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Orfalea College of Business

Business Bldg. (03), Room 455
Phone: 805.756.2704

Dean: Scott Dawson
Interim Associate Dean: Rosemary Wild
Associate Dean: Bradford P. Anderson
Assistant Dean: Kris McKinlay
Advancement Director: Tina Guerrero

Academic Programs

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Mission Statement

We are an engaged learning community that contributes to business and society through discovery and application.

Amplifications of our Mission Statement

• We strive to contribute to the well being of our students and the communities to which they belong by instilling in them a love and an ability for learning and discovery that will serve them for the rest of their lives. We reinforce this by cultivating that love and ability for learning and discovery within ourselves.
• We embrace the principles in the 1940 AAUP Statement of Academic Freedom.
• We treat one another with respect and integrity, communicate honestly, and consult with one another when making important decisions that affect our learning community.
• We value research that is theoretical, applied and interdisciplinary, rooted in both our academic disciplines and the scholarship of teaching and learning.
• We are committed to providing our academically talented students with hands-on experiences and opportunities for discovery.
• Members of our community are ready to contribute to one another, to our organizations, and to the world.
• We challenge students, faculty and staff to assume responsibility for lifelong learning.
• We are committed to earning external accreditation of our college and its programs.

The BS degree program and the graduate programs in Business Administration are accredited by the AACSB–The International Association to Advance Collegiate Schools of Business. The BS degree program in Industrial Technology is accredited by the Association of Technology, Management, and Applied Engineering (ATMAE). The objective of accreditation is to foster high quality educational programs.

The college is organized into seven areas: Accounting, Economics, Finance, Industrial Technology, Marketing Management and Graduate Management Programs. This organizational structure allows for programs of study that blend broad-based knowledge of the functional disciplines of Business and Economics with an in-depth study of particular discipline(s).

The college’s educational philosophy follows the Cal Poly tradition—that of enlisting maximum student involvement in the learning process through case analysis, special projects, internships, computer simulations and other learn-by-doing exercises. The college has state-of-the-art computer facilities which are available to students to meet their coursework needs. Educational programs are designed to challenge highly motivated students to become tomorrow’s socially responsible business leaders through a learn-by-doing technology oriented education. The curricula include general education requirements and specialized studies in the student’s major field. Optional areas of concentration within each major enable the student to select the program most closely suited to the chosen career field.

Business Honor Society

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. Only 7% of the junior class and 10% of the senior class are invited to join. The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business and to foster personal and professional excellence among its members. For further information, please contact the Dean’s Office, 805.756.2705.

Advising Center

Business Bldg. (03), Room 100
Phone: 805.756.2601
www.cob.calpoly.edu/advising

The Advising Center Mission Statement

The Orfalea College of Business Advising Center serves as a peer-driven resource for students seeking academic guidance. Trained and knowledgeable staff provide all students of the Orfalea College of Business community to achieve their unique educational goals by providing timely and effective support in a professional, welcoming environment. We give students the resources needed to successfully negotiate the curriculum they select and empower them to make educated decisions.

The Peer Advising Model

The Orfalea College of Business Advising Center utilizes a student-to-student advising structure, which has been proven as a key factor to successful graduation rates. It is beneficial for students to meet with peer advisors, who are extensively trained on all college and university policies, expectations, curriculum and resources for advising students in their major.

Peer advisors take part in a quarter-long highly specialized training program to meet the needs of all Business, Economics, and Industrial Technology students. They update and review students’ files before an advising session and are prepared to answer any questions or concerns the students may have about the curriculum and/or policies. Two professional academic advisors are involved with direct supervision and specialty student concerns; their appointments involve career/internship advising and serving students with special concerns, assisting students having academic difficulty. Faculty advisors within
the college provide further information on course content, career planning, and clarification on concentration areas. Faculty advisors are assigned by the student’s area office or by the student’s concentration.

