

**The Craig School of Business offers one undergraduate degree  
The Bachelor of Science degree in Business Administration  
Student must select only one option listed below**

<b>ACCOUNTANCY OPTION</b>	<p>In considering career alternatives, the field of <b>accountancy</b> has a great deal to offer. Don't tune out if your impression of accountants is based on a vision of Bob Cratchit as Scrooge's bookkeeper in Charles Dickens' <i>Christmas Carol</i>. Accountancy is much more. It is a professional, mentally demanding, monetarily rewarding field that requires skills not only in accounting but also in computer technology, statistics, mathematics, written and oral communications, and human relations, to name only a few. One of the most attractive features of the field of accountancy is the employment potential. It has, in recent years, been one of the leaders in job demand. Employment is available in public accounting, private industry and government. Accountancy is a challenging and satisfying field worthy of your consideration. Alumni of the department of accountancy are found in leadership positions around the world. Many of our graduates are currently partners in public accounting firms, officers in corporations, executives in governmental agencies, and self-employed entrepreneurs.</p>
<b>COMPUTER INFORMATION SYSTEMS OPTION</b>	<p>The hot jobs, fastest growing jobs for the next 10 years, are in the information technology field. Call it the information explosion, information revolution, computer age or any other label you wish, they all emphasize that the forces of change which surround the business world today are centered on the computer. It is, therefore, important that the business student become as informed as possible about information technology as a powerful management tool. The Craig School of Business' curriculum in the <b>information systems</b> area is tailored to the diverse needs of all students. Our classes range from a survey course covering the concepts to the management of information systems and networks to courses, which delve into the analysis, design, development and implementation of business computer systems. You will find it not only an interesting area to study, but also a rewarding career objective. Opportunities abound for gaining hands-on experience; there are more requests for student interns than can be accommodated.</p>
<b>ENTREPRENEURSHIP OPTION</b>	<p>The entrepreneurship program at the Craig School of Business is considered to be one of the leading programs on the West Coast. It is carefully designed for students who want to start a business and for those who want to develop fundamental business skills. Students enrolled in the <b>entrepreneurship</b> option will gain applied knowledge and practical skills necessary for success in the start-up of a new business. The entrepreneurship option also provides students with an understanding of idea generation and evaluation, writing business proposals, testing new products, project teamwork and leadership training. In addition, it provides students with opportunities to meet some of the most successful business people in the valley. In other words, the entrepreneurship program provides students with the skills necessary to be successful in many different business arenas other than entrepreneurship!</p>
<b>GENERAL FINANCE OPTION</b>	<p>The Craig School of Business offers courses of study in the areas of corporate and institutional finance, banking, and investments that are designed to prepare students for a variety of careers in business, commercial banks, savings institutions, securities brokerage firms, and other types of financial institutions. The <b>Finance</b> option stresses the financial structure of businesses through a common set of courses and specialized courses directed at various applications. The General Finance Track is designed to provide students with the basic skills required to plan, supervise, and control the financial activities of business organizations. These include understanding the trade-off between risk and return, the time value of money, and the magnifying effect of leverage. Students specializing in the <b>General Finance Track</b> gain the skills related to evaluating the financial needs of a business, obtaining the funds required by the firm, and using these funds in such a way that the company's goals are met. Career opportunities in finance include, but are not limited to, the following: (1) corporate finance—financial analyst, financial planning, project finance; (2) portfolio management—security analyst, stock broker, investment broker, portfolio manager;</p>

	and (3) banking and financial institutions—commercial and residential loan officers, trust officer, marketing officer.
<b>HUMAN RESOURCE MANAGEMENT OPTION</b>	The <b>human resource management</b> (HRM) option is one of only 57 programs nationally – and the only program in the California State University system - that has been certified by the Association of University and College Industrial Relations and Human Resource programs. The HRM option is viewed as one of the top undergraduate HRM programs in California and has consistently ranked in the top five programs nationally in the number of students who pass the Professional in Human Resource exam given by the Society of Human Resource Management. HRM students explore how organizations can best utilize their most important resource – their employees. Among the issues discussed are how to recruit and select the best employees, how to determine fair compensation, how to use benefit and performance appraisal systems that reward high performance, and how to comply with federal and state employment disputes. The courses offered are intended to help those interested in creating a work environment that promotes teamwork and encourages employee excellence.
<b>INTERNATIONAL BUSINESS OPTION</b>	<b>International business</b> is the field of study that recognizes the rapid and sustained growth of business activities that cross national boundaries. From a traditional foundation of exports and imports, international business operations over the past three decades have become massive in scale and now encompass such topics as foreign direct investment, international banking, international money and capital markets, international transfer of technology, international competitiveness and international global strategy. Furthermore, these dynamic growth trends have had a profound influence over political, economic and social developments throughout the world. It is within this framework that the student with an option in international business learns to apply the traditional business disciplines of management, marketing, finance and accounting to a global setting. Upon graduation, the international business student is in a strong position to work with firms in California, the nation or abroad, which are actively engaged in international commerce and trade. Career opportunities exist in a broad range of businesses including exporting and importing firms, multinational corporations and various types of international banking institutions; as well as with the state and federal government.
<b>MANAGEMENT OPTION</b>	The <b>management</b> option prepares graduates for leadership positions in today's rapidly changing workplace. The curriculum combines theory, skill development, and practical experience, including internships in the student's area of interest. The option also provides a strong foundation for the MBA. Courses in this option prepare students for positions as project leaders, team leaders, supervisors, and managers. Courses emphasize leadership issues such as self-directed work teams, performance improvement, negotiating, vision and goal setting, and change management.
<b>MARKETING</b>  <i>Or</i>  <b>LOGISTICS AND SUPPLY CHAIN STRATEGIES OPTION</b>	Marketing and production are the two functions that must be performed by all organizations. As such, <b>marketing</b> is a vital, dynamic, international, and universal process. Broadly speaking, students who pursue this option will be learning how to create long-term exchange relationships. Marketing starts with an assessment of consumer needs followed by a process of conceiving ideas and planning strategies to satisfy those needs and then effectively and efficiently communicating how an organization can satisfy those needs with products and service. Courses are designed to emphasize the need for creating and implementing a marketing plan; the need to understand the buyer's or consumer's behavior; how to use the internet and web sites for marketing activities; the need to conduct marketing research to obtain data useful in making decisions; the need to understand the channel of distribution; the need to understand how to sell and/or manage a sales force; the need to develop new products; and the need to promote ideas, services or products so people will be aware of their need satisfying characteristics. A certificate program in advertising allows a marketing option student to take electives in the journalism and mass communication department; students study media strategy, publicity and other promotion topics. <b>Logistics and Supply Chain Strategies</b> is associated with the movement, storage, and handling of materials and finished products. The option

