

COLLEGE OF BUSINESS & ECONOMICS

Business Pathway to Possibilities

Overview



Cal State Fullerton

- CSUF is the largest campus among all Cal State Universities with over 45,000 students enrolled in Fall 2025
- High Transfer Student Population: our University is known for its welcoming and supportive environment for transfer students.
- Diverse Student Body: We provide a rich and inclusive learning environment. You will be able to find your community here.
- Strong Programs: the University offers over 100 degree programs, both undergraduate and graduate, and many minor programs.
- Campus Environment: over 300 student clubs and organizations on campus to suit many interests

CSUF/College of Business and Economics

- Largest Accredited Business College on the West Coast and Among the Top 5 Nationwide
- #6 on Social Mobility - *US News & World Report*, 2025
- #13 for Best Value College - *Wall Street Journal*, 2026
- 5-star rating by *Money Magazine*, 2025
- 80,000 Alumni who graduated from CBE

College Overview

- Dual Accreditation for Business and Accounting from AACSB, only 3% of all accredited schools have dual accreditation.
 - Our college is the only college in OC with Accounting accreditation
- One of the largest Business College in the nation
 - Over 10,000 undergraduate enrolled students
 - Over 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

Benefits of Attending CSUF College of Business

- Personal and Professional growth inside and outside classrooms
- Real-World Connections
- Internship opportunities with top industry such as Disney, Goldman Sachs, Paramount Pictures, Apple, 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, Personal Finance
- Study Abroad Opportunities: Short-term and long-term programs in Asian, Europe, Central and South America
- Scholarship Opportunities:

Hear from students - Mona Makam



Hear from students - Jericho Cezar



Undergraduate Programs

Business Students at a Glance

Undergraduate Enrollment: 10,603

First-Generation Students: 3,605 (34%)

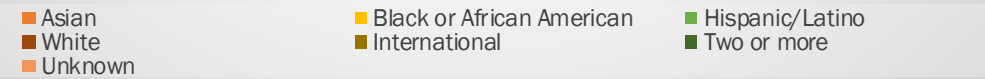
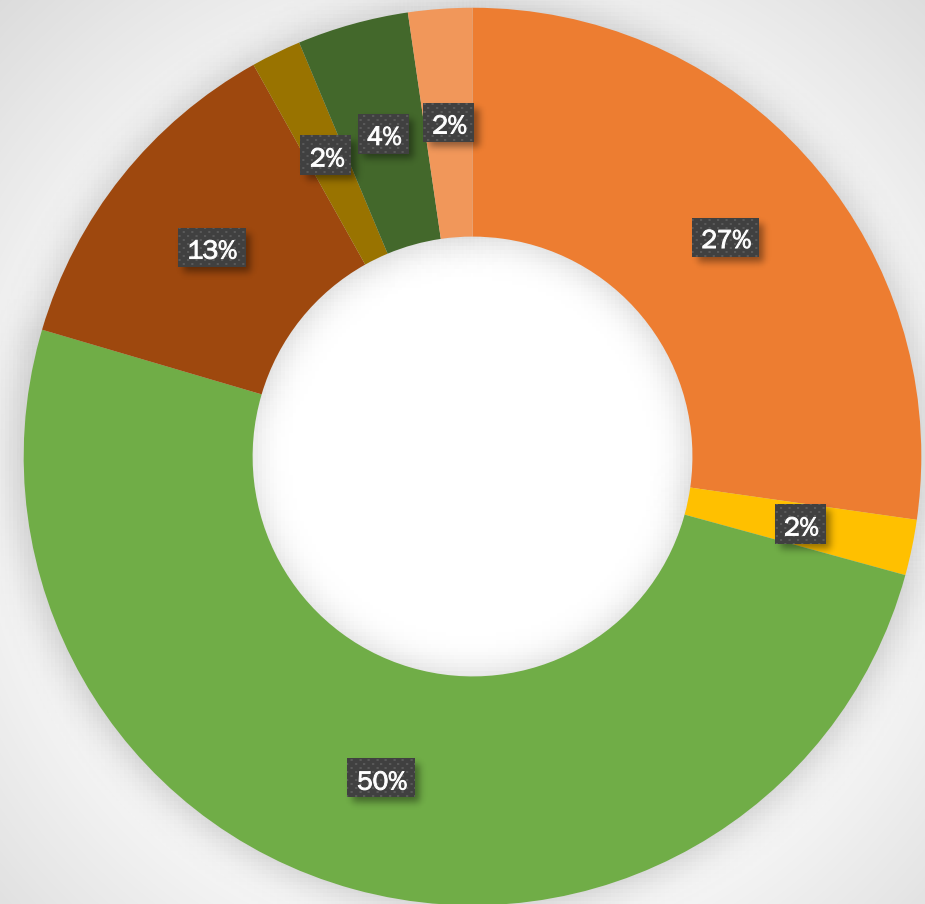
Transfer Students: 4,630 (44%)

