



**2021-2022**

**FASHION**

**MERCHANDISING**

**FRESHMAN**

**ORIENTATION**

**HANDBOOK**

# Majors Offered in the Craig School of Business



## B. S. in Business Administration

Options offered in:

- Accountancy
- Computer Information Systems
- Data Analytics
- Entrepreneurship
- Finance
- Human Resource Management
- International Business
- Logistics and Supply Chain Strategies
- Management
- Marketing
- Real Estate and Urban Land Economics
- Sports Marketing



## Accelerated Bachelors in Business

Administration (ABBA)

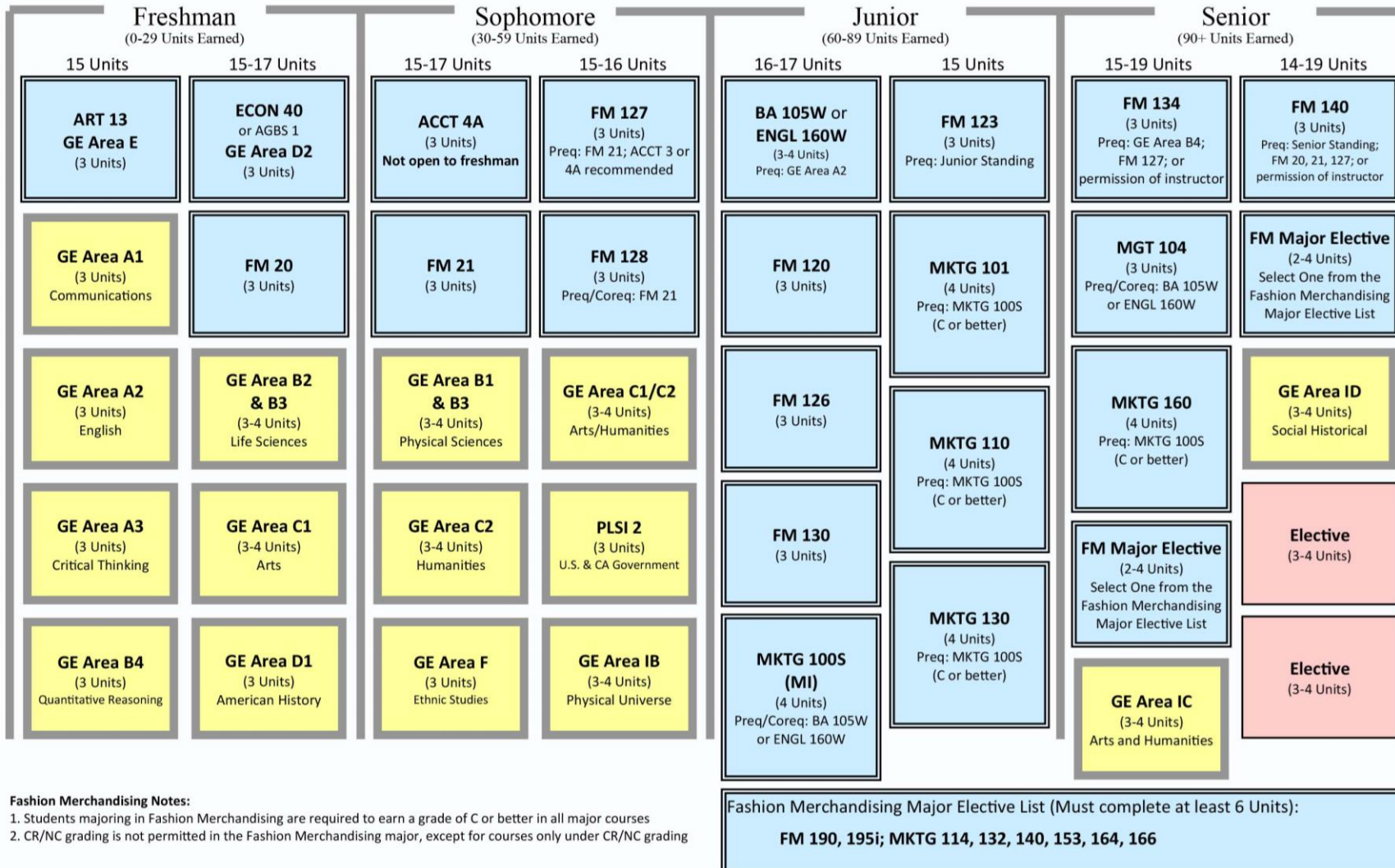


## B. A. in Economics



## B. A. in Fashion Merchandising

# FASHION MERCHANDISING FLOWCHART CATALOG YEAR 2021-2022



**\*15 units a term is needed to complete degree in 4 years.**

# Majors Offered in the Craig School of Business



## Recommended courses for enrollment:

FM 20  
FM 21  
ART 13  
GE A1  
GE A2



## Alternatives:

ECON 40  
GE A3  
BIOL 10, 11 or 12  
GE C1  
GE C2  
GE F

**\*15 units a term is needed to complete degree in 4 years.**

# GENERAL EDUCATION BREAKDOWN

♦ FOUNDATION

Four courses: One in A1, one in A2, one in A3, & one is B4 for a minimum of 12 units.  
**FOUNDATION** courses must be satisfied with a minimum of "C" grade.

Area A – Fundamental Skills and Knowledge

A1 Oral Communications: Communication 3, 7, 8

A2 Written Communication: (Prerequisite for English 5B is passing 5A) English 5B, 10

A3 Critical Thinking: African Studies 20; Anthropology 30; Chicano & Latin American Studies 30; College of Science & Math 10; Communication 5; Computer Science 1; Geography 25; Interdisciplinary 50; Natural Science 4; Philosophy 25, 45; Sociology 3, 35; Women's Studies 12