Areas of Specialty

- Academic advising and planning courses towards graduation
- Assist students with strategies for success in their academics
- Advising students on academic probation
- Interpretation of curriculum sheets and flowcharts, articulation agreements, requirements towards degree, and online advising tools
- Change of major advising
- Study abroad advising
- College and university policies and procedures
- Process forms related to student’s degree progress
- Quarterly advising workshops and programs

Transfer Students

Transfer students to the Orfalea College of Business should refer to the curricula listed for the appropriate major. Please note that all lower division courses may be completed at most California Community Colleges. Full time students who have successfully completed all lower division courses prior to transferring to the College of Business can usually anticipate graduating in six quarters. Admitted transfer students should seek immediate advising assistance from the Advising Center.

Undergraduate Programs

BS Business Administration

The undergraduate business program provides students with the knowledge and the analytical skills essential for employment in all sectors of business, industry, governmental and non-profit organizations. Graduates of the business program will understand the fundamentals of how a successful enterprise operates, and will have sufficient depth in an area of study to begin a successful career by providing immediate value to an organization.

The Orfalea College of Business engages in a comprehensive assessment plan to ensure student achievement of these objectives.

The Business Administration degree program consists of five components: Major, Concentration, Support, General Education, and Electives.

Concentrations

Concentrations are provided for students preparing for careers in Accounting, Financial Management, Management, Information Systems, Marketing Management, Entrepreneurship, and Consumer Packaging Solutions.

The Quantitative concentration and the Real Estate concentration offered under the BS Economics, are also available to Business Administration majors.

Choose from:
- Accounting Concentration (p. 10)
- Entrepreneurship Concentration (p. 10)
- Financial Management Concentration (p. 10)
- Management and Human Resources (p. 11)
- Marketing Management (p. 11)
- Information Systems (p. 11)
- Quantitative Concentration (p. 14)
- Real Estate Concentration (p. 14)

Accounting and Business Law Area

Business Bldg. (03), Room 403
Phone: 805.756.2084
Area Chair: James Kaney

Accounting provides information for making informed business decisions by decision makers both external and internal to the firm. The Accounting Area works closely with the accounting profession to help ensure curriculum relevancy and technical competency. The accounting program offers a Masters of Science (see Graduate Programs (p. 5)). The Masters of Science along with the concentration in accounting allows the student to meet the academic requirements for licensure as a Certified Public Accountant (CPA).

Economics Area

Business Bldg. (03), Room 407
Phone: 805.756.2555
Area Chair: Steve Hamilton

BS Economics

The mission of the economics program is to educate students in the models and problem solving tools of economics. The degree program:

- instructs students on the analytical tools of economics and the application of these tools to business and social problems,
- instructs students on the economic structure of our society and its interdependence with the global marketplace,
- instructs students about the economic forces that affect business, the natural environment, technology and political decision-making,
- instructs students on the role of business, government and households in our economy,
- prepares students for successful careers in business, government and non-profit organizations, and
- prepares students for graduate studies in business, economics, law and public administration.

Concentrations

Economics majors do not need to choose a concentration but they can if they choose. Students may develop their own program of study by selecting one of the following: 1) an economics concentration; or 2) a business concentration.

Choose from:
- Accounting Concentration (p. 10)
- Entrepreneurship Concentration (p. 10)
- Financial Management Concentration (p. 10)
- Management and Human Resources (p. 11)
- Marketing Management (p. 11)
- Information Systems (p. 11)
For the requirements of each concentration, please check the information listed under the Business major.

**Economics Minor**
Business Bldg. (03), Room 407  
Phone: 805.756.2555

This minor is designed to give students from other majors a general competency in economics. Students are encouraged to meet with the advisor of the Economics Minor to develop a course of study that complements their major curriculum. For more information, contact the Economics Area office.

