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

• 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**

<table>
<thead>
<tr>
<th>General Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE &amp; Math 135</td>
</tr>
</tbody>
</table>

**Sophomore**

<table>
<thead>
<tr>
<th>Lower Division Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acct201A, 201B, Econ201, 202, Buad201, Mgmt246 &amp; BUAD301</td>
</tr>
</tbody>
</table>

**Junior & Transfer 55%**

<table>
<thead>
<tr>
<th>Upper Division Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isds361A, Mgmt339, Fin320 Mktg351, ISDS351, Mgmt340, Concentration</td>
</tr>
</tbody>
</table>

**Senior**

<table>
<thead>
<tr>
<th>Concentration &amp; Capstone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econ315, Isds361B, Practicum, Concentration Courses &amp; Mgmt449</td>
</tr>
</tbody>
</table>
**Student Ethnicity**

- **2.3%** International
- **2.5%** Unknown
- **3.8%** Multi-ethnic
- **13.8%** White
- **28.2%** Asian
- **47.1%** Hispanic/Latino
- **2.1%** Black or African American
- **0.1%** Native Hawaiian or Other Pacific Islander
- **0.1%** American Indian or Alaska Native

**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!

Faculty

Department Chairs
- Accounting
- Economics
- Finance
- Information Systems
- Management
- Marketing

Success Centers
- Business Advising Center
- Tutoring Center
- Business Career Services

Student Success
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
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)

<table>
<thead>
<tr>
<th>Bachelor of Arts in Business Administration</th>
<th>Bachelor of Arts in Economics</th>
<th>Bachelor of Arts in International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ACCT 201A</td>
<td>• ACCT 201A</td>
<td>• ACCT 201A</td>
</tr>
<tr>
<td>• ACCT 201B</td>
<td>• BUAD 201</td>
<td>• ACCT 201B</td>
</tr>
<tr>
<td>• ECON 201</td>
<td>• ECON 201</td>
<td>• ECON 201</td>
</tr>
<tr>
<td>• ECON 202</td>
<td>• ECON 202</td>
<td>• ECON 201</td>
</tr>
<tr>
<td>• BUAD 201</td>
<td>• MATH 135 or 130 or 150A</td>
<td>• ECON 202</td>
</tr>
<tr>
<td>• MGMT 246</td>
<td>• ACCT 201B or BUAD 210 or MATH 170A or MGMT 246</td>
<td>• MGMT 246</td>
</tr>
<tr>
<td>• MATH 135 or 130 or 150A</td>
<td>• MATH 135 or 130 or 150A</td>
<td>•</td>
</tr>
</tbody>
</table>

- 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
Lower Division (100-200)
Upper Division (300-400)

T D A
GE
Major
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

Joint Emphases:
• Human Resources Management
• Operations & Supply Chain Management
• Legal Studies
• Information Systems
• Decision Sciences
• Marketing
• Marketing & Information Systems
• Risk Management & Insurance
• Real Estate

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
• 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.
• 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**
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>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>8:00am - 6:00pm</td>
</tr>
</tbody>
</table>
Our Virtual Resources

vmock

Handshake

FIRSTHAND

Career Path Guides

LinkedIn

Canvas
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
Support for your Academic Success
The Business Tutoring Center
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/
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
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?