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.

Note: 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 Its Legal Environment (3)

**Required Upper Division Courses**

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

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

**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)
- 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 prerequisite to ECON 310, ECON 315, OR ECON 320. See separate handout on economics.

**ENTERTAINMENT AND HOSPITALITY MANAGEMENT MINOR (12 Units)**

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 concentrating 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)
- MGMT 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.
INFORMATION SYSTEMS MINOR (18 Units)

The minor in IS 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 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. Such students should 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 415 Managing the Sales Force (3)
- MKTG 425 Retail Marketing Strategy (3)
- MKTG 430 Sports Marketing (3)
- MKGT 442 Sales and Consumer Product Strategies (3)
- MKTG 443 Marketing Analytics: Decision Making in the Information 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:
  - MKTG353, MKTG370, MKTG379, MKTG444, MKTG485
- Digital Marketing:
  - MKTG353, MKTG444, MKTG450, MKTG455
- General Marketing:
  - MKTG370, MKTG379, MKTG401, MKTG455
- Entrepreneurial Marketing:
  - MKTG401, MKTG405, MKTG455, MKTG462
- Marketing Analytics:
  - MKTG353, MKTG442, MKTG443, MKTG444
- Marketing Communications:
  - MKTG401, MKTG405, MKTG450, MKTG455
- Global Marketing:
  - MKTG370, MKTG445, MKTG475, MKTG485
- Social Sector Marketing:
  - MKTG401, MKTG405, MKTG455, MKTG465
- Services Marketing:
  - MKTG401, MKTG405, MKTG430, MKTG465

Students with a major in business administration with a concentration in Marketing or Marketing/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)
- 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/Information Systems may not minor in Sales.