**Finance Area**
Business Bldg. (03), Room 407  
Phone: 805.756.1168

Area Chair: Cyrus Ramezani

The Financial Management (FM) concentration provides a rigorous, coherent, real-world-based, and up-to-date curriculum which prepares students for rewarding careers. The FM students gain in-depth knowledge of Fixed Income Securities (Bond Markets), Security Analysis and Portfolio Management (Equity and Derivative Markets), Corporate Finance (Mergers and Acquisitions and Initial Public Offerings), Alternative Investments (Foreign Exchange, Commodities and Real Estate), and Quantitative Methods.

Finance classes are taught in the Financial Analysis Resource Center, a special-purpose classroom with data terminals, and real time display of stock prices. The computers are equipped with financial data and software, which permits students to work on real-world problems - individually and in teams.

Finance students have outstanding internship and senior project opportunities, including the ability to pursue the Chartered Financial Analyst (CFA) designation; the ability to participate in the Student Managed Portfolio Project, where they assume an active role in investing Cal Poly Corporation endowment funds; and the opportunity to intern with major corporations, investment banks, and money management firms. Our graduates pursue careers in Financial Services, Corporate Finance, and as Financial Analysts, working for investment banks, brokerage firms, the asset management industry, the real estate industry, consulting firms, and other facets of business.

**Management Area**
Business Bldg. (03), Room 405  
Phone: 805.756.1302

Area Chair: Kevin Lertwachara

The Management Area’s goals are fourfold:

1. to provide students with management theories, strategies, and practices essential for understanding how modern organizations operate and succeed in a complex and global environment,
2. to introduce students to the information technologies that enable the success of critical business processes and enhance worker creativity and productivity,
3. to engage students in learning about team dynamics and team leadership, and
4. to prepare our graduates, through a focus on experiential learning, for rewarding careers in a myriad of industries.

The Management Area offers all business students coursework in organizational behavior, information systems, international management, and business strategy. We offer concentration specific courses in both of the concentrations that are housed in the Management Area: (1) Management and Human Resources, and (2) Information Systems.

**Marketing Area**
Business Bldg. (03), Room 403  
Phone: 805.756.2010

Area Chair: Lynn E. Metcalf

Marketing management is a set of processes that identifies customer needs, executes project and services design, devises branding strategy, defines pricing and product channels, and communicates and promotes the benefits of the offer, while maintaining a competitive advantage.

**Interdisciplinary Studies**

**Entrepreneurship Concentration**
Business Bldg. (03), Room 405  
Phone: 805. 756.5188

Concentration Coordinator: Jon York

This interdisciplinary concentration provides an environment in which students develop an entrepreneurial mindset and acquire the knowledge and decision skills necessary to envision, plan and implement new ventures in start-up and existing organizations, domestic and international settings, in either service, product or technology-based companies and in for-profit and non-profit contexts. It draws expertise and coursework from across the College and emphasizes interdisciplinary problem-based learning.

**Consumer Packaging Solutions Concentration**
Business Bldg. (03), Room 435  
Phone: 805.756.2129

Concentration Coordinator: Jay Singh

This concentration provides business majors entry into a rapidly expanding and dynamic field, packaging, that has been fueled by the globalization of manufacturing and customer-supplier relationships. This trend has been enabled by new approaches to value chain management, product development and packaging technology. This concentration will allow the students to:

1. conceptualize packaging designs that meet customer needs
2. validate designs with data and customer insight
3. gain familiarity with packaging materials and related test equipment
4. conduct qualitative and quantitative marketing analysis for products
5. comprehend packaging costs, sustainability issues and industry trends and
6. understand supply chain management and logistics related issues

Lessons are drawn from a range of established and emerging industries such as food, automotive, biomedical devices and electronics.

**Industrial Technology Area**

Business Bldg. (03), Room 405
Phone: 805.756.1754

BS Industrial Technology

Area Chair: Eric Olsen

Industrial Technology prepares individuals to be effective technical managers and entrepreneurial leaders in a rapidly-changing technological and global economy. The baccalaureate curriculum is particularly suited for careers that involve working with people and technology concurrently. It includes instruction in electro-mechanical systems, industrial materials and processes, and quality and safety management that are then applied to technology-based business problems in packaging, value chain management, and technology entrepreneurship. Students take complementary courses in physics, chemistry, calculus and statistics. The curriculum also includes a business core with accounting, economics, marketing, and information systems.