B4 Quantitative Reasoning: (Co-requisite or prerequisite Math courses may be required. Check with advisors) Criminology 50; Decision Sciences 71, 72; Mathematics 6, 11, 11L, 45, 45L, 70, 75, 75A

Course/  
Units/Grade

A1 \_\_\_\_\_  
A2 \_\_\_\_\_  
A3 \_\_\_\_\_  
B4 \_\_\_\_\_

In the lower division GE, please do not complete another GE E or D2 course other than what is noted in red, otherwise you will take extra courses that will not count toward your degree requirements

♦ BREADTH

Area B – Physical University and Its Life Forms

Two courses: One in B1 and one in B2—see above for B4

B1 Physical Sciences: (Prerequisite: Completion of B4) Chemistry 1A & 1AL, 3A, 10; Earth & Environmental Sciences 1, 1V, 4; Physical Science 21; Physics 2A, 4A & 4AL, 10

B2 Life Sciences: Biology 1A, 10, 11, 12

B3 Laboratory Component: B1 or B2 must have a lab (all B1& B2 courses taken at Fresno State have a mandatory lab component.)

B1 \_\_\_\_\_  
B2 \_\_\_\_\_  
B3 \_\_\_\_\_

Area C – Arts and Humanities

Three courses: One in C1, one in C2, and a third from C1 or C2

C1 Arts: Armenian Studies 20; Art 1, 20, 40, 50; Art History 10, 11, 12; Chicano & Latin American Studies 9; Drama 22, 62; English 41, 43, 44; Media, Communications & Journalism 9; Music 9 (not for music majors), 9A, 74, 75

C2 Humanities: Arabic 1A, 1B; Armenian 1A, 1B, 2A; Chinese 1A, 1B; Communicative Sciences & Deaf Studies 90, 92; English 20, 30; French 1B, 2A, 2B; German 1B, 2A, 2B; Greek 1A, 1B; Hebrew 1A; Hmong 1A, 1B; Humanities 10, 11, 15, 20; Italian 1A, 1B, 2A, 2B; Japanese 1A, 1B; Latin 1A, 1B; Linguistics 10; Persian 1A, 1B; Philosophy 1, 2, 10, 20; Portuguese 1A, 1B; Spanish 1B, 2A, 2B, 3, 4A, 4B