Undergraduate Degrees Awarded (2024-2025): 2,206

First-time Freshman Four-year Graduation Rate: 44.9%

First-time Freshman Six-year Graduation Rate: 71.1%

Transfer Student Four-year Graduation Rate: 79.5%



Undergraduate Programs

- B.A. in Business Administration
 - 18 concentrations including a fully online degree completion program
- B.A. in Economics
- B.A. in International Business
 - Global Trade
 - Intercultural Management concentrations
- Special Programs
 - Business Honor Program
 - Titan Capital Management Program

Business Administration Concentrations

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
- Marketing
- Marketing & Information Systems
- Professional Business (online)
- 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

Undergraduate Degree Requirements

Total 120 units

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

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

- 8 lower division core courses
- 7 upper division core courses
- 9-10 concentration courses
 - 1 course on global business
 - 1 course on technology
 - 1 course on **practicum** (Internship, Career and Professorial Development course or Concentration Experiential Learning course)
- 1 capstone course

Undergraduate Roadmap

Freshman = FTF

General Education

GE & Math 135, Econ201, 202

Sophomore

Lower Division Core

Acct201A, 201B, Buad201, Mgmt246 & ISDS 210

Junior & Transfer

Upper Division Core

Isds310, BUAD 301, Mgmt339, Fin320, Mktg351, ISDS351, Mgmt340,
Concentration

Senior

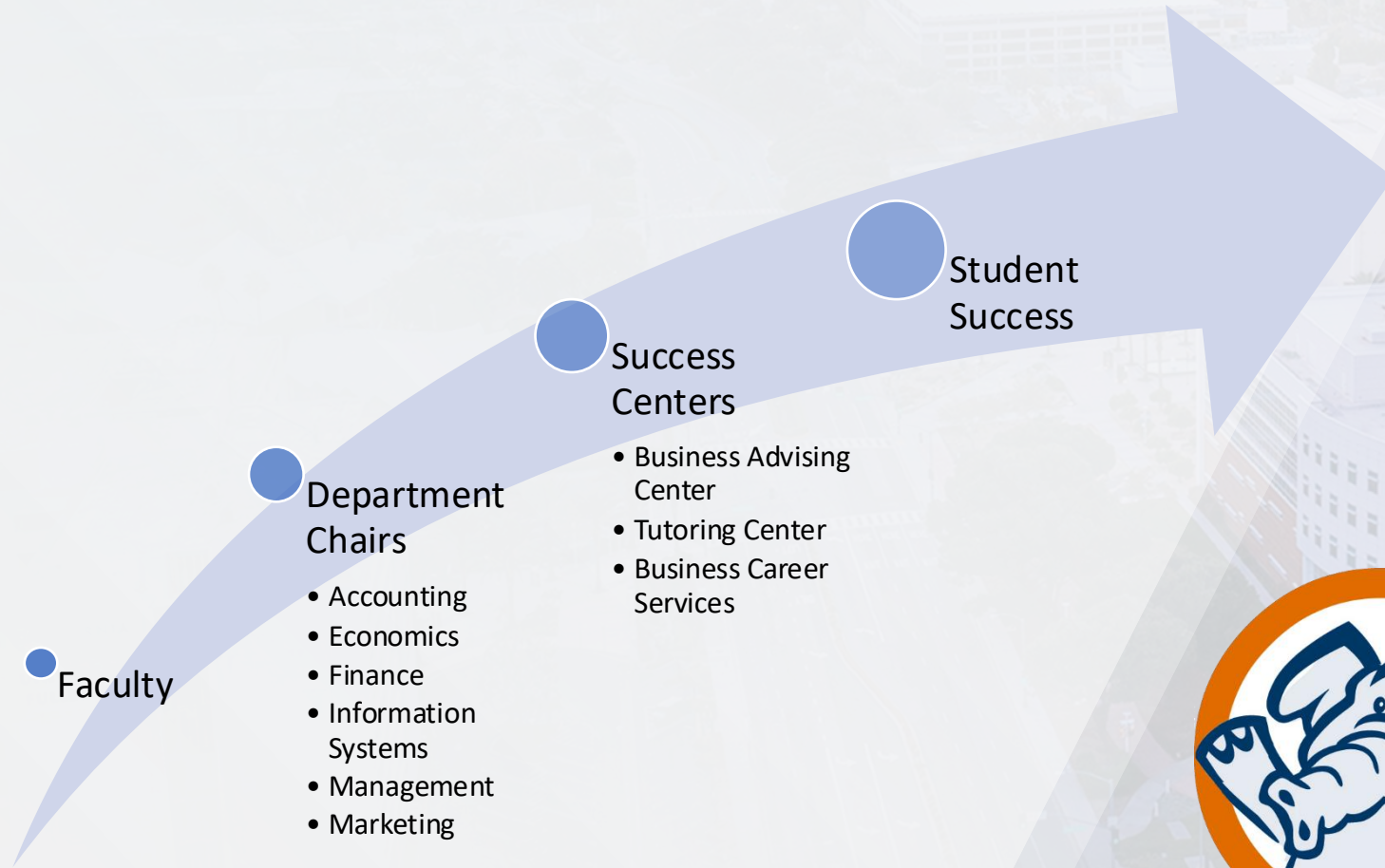
Concentration & Capstone

Econ315, global business, Practicum, Concentration Courses & Mgmt449

Student Success



Your Student Success Team!



Business Advising Center



Business Advising Center

- Offer drop-ins, appointments, in-person and virtual advising session
- Work with you on your class schedule – *it is your responsibility to create your schedule for review (Try to do this early in the semester)*
- 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
- ISDS 210
- 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

Declare your concentration after you complete all lower division requirements.

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)

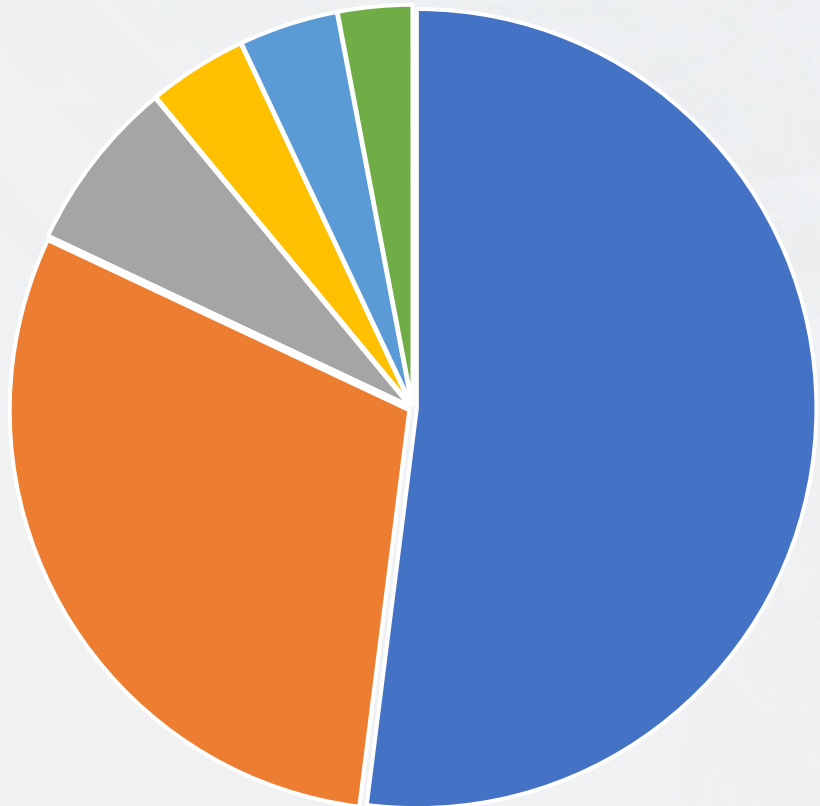
Upper Division
(300-400)