<p style="text-align: center;"><b>MARKETING CONT...</b></p> <p style="text-align: center;"><i>Or</i></p> <p style="text-align: center;"><b>SPORTS MARKETING OPTION</b></p>	<p>takes into consideration the movement of agricultural commodities, fresh and processed foods, and managerial and safety issues pertinent to transportation and storage of agricultural commodities. Logistics includes all of the activities focused on efficiently moving goods to the right place at the right time. Logistics has come to be regarded as a key determinant of business competitiveness. Companies are substantially improving their competitiveness and productivity by overhauling their internal logistics and by more effectively managing their external links with suppliers and customers. The aim is to learn how to optimize the distribution of freight and freight-flow information from manufacturer to consumer, using advanced information systems and expertise to reduce inventories, cut transportation costs, speed delivery, and improve customer services. The current and long-term projected demand for logistics managers at all levels is very high. Currently logistics is the second largest employment sector in the United States. Logistics management offers everything that is expected in an ideal career including better than average salaries and advancement opportunities. The type of organizations that employ logistics managers include manufacturing firms, wholesalers, distributors, service institutions, and transportations firms.</p> <p><b><u>Sports Marketing Option-</u></b> California boasts the largest number of sports organizations in the entire U.S. In California's Central Valley alone, semi-professional or professional teams are well represented, in all the major sports, including the increasingly popular motor racing industry. Additionally, the Central Valley offers a plethora of university, community college, high school, and community sports programs. It is also home to sporting goods manufacturers. The global sports industry is rapidly growing, with the United States sports industry contributing more than \$213 billion to the economy, outpacing agriculture and motor vehicle sales combined. In addition, more than 75% of the jobs being created in sports in the U.S. are marketing-related. The proliferation of sports-related businesses in California offers a wide variety of career opportunities for students prepared to enter the market after completion of a bachelor's degree program in sports marketing. The openings for sports marketing and recreation professionals are growing faster on average than for all other professions. The industry needs educators and managers who can create and manage programs to meet the ever-growing demand for leadership in sports and recreation. Graduates who earn bachelor's degrees in sports marketing will be prepared for positions such as sports marketing account managers, event planning and conference managers, facility managers, ticket operations directors, sporting goods marketing and sales managers, and sponsorship sales managers. The list of potential employers includes, but is not limited to, all professional (MLB, NHL, NBA, NFL, etc.), and semi-professional sports, collegiate sports (NCAA, NAIA, etc.), sporting event management, and sports agency.</p>
<p style="text-align: center;"><b>REAL ESTATE AND URBAN LAND ECONOMICS OPTION</b></p>	<p>The spectrum of business opportunities in <b><u>real estate</u></b> means employment in many capacities including government, industry, education, consulting, banking, insurance, appraisal, construction, investment, law and general brokerage. Courses offered at California State University, Fresno are designed to prepare the student to make competent decisions in real estate and to build a firm foundation for the acquisition of a real estate broker's license, if desired. California requires the candidate for a real estate broker's license to complete four college level courses in real estate covering practice, law, appraisal, and finance. These courses are offered in the Craig School of Business and are included in the real estate option or may be taken as general electives. A student who graduates with a degree in business administration and has completed the requirements for the real estate option will usually qualify to take the California Broker's Examination immediately upon graduation.</p>
<p style="text-align: center;"><b>SPECIAL OPTION: DATA ANALYTICS</b></p>	<p>The Data Analytics option provides students with holistic skills of analytics that balance the technologies and analytic methods to gain useful information from data to make strategic business decisions. Data Analytics provides unprecedented opportunities that span all industries and organizations. Machine Learning and Data Analytics rank among the top emerging jobs on LinkedIn. Data Analytics roles have grown over 650% since 2012. Students pursuing Data Analytics will develop statistical and probabilistic analysis for business processes, build and use simulation</p>

**SPECIAL OPTION:  
DATA ANALYTICS  
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as well as optimization models in business systems, analyze large data sets to discover relationships and improve prediction and decision making, create effective visualizations for structured and unstructured data, discover patterns and relationships in data, develop methods and applications for social media analysis, design database concepts emphasizing relational structures, and application of database management system software.