C1 \_\_\_\_\_  
C2 \_\_\_\_\_  
C1 or C2 \_\_\_\_\_

Area D – Social, Political & Economic Institutions & Behavior, Historical Background

Once course in each sub-area (prerequisite: GE Foundation A1 for students in English college-readiness Category III and IV)

D1 American History: History 11, 12

D2 Social Science: Africana Studies 10, 15, 27; Agricultural Business 1; American Indian Studies 50; Anthropology 2, 3; Armenian Studies 10; Child & Family Science 31; Communicative Sciences & Deaf Studies 98; Criminology 10; Economics 25, 40, 50; Geography 2, 4, 81; History 20, 21; Industrial Technology 20; Jewish studies 10; Media, Communications & Journalism 1; Middle East Studies 10; Political Science 1; Psychology 10; Sociology 1 or 15; Women's Studies 10, 11

D1 \_\_\_\_\_  
D2 **ECON 40**

Area E – Lifelong Understanding & Self-Development One Course

Animal Science 67; Art 13; Child & Family Science 38, 39; College of Science & Math 15; Dance 16, 70; Drama 32; Finance 30; Gerontology 10S, 18, 111; Kinesiology 32 & concurrent enrollment in any KAC course; Linguistics 30, Nutrition 53; Peace and Conflict Studies 110; Psychology 61; Public Health 90, 91, 110; Recreation Administration 80, University 1; Women's Studies 18

E **ART 13**

Area F – Ethnic Studies One Course

Africana Studies 68; American Indian Studies 5, 103; Anthropology 120, 175; Asian American Studies 10, 15, 20, 50, 120, 175, 185; Chicano & Latin American Studies 3, 5, 120, 128, 163; Media, Communications & Journalism 6

F \_\_\_\_\_



# GENERAL EDUCATION BREAKDOWN

## UPPER DIVISION G.E. CONSISTS OF 9 UNITS

IB, IC, & ID courses can be taken no sooner than the term in which 60 units of coursework are completed.

### ♦ **INTEGRATION** Three upper division—one in each area

#### IB Physical Universe & Its Life Forms: (Prerequisite: Completion of FOUNDATION and Area B)

Anthropology 161; Chemistry 170; Computer Science 100; Earth & Environmental Sciences 102, 112, 167, 168; Geography 115, 128, 129; Natural Science 115, 120, 125; Physical Science 131, 168; Physics 100; Plant Science 105; Public Health 161; Sociology 158

IB \_\_\_\_\_

#### IC Arts & Humanities: (Prerequisite: Completion of FOUNDATION and Area C)

Africana Studies 129; Armenia 148; Art 102; Art History 140; Arts & Humanity 105; Chicano & Latin American Studies 130; Dance 171; Drama 163; Earth & Environmental Sciences 102; English 101, 102, 103, 112, 113, 114, 174; French 109, 124, 125, 149; Humanities 104, 108, 110, 118, 120, 129; Interdisciplinary Art Studies 108; Linguistics 115, 130, 138; Music 170A, 171, 187; Philosophy 120, 150, 151; Portuguese 101, 102, 103; Spanish 125, 129; Women's Studies 110

IC \_\_\_\_\_

#### ID Social, Political & Economic Institutions & Behavior, Historical Background: (Prerequisite: Completion of FOUNDATION and Area D)

Africana Studies 144; Agricultural Business 155; Anthropology 116W, 145; Art History 143; Chicano & Latin American Studies 114, 115; Construction Management 124; Criminology 101, 120, 120S; Economics 146, 167, 176, 183; Forensic Behavioral Sciences 153; Geography 133, 173, 184; Gerontology 100; History 101, 154; Jewish Studies 154; Kinesiology 111; Media, Communications & Journalism 175, 178, 180; Peace & Conflict Studies 100; Social Science 110; Sociology 131, 143, 163; Women's Studies 101, 111, 124, 149

ID \_\_\_\_\_

**Courses:** Political Science 2, 102 (to fulfill California portion of the requirement only) or equivalent

- Multicultural/International course (M/I) **MKTG 100S**

**Courses:** Africana Studies 150, 164; Anthropology 105W, 120, 123, 125; Asian American 110; Business Administration 104; Chicano & Latin American Studies 160, 170; Communication 164; Communicative Sciences & Deaf Studies 139; Economics 181; Geography 167; Gerontology 161; History 186; Humanities 105, 140; Interdisciplinary Capstone 177, 188S; Italian 100; Linguistics 147; Media, Communications & Journalism 176, 179; Marketing 100S; Nursing 141, 141LS; Public Health 104, 128S; Philosophy 131, 132; Political Science 120; Recreation Administration 130; Sociology 111, 142; Social Science 180; Social Work 136; Women's Studies 120, 135

### ♦ **Writing Skills Requirement:**

- Upper-division writing skills **BA 105W**

**Courses:** Africana Studies 104W; Agricultural Business 170SW; Anthropology 105W, 116W, 126W; Asian American Studies 151W, 161W; Aerospace Studies 105AW\*, 105BW; Business Administration 105W, Earth & Environmental Sciences 104W, 135W; English 106W, 115W, 117W\*, 160W, 170W; Engineering 105W\*; Health & Human Services 116W; History 100W\*; Industrial Technology 198W; Jewish Studies 100W; Literacy & Early Education 180W; Linguistics 110W\*, 111W; Media, Communications & Journalism 102W\*, 114W\*; Philosophy 125W, 133W; Plant Science 110W; Sociology 130W/WS

Note: a few majors require a specific "W" course; see catalog requirements for your major

\*Enrollment may be restricted or have additional prerequisites. Check the course description in the catalog or [my.fresnostate.edu](http://my.fresnostate.edu)

As a Fashion Merchandising student, you will complete your M/I requirement with MKTG 100s and your W requirement with BA 105W or ENGL 160W.

# OFFICE OF STUDENT PROFESSIONAL DEVELOPMENT

Peters Building 185

<https://www.fresnostate.edu/craig/internships-jobs/>

## CSB 50- Intro to the Craig School of Business

Fall 2021: CRN: 72108

Tuesdays 2:00- 3:30



“Introduction to business careers, career development, educational options, and opportunities provided by the Craig School of Business. Emphasis on CSB requirements, resources, and expectations. Presentation of topics by faculty, staff, alumni, and business executives.”

-Open to All Students

-CR/NC grading

-1 Unit

# OFFICE OF STUDENT PROFESSIONAL DEVELOPMENT

Peters Building 185

<https://www.fresnostate.edu/craig/internships-jobs/>

## CSB 150- Strategies for Success/ Mentorship

“Provides students with an opportunity to explore different areas of business with a specially selected mentor from the local business community. It is an opportunity for a first chance of exposure to a field of their interest, and exclusive access to a business professional.”

- Open to all Pre-Business, Business Major and Minor, and Fashion Merchandising
  - By permission number
  - BA 105W or ENGL 160W must be taken as a pre-req or co-req
    - CR/NC grading
    - 1 Unit





# OFFICE OF STUDENT PROFESSIONAL DEVELOPMENT

Peters Building 185

<https://www.fresnostate.edu/craig/internships-jobs/>

## 191i/195i- Internship

“Internships provide the student with a progressive learning and growth experience, rather than a repetitive activity which is usually associated with a part time job.”

Requirements: 150 hours of work at a pre-qualified, academically-related work site.

-Open to Upper Division Business, Economics and Fashion Merchandising Students

-CR/NC grading

-3 Units



# BUSINESS ADVISING AND STUDENT EXPERIENCES (BASE)

**CATHERINE KUCHAR-** ckuchar@csufresno.edu

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**LILY OCEGUERA-** loceguera@csufresno.edu

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<https://www.fresnostate.edu/craig/advising/>

Phone: 559-278-4943

Peters Building 185

[csbadvising@mail.fresnostate.edu](mailto:csbadvising@mail.fresnostate.edu)



## EMAILING THE CAMPUS COMMUNITY

# General email etiquette

### Advising Question

Recipients

Advising Question

Dear (Advisors Name)

My name is Victor E. Bulldog III (100100100) and I am a pre-business major intending Accountancy. I need to declare my option to Accountancy. If you could please get back to me as soon as you can with the steps I need to do to declare my option.

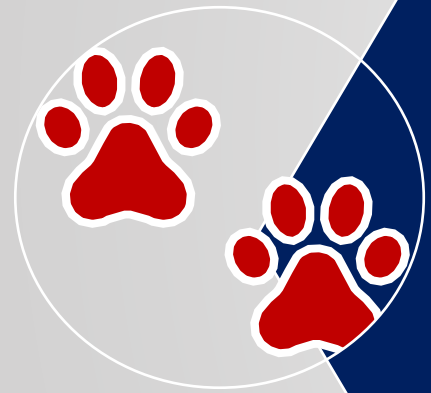
Thank you,  
Victor  
(100100100)

**PLEASE**  
*Include*

1. Email from your Fresno State email.
2. A subject relevant to the email.
3. The Advisors name.
4. Your ID number, full name and intended major or option.
5. A description of your problem or your entire question.



# CRAIG SCHOOL OF BUSINESS ADVISING CENTER MISSION



The Craig School of Business Advising Center, in collaboration with the Craig School of Business and University Community, seek to educate, empower, and support students through holistic academic advising. By providing planning and support, we help foster self-directed learners to become contributing members in the community and beyond.

# CRAIG SCHOOL OF BUSINESS ADVISING CENTER STUDENT EXPECTATIONS

## Students are expected to:

- Be proactive about maintaining a relationship with your advisors
- Commit to appointment and understand the importance of punctuality
- Cancel an appointment at least 30 minutes before the appointment
- Arrive early for appointments and bring a photo ID for check-in
  - Students will not be seen without a photo ID
- Review [degree requirements](#) prior to coming into advising
- Create and update [My Degree Plan](#) each semester prior to coming into advising
- Make sound choices that are relevant to your degree requirements
- Come prepared with [questions](#) and take notes regarding the advising appointment
- Follow through with academic or career referrals
- For pre-business students, be aware of how and when to declare your option
- Bring all relevant documents for completion and any questions pertaining to the documents