The curriculum offers two areas of emphasis: Operations Technology (OT) and Packaging Technology (PT). The OT focus area offers courses pertinent to general operation management, supply chain management and lean processes, while the PT focus area offers specialized courses in design and testing packaging products and systems.

**Packaging Minor**

Industrial Technology

Business Bldg. (03), Room 405
Phone: 805.756.1754

The purpose of this interdisciplinary minor is to complement the student’s degree major with a planned curriculum in packaging. The program is designed to capitalize on theories and skills learned in other disciplines thereby uniquely preparing students for success as packaging professionals in positions ranging from highly technical research and development through purchasing, production, sales and management.

Students gain the skills needed for the design of package forms and graphics, the specifications of materials and machinery to be used, the evaluation of package systems, as well as the planning and coordinating of packaging requirements. These specialized skills result from an integration of knowledge gained through the packaging curriculum with that of the major discipline. A significant understanding of packaging issues and their impact on the industry is also gained.

**Industrial Technology Minor**

Industrial Technology

Business Bldg. (03), Room 405
Phone: 805.756.1754

This minor is interdisciplinary. Students learn about the technical, social and business issues related to the use of new technology and how the technology is integrated into corporate Poly. The minor appeals to students who are majoring in nontechnical disciplines.

**Environmental Studies Minor**

Please see the College of Science and Mathematics (http://catalog.calpoly.edu/collegenandprograms/collegeofsciencemathematics) for more information on this interdisciplinary minor.

**Graduate Programs**

**Master of Business Administration**

Business Bldg. (03), Room 409
Phone: 805.756.2637
mba@calpoly.edu
http://mba.calpoly.edu/
Associate Dean: Bradford P. Anderson

**Programs of Study/Specializations Available**

MBA - General Management
MBA - Agribusiness Specialization
MBA - Graphic Communication Document Systems Management Specialization
MBA -Architectural Management Track
MBA - Landscape Architectural Management Track

**General Characteristics**

Cal Poly’s MBA programs are designed to prepare students to enter successful management positions in industry, government, and not-for-profit organizations. The programs give graduates a broad management background. Cal Poly’s MBA programs are 60 to 64 units in length, depending on specialization, and consist of required courses and advanced elective courses.

The learning objectives of the MBA programs are for students to be able to:

1. Demonstrate competency in the following areas of business: management, quantitative methods, economics, accounting, finance, marketing, operations, and strategy.

2. Demonstrate strategic integration of the above areas.

3. Demonstrate the ability to apply analytics to decision making.

4. Recognize issues and create solutions using an approach that reflects ethical values.

5. Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.

6. Demonstrate professional written communications skills.

7. Demonstrate professional oral communication and presentation skills.

8. Recognize leadership skills and link to leadership theory.

9. Demonstrate effective team behaviors.

**Prerequisites**

Students are required to possess a bachelor’s degree from an accredited program. The MBA program is specifically designed to provide the essential business knowledge to students without prior
business background. Therefore, no specific prerequisite courses are required, but a basic knowledge of statistics is highly recommended.

Admission/Acceptance Requirements
Admission to the MBA programs is based upon:

• successful completion of an accredited undergraduate program of study
• prior academic performance with particular emphasis placed on the last 90 quarter units (60 semester units)
• achievement on the Graduate Management Admission Test (GMAT) or Graduate Records Examination (GRE), with particular emphasis placed on performance on the quantitative portion
• prior work experience (desirable).

Culminating Experience
In order to satisfy the culminating experience requirement, students must satisfactorily complete a required assigned comprehensive examination or project. Other options may be available, but must be approved in advance by the Associate Dean.