Business Career Services



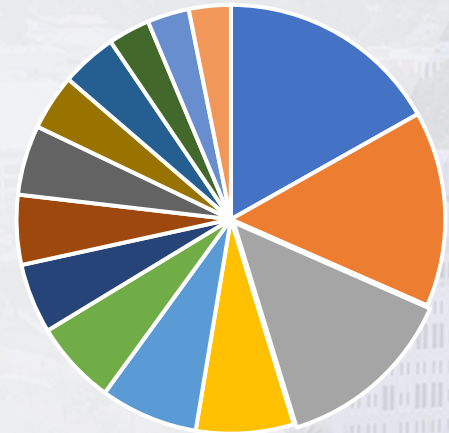
Post Graduate Outcomes

Undergraduate Employment Status



- Employed Full-Time - 52%
- Still Seeking Employment - 30%
- Employed Part-Time 7%
- Continuing Education - 4%
- Not Seeking/Postponing Search - 4%
- Start Own Business - 3%

Undergraduate Employment by Industry



- Accounting - 16%
- Consumer Products - 14%
- Financial - 13%
- Entertainment - 7%
- Retail - 7%
- Non-Profit - 6%
- Healthcare - 5%
- Technology - 5%
- Other - 5%
- Real Estate - 4%
- Government - 4%
- Manufacturing - 3%
- Construction - 3%
- Energy - 3%

\$67,115
2023-24 Average Graduate Starting Salary

Top Hiring Companies

Accounting & Consulting



- Ernst and Young
- PriceWaterhouseCoopers
- Deloitte & Touche LLP
- RSM US LLP
- Moss Adams
- KPMG
- Clifton Larson Allen LLP
- Grant Thornton LLP (US)
- Frazer, LLP
- Windes
- Armanino LLP
- Eide Bailly LLP
- Haskell & White LLP
- HCVT



Top Hiring Companies

Business

- AAA - Auto Club
- Amazon
- American Honda Motor Company
- Applied Medical
- Bank of America
- Capital Group
- Cintas
- City of Santa Ana
- County of Orange
- Disneyland Resort
- Enterprise
- Goldman Sachs
- Hyundai
- Internal Revenue Service
- Irvine Company
- JP Morgan Chase
- Los Angeles Angels of Anaheim
- Morgan Stanley
- New York Life Insurance Company
- Niagara Bottling, LLC
- Northrop Grumman
- Northwestern Mutual
- Orange County Auditor-Controller
- Paramount
- PepsiCo
- Providence
- Target
- Techtronic Industries-TTI
- The Home Depot
- The Walt Disney Company
- Walmart
- Wells Fargo



PEPSICO



HYUNDAI



PARAMOUNT



WELLS FARGO

Morgan Stanley

JPMORGAN CHASE & CO.



