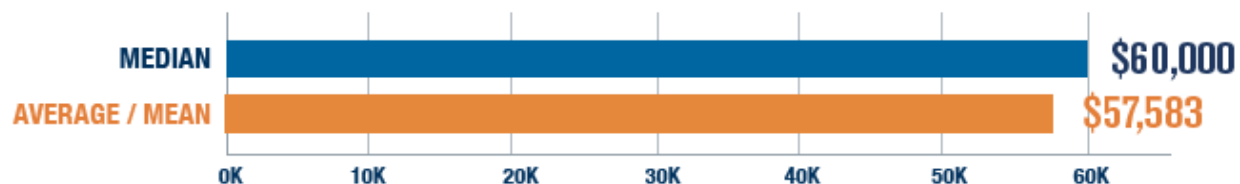


TOP ACCOUNTING EMPLOYERS

for CSUF Business Undergraduates



REPORTED BASE SALARIES FOR UNDERGRADUATE STUDENTS



*Outcomes are reported according to National Association of Colleges and Employers (NACE) standards representing 84.7% of the 2021-2022 graduating class of 2,231 undergraduate students. Data is collected at graduation and 6 months post-graduation. Percentage shown excludes students with no information available.

**Includes delay in job search, military, etc.

Support for your
Academic Success

The Business Tutoring Center

Tutoring Center

About Us

Meet our Staff

Supplemental Instruction

Hours of Operation

Resources

[Make an Appointment](#)

Contact Information



Supplemental Instruction (SI)

“...an academic assistance program that provides weekly, peer-led group study sessions for students taking bottleneck, key gateway, or historically difficult courses—those with low pass and/or high withdrawal rates.”

Learn more about SI:

<http://www.fullerton.edu/si/>



To the students of CSUF...
We know it is hard, but
You WILL get through this.
From, Your Biology SI Team

Get Involved



Explore! Have Fun and Grow

- 19+ student clubs and organizations in the college
- Business Inter-Club Council
- Campus Engagement
- Wellness
- Professional Mentorship
- Leadership and professional development experiences
 - BICC Interns
 - Student Employment
 - Business Madness
 - and more...

*There are virtually endless possibilities!
Get started by exploring the BICC website:
<https://business.fullerton.edu/clubs>*

business.fullerton.edu/clubs

Active Business Clubs

Accounting Society

American Marketing Association

Associations for Ops and Supply Chain Management

Behind the Scenes

Beta Alpha Psi

Economics Association

Finance Association

Gamma Lota Sigma

Latino Business Student Association

Music Industry Club

Pi Sigma Epsilon

Real Estate Association

Society of Excellence in Human Resources

Sigma Upsilon Mu

Student Innovation Collective

TedX

Titan Consulting

Learn more at DiscoverFest

Join through TitanLink

The Business Student Advisory Board

- CONNECT with your college community to share and gather information.
- CONTRIBUTE to the discussion. Learn about new student initiatives first and provide your input to your College!
- COLLABORATE with other students!
- We are seeking two new Freshman and two new Transfer Student to join the 2024-2025 Board.
- Email cbesab@fullerton.edu for more information after visiting our website! <https://business.fullerton.edu/student-success/student-advisory-board/>

Mentoring Program

- Multiple mentoring programs are offered in the college
 - Peer-mentoring program for freshman
 - Women's leadership program
 - Leadership scholars through Giles-O'Malley Center for Leadership
 - Industry mentors embedded in experiential classes
 - Executive-In-Residence mentoring program

Scholarships

- The college also offered many scholarship opportunities for students
 - College-level scholarship
 - Department-level scholarship
 - Scholarships through Center of Excellence
 - Scholarships through industry partner (Alteryx, Deloitte)

Study Abroad

- Semester Study Abroad Program
- Short Term Study Abroad Program
 - Summer
 - Winter

Important Next Steps

- Accept your admission by May 15 (you can do it today in library, and you will get a free t-shirt)
- Sign up for Orientation
 - For incoming freshman
 - Complete ALEKS assessment before your orientation day
 - Complete General Education Modules before your orientation day
 - Send official AP scores, dual-enrollment transcripts in June when they are available
 - Orientation starts around mid-June – July, you will register to classes on your orientation day
 - For transfer students
 - Check email (around mid-May) from Business Advising Center and complete advising modules online
 - Get your schedule checked by an advisor, then you can register
 - Register for ISDS 361A and BUAD 301 in your first semester
- Get ready for Fall semester
- Want to know more: check <https://business.fullerton.edu/welcome-to-fullerton/>

Questions?