PROGRAMS OF STUDY

MBA – General Management
This program allows students to take electives of particular interest that fit their specific needs or career objectives. The program consists of 36-quarter-units of required courses with the remaining elective units selected from a focused group of advanced courses.

MBA - Agribusiness Specialization
This specialization is offered in conjunction with the Agribusiness Department in the College of Agriculture, Food and Environmental Sciences. The program is designed for those interested in agribusiness management careers. Graduates are prepared for large farm and ranch management as well as for positions in supporting agribusiness industries such as commodity marketing or food processing.

MBA - Graphic Communication Document Systems Management Specialization
This specialization is offered in conjunction with the Graphic Communication Department in the College of Liberal Arts, and is designed for those interested in graphic communication-related management careers. The program, focused on document systems management, contains a strong research component, including research assignments relevant to an individual company and the document industry as a whole. Students participate in research and development projects for the Graphic Communication Institute at Cal Poly.

MBA - Architectural Management Track
This program is available only to those students who are enrolled in Cal Poly’s Bachelor of Architecture (BArch) program. During the fifth/final year of the architecture program, students may request permission to enroll in MBA courses. See the Architecture (http://catalog.calpoly.edu/collegesandprograms/collegeofarchitectureandenvironmentaldesign/architecture) section of this Catalog for information.

MBA - Landscape Architecture Management Track
This program is available only to those students who are currently enrolled in Cal Poly’s Bachelor of Landscape Architecture (BLA) program. During the fifth/final year of the landscape architecture program, students may request permission to enroll in MBA courses. See the Landscape Architecture (http://catalog.calpoly.edu/collegesandprograms/collegeofarchitectureandenvironmentaldesign/landscapearchitecture) section of this Catalog for information.

Option to Concurrently Pursue MBA & Another Master’s Degree
The Orfalea College of Business permits students to develop an individualized program of study that incorporates the required elements of two distinct Cal Poly graduate degree programs. This option offers graduate students the opportunity to simultaneously pursue an MBA degree in the Orfalea College of Business and an MA or MS degree in one of Cal Poly’s other colleges.

To participate in this option, students must apply to, meet the qualifications for, and be accepted into each program separately. Students must first apply for formal admission to one specific Cal Poly graduate program such as the MBA program. After enrollment in a specific graduate program, the student must apply to, meet the qualifications for, and be accepted into the second program. The two degrees must be awarded in the same quarter.

Depending upon the combination of degrees pursued, students may be permitted to substitute courses in the other graduate degree program for similar courses in the MBA program, thereby reducing the overall number of units. Such substitutions must be approved in advance by the OCOB Associate Dean and generally are limited to a maximum of three courses.

MS Accounting
Business Bldg. (03), Room 409
Phone: 805.756.2637
mba@calpoly.edu
http://mba.calpoly.edu/

Interim Associate Dean: Rosemary Wild

General Characteristics
The MS Accounting program is a one-year academic course of study designed to prepare students for careers that require employees to be licensed as a Certified Public Accountant (CPA). This includes careers with international public accounting firms, regional and local CPA firms, industry and government. Students may select a specialization in financial accounting or taxation. The program is designed to meet the CPA eligibility requirements in the state of California effective January 2014.

All students are required to pass a comprehensive examination which is normally given during the final quarter of the program.

Tuition and Fees
The MS Accounting program is offered through Extended Education. As such, the program carries a separate tuition and fee schedule available in the Office of the Associate Dean, Orfalea College of Business.

Admission/Acceptance Requirements
Acceptance to the program is based upon an applicant’s:
• submission of an application for graduate admission via www.csumentor.edu (http://www.csumentor.edu),
• successful completion of an accredited undergraduate program of study
  • Tax Specialization: a minimum of (i) four (4) quarter units in federal taxation and (ii) eight (8) quarter units in accounting or two (2) years of equivalent experience in accounting,
  • Financial Accounting Specialization: (i) four (4) quarter units of taxation and (ii) eight (8) quarter units of intermediate financial accounting courses1,
• prior academic performance with particular emphasis placed on performance during the last 90 graded quarter units completed prior to application (or equivalent), and
• achievement on the Graduate Management Admission Test (GMAT) or Graduate Records Examination general test (GRE), with particular emphasis placed on performance on the quantitative portion.