Providence

Walmart



NEW YORK LIFE

Applied Medical

Business and Economics



Bank of America

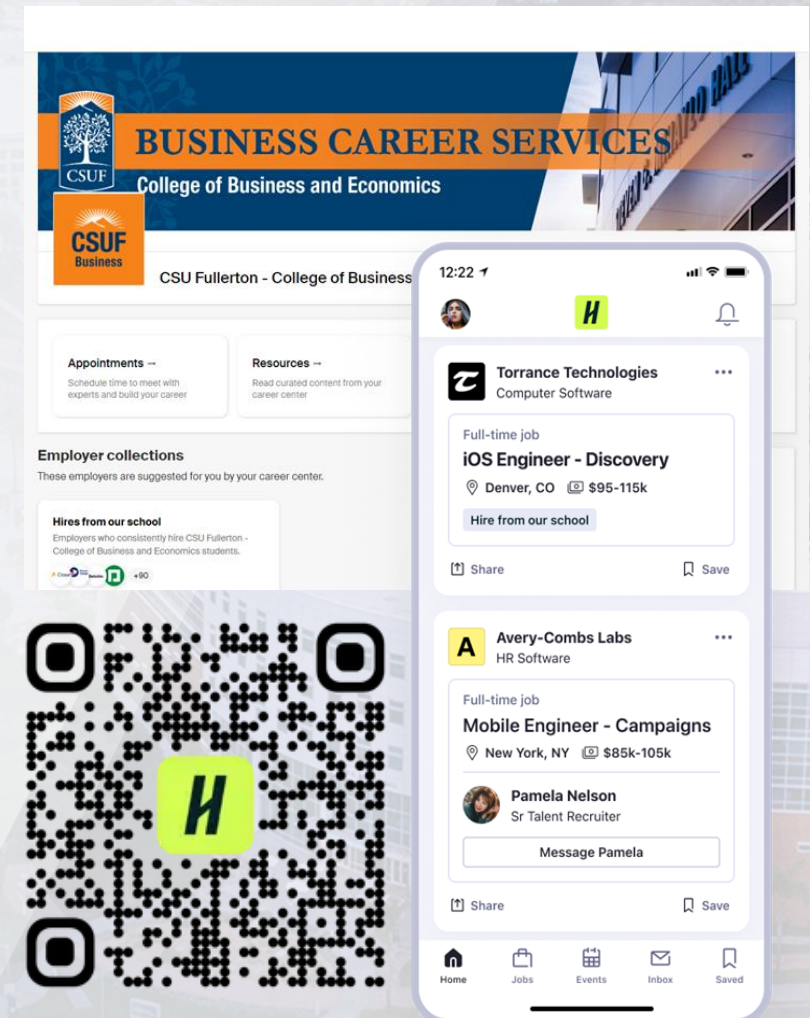
Capital Group Companies



IRVINE COMPANY Since 1864

Why Handshake?

- Search for Jobs & Internships
- Submit applications & resumes to vetted companies seeking college students & graduates
- View & attend career events
- Schedule career advising appointments



Employer & Alumni Access

Employer Engagement

- Local, nationwide, and international employers
- Career Fairs (Over 10 per year with 2 dedicated to Business & STEM, Meet the Firms)
- Networking events
- Meet & Greets
- Campus recruiting & interviewing

Alumni Engagement

- CSUF Alumni Week (April)
- Industry Panels
- Executive In Residence
- Alumni Council
- CSUF Job Shadow

Customized Career Preparedness

- Individual coaching on Concentration and Career Exploration
- Career Path Guides - Overviews of Business concentrations and career paths within that concentration including job titles, hard and soft skills, salary and industry research and job/internship search sites.
- Annual assessment and tracking on NACE Career Competencies
- Resume, Cover letter, Interview, LinkedIn preparation support
- Titan EDGE program



FULLERTON BUSINESS CAREER SERVICES | COLLEGE OF BUSINESS AND ECONOMICS

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
\$55,000 annually	\$88,000 annually

- Marketing Specialist
- Marketing Coordinator
- Social Media Communications Specialist
- Customer Insights Analyst
- Digital Marketing Analyst
- Sr. Digital Marketing Analyst
- Marketing Communications Manager
- Marketing Manager
- Department Marketing Director

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 Keyword" section below

Roles:

- Search Marketing
- Marketing
- Marketing




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Marketing - Digital Marketing

Skills/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 software
- Ability to use creativity when editing photos and 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 and present to senior-level audiences

Advanced Degrees:

- Master of Science in Marketing
- Master of Business Administration

Industry Research & Tools:

- Skillicrush.com/blog/how-to-start-a-digital-marketing-career/
- Sokantu.com
- Sujanpatel.com/marketing/start-career-digital-marketing
- Fullerton firsthand.co - Login with your CSUF email

Employers Hiring CSUF Business Graduates:

amazon.com | WALT DISNEY | Google | houzz | DEL TACO | TACO | HYUNDAI | Wine Warehouse

Professional Certifications:

- Certified eMarketer (CaM)
- 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

Job & Internship Search Sites:

- Glassdoor.com
- Ziprecruiter.com/Job/Digital-Marketing
- Indeed.com
- LinkedIn.com
- Fullerton jobhandshake.com
- Titan Connection
- Fullerton firsthand.co

Updated: January 2022

EDGE: Career Prepared by Graduation

1ST YEAR: EXPLORE

2ND YEAR: DIFFERENTIATE

3RD YEAR: GO BEYOND

4TH YEAR: EXECUTE

The EDGE Program;

- Four years
- Co-curricular career readiness program for business students.
- Tailored to each academic year
- Helps students explore career paths, build a professional toolkit, gain involvement and internship experience, and prepare for future employment.



TITAN READY @ CSUF Business:

A 4-Year Career Readiness Program that helps you Graduate Job-Ready

What It Is:

- A structured, gamified career-readiness program
- Earn points and digital badges for internships, attending career events, studying abroad, leadership roles, business competitions, & EDGE
- Track progress in one centralized dashboard
- Graduate with career-readiness points

Why It Matters:

- Starts career prep freshman year
- Tracks your growth from year 1 to graduation
- Helps you stand out in internships & job applications
- Connects classroom learning to real-world careers
- Builds skills employers want including leadership, communication, critical thinking, professionalism, teamwork, technology, & career development

Titan Ready turns your college experience into a structured path toward internships, leadership, and full-time job readiness — not just a degree.

Connect With Us!

Instagram 

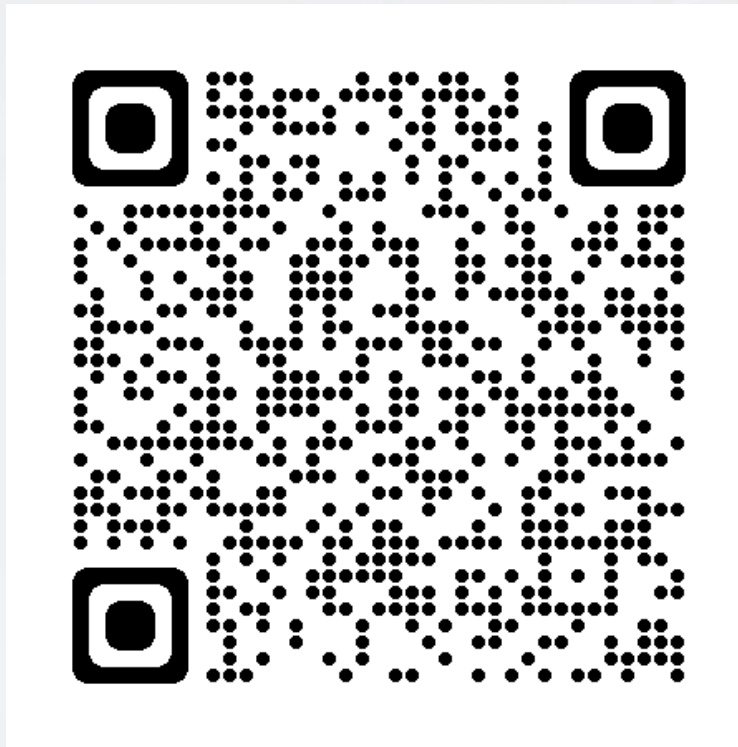
[@csufbusinesscareers](#)



<https://tinyurl.com/bizcareerinsta>

LinkedIn 

[CSUF Business Career Services](#)