# HOW CAN YOUR ACADEMIC ADVISORS HELP YOU?



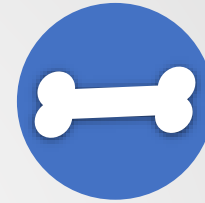
ONE-ON-ONE  
PROFESSIONAL  
ADVISING



DEGREE  
PLANNING



ASSISTANCE  
WITH ACADEMIC  
DIFFICULTY



COURSE  
SUBSTITUTION  
ASSISTANCE



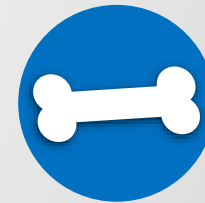
FINANCIAL AID  
PETITION  
LETTERS



ADVISING FROM DOG  
DAYS UNTIL  
GRADUATION



ASSISTANCE FOR  
REGISTRATION HOLDS



REFERRALS TO  
APPROPRIATE OFFICES ON  
CAMPUS



# HOW TO SUCCEED AT FRESNO STATE



TAKE ADVANTAGE  
OF STUDY  
ABROAD  
PROGRAMS



PLAN OUT YOUR  
ROADMAP WITH YOUR  
ACADEMIC ADVISOR



ENROLL IN CSB 50- THE  
INTRODUCTION TO THE  
CRAIG SCHOOL OF  
BUSINESS



MEET WITH YOUR  
ADVISOR AT LEAST  
ONCE A YEAR TO  
STAY ON TRACK



MEET WITH THE  
CAREER  
DEVELOPMENT TO  
EXPLORE CAREER  
PLANS



LOOK INTO  
MENTORSHIPS AND  
INTERNSHIPS BEFORE  
GRADUATION

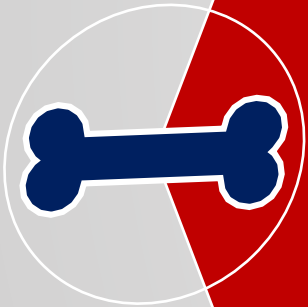


UTILIZE TUTORING,  
SUPPORTNET AND  
ON- CAMPUS ACADEMIC  
RESOURCES

# GET SOCIAL !

Follow us on:

- Twitter: @fresnostatebiz
- Facebook: Craig School of Business at Fresno State
- Instagram: @FresnoStateBiz
- YouTube: [www.youtube.com/c/CraigSchoolofBusiness](http://www.youtube.com/c/CraigSchoolofBusiness)





# HOW TO SEARCH FOR CLASSES

# HOW TO SEARCH FOR CLASSES

## HOW TO ADD A CLASS

(WWW.MY.FRESNOSTATE.EDU)

Launch Web browser and go to [My Fresno State](http://MyFresnoState.edu).

1. Under **My Menu**, click on **Student Self Service**, then click on **Student Center**.
2. To expand **My Academic Records & Registration**, click on the green arrow at the left of the bar.
3. Click on **Class Enrollment**.
4. Select the term you wish to enroll in. Enter a **5-digit Class Number** in the **Class Number** box. Click on **Enter**. This will bring you to a new page. This page allows you to verify your request, and if necessary, select a **related component**, such as a lab, **change your grading option**, or enter a **permission number**. At the bottom of the screen, click **Next** to proceed.
5. Use the **Search** feature to find open classes. Enter the course subject and course number (i.e. HIST 12) and click **Search** (leave the box checked to show open classes only). If you find a class you want to **add**, click on the **Select Class** button to add it to your Enrollment Shopping Cart.
6. After you have selected all of your classes, click on the button labeled **Proceed to Step 2 of 3**.
7. Click on the **Finish Enrolling** box to enroll in your courses.
8. Be sure to check the Status column for possible errors with your registration. If your registration is successful, the message "success" will be displayed. **If errors exist, the class was not added.** Specific details about the error are listed.
9. To drop a class previously added, click on **Drop a Class** tab. Select the class you want to drop. View your results by checking the box in the **Select** column. Then click **Drop Selected Classes**. Confirm your selection and click **Finish Dropping**.
10. To verify all classes are correct, click on **My Class Schedule**.

## HOW TO SEARCH FOR GENERAL EDUCATION COURSES

(WWW.MY.FRESNOSTATE.EDU)

1. Log into My Fresno State web portal, [my.fresnostate.edu](http://my.fresnostate.edu)
2. Open **Student Self Service**
3. Click the **Search for Classes** Link
4. Select the appropriate term and click continue
5. Click the **Additional Search Criteria** Link
6. In the **Course Attribute** drop the tab down and select **General Education**
7. In the **Course Attribute Value** field select the GE area you are searching for (i.e. IB, IC, ID, B1)
8. Click the **Search** button at the bottom
9. When you find a class that you like and fits your schedule click on the class number to add it to your shopping cart .

For assistance, please contact the  
**Craig School of Business Advising Center**  
at 559-278-4943, PB 185