1 An "intermediate accounting" course includes comprehensive coverage of financial statements, assets, liabilities, investments, intangibles, equities, revenue recognition and the Cash Flows statement.

MS Accounting, Specialization in Tax
Structure
The 45/49-quarter-unit taxation specialization begins with a three-week intensive session in the summer immediately preceding the fall quarter and continues through the spring quarter of the following year. The program requires an internship during the winter quarter.

MS Accounting, Specialization in Financial Accounting
Structure
The 45-quarter-unit financial accounting specialization begins in the fall quarter and continues through the spring quarter of the following year.

MS Economics
Graduate Programs in Economics
Business Bldg. (03), Room 407
Phone: 805.756.2783

Area Chair: Steve Hamilton
Associate Dean: Bradford P. Anderson
Business Bldg. (03), Room 409
Phone: 805.756.2637
econgrad@calpoly.edu
http://econgrad.calpoly.edu/

General Characteristics
The master of science degree program in economics is a full-time, four-quarter program designed to provide advanced preparation in economics for individuals desiring careers as economists in the academic, governmental, business, and financial communities. The program provides the technical skills required to engage in quantitative economic analyses that involve forecasting, market assessment, economic feasibility studies, commodity pricing and data analysis.

Tuition and Fees
The MS Economics program is offered through Extended Education. As such, the program carries a separate tuition and fee schedule available in the Office of the Associate Dean, Orfalea College of Business.

Prerequisites
For admission to the program with a classified or conditionally classified status, a student should hold a bachelor’s degree from an accredited institution with a minimum grade point average of 2.5 in the last 90 quarter units (60 semester units) attempted and have completed coursework in intermediate microeconomics, intermediate macroeconomics, econometrics, calculus, and statistics. Applicants are required to submit scores for the General Test of the Graduate Record Examination. An applicant who meets these standards but lacks the prerequisite coursework may be admitted as a conditionally classified student and must make up any deficiencies before advancement to classified graduate standing.

Program of Study
Graduate students must file formal study plans with their advisor, department, college, and university graduate studies office no later than the end of the quarter in which the 12th unit of approved coursework is completed. The formal program of study must include a minimum of 45 units (at least 29 of which must be at the 500 level). Advancement to master’s degree candidacy requires completion of a minimum of 24 units of required courses, specified in a formal program of study, with a minimum grade point average of 3.0. Students must maintain a minimum GPA of 3.0 in all coursework completed subsequent to admission to the program.

Culminating Experience
Students are required to pass a written comprehensive exam in economics.

MS Business and Technology
Business Bldg. (03), room 405
Phone: 805.756.2680

Area Chair: Manocher Djassemi
Associate Dean: Bradford P. Anderson
Business Bldg. (03), Room 409
Phone: 805.756.2637
mba@calpoly.edu
http://mba.calpoly.edu

General Characteristics
The Master of Science in Business and Technology (MS BT) program is designed to prepare students for critical "hands-on" positions in companies as operations-based facilitators. Two tracks are offered. One provides applied development and learning opportunities for students with an interest in focused, faculty driven research projects. The second is focused upon the development of business-based decision tools with emphasis on technically-focused industrial processes and methods.

Prerequisites
Students are required to possess a bachelor’s degree from an accredited program in industrial technology, engineering or similar technical degree or background.
Admission Requirements

Admission to the MS BT program is based upon:

1. Successful completion of an accredited undergraduate program of study;
2. Prior academic performance, with particular emphasis placed on performance in the last 90 quarter units (60 semester units);
3. Achievement on the Graduate Record