<https://tinyurl.com/bizcareerslinkedin>

Instagram

[@csufcareer](#)

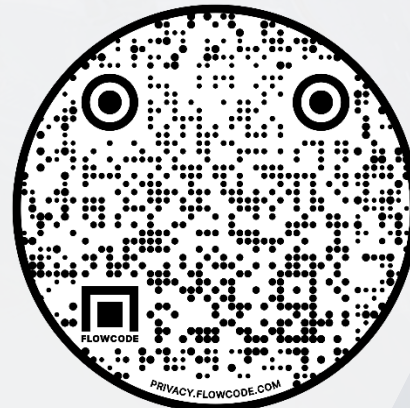


<https://tinyurl.com/csufcareers>

Business Career Services



- Location: SGMH 1401
- Phone: (657) 278-8738
- Email: businesscareers@fullerton.edu



← Visit our website!

An aerial photograph of a university campus. In the foreground, a large, modern building with a curved facade and many windows is visible. The building has a mix of white and brick colors. To the left of the building, there are palm trees and a paved area. In the background, other university buildings are visible, along with a road and some greenery. The image is overlaid with a semi-transparent blue and white geometric design.

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)

SI is a learning support program that provides weekly group study sessions for students taking bottleneck, key gateway or historically difficult courses.

Peer-to-Peer Learning, 49% average course grade increase of SI students taking Calculus

Learn more about SI:

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



An aerial photograph of a university campus. In the foreground, a large, modern building with a curved facade and many windows is visible. The building has a mix of white and brick-colored sections. To the left of the building, there are palm trees and a paved area. In the background, other university buildings and a road are visible. The image is overlaid with a semi-transparent blue and white geometric design.

Other Opportunities to Support Your Academic Journey

Mentoring Programs

- 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
 - Faculty 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)
- This Spring, the college was able to give out \$400,000 in scholarship
- Applications open in Spring semester, due date March 1.
- One application for all scholarship you may qualify

Study Abroad

- Semester Study Abroad Program
 - Central or South America
 - Asia
 - Europe
- Short Term Study Abroad Program: France, Italy, Japan, China, Vietnam, Panama
 - Summer
 - Winter
- The program cost might be partially subsidized by college and University so it's affordable to students





Get Involved

Explore! Have Fun and Grow

- 20+ 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
Association of Latino Professionals for America
American Marketing Association
Association for Operations and Supply Chain Management
Behind the Scenes
Beta Alpha Psi
Black Business Student Association
Business and Legal Studies
Business Data and Analytics
Delta Sigma Pi
Economics Association
Entertainment and Tourism Club
Finance Association
Financial Planning Association
Gamma Iota Sigma
Latino Business Student Association
Pi Sigma Epsilon
Real Estate Association
Sigma Upsilon Mu
Society of Excellence in Human Resources
Titan Ventures
Women's Business Association
Women in Business and Stem

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 and provide your input on behalf of your fellow students to the College!
- COLLABORATE with other students!
- We are seeking two new Freshman and two new Transfer Student to join the 2025-2026 Board.
- Email cbesab@fullerton.edu for more information after visiting our [website!](#)



Important Next Steps

- Accept your admission by May 1 (you can do it today in Titan Gym, and you will get a free t-shirt and take celebration photos)
- Sign up for Orientation
 - For incoming freshman
 - **Sign up for your in-person orientation** once you receive the invitation after May 1
 - Complete General Education Modules before your orientation day
 - Send official AP scores, dual-enrollment transcripts in June when they are available
 - Complete ALEKS before your orientation day
 - Orientation in the month of July, you will register to classes on your orientation day
 - For transfer students
 - Sign up for your orientation, choose in-person college orientation if you can, orientation from late June to early July
 - Check email (around beginning of May) from Business Advising Center to invite you join the Canvas and complete advising modules online
 - Get your schedule checked by an advisor so you are ready register around mid-June
 - Register for BUAD 301 in your first semester. If you are not sure about which discipline to choose, sign up for BUAD 300
- Get ready for Fall semester
- Want to [know more](#): Check the QR Code



Questions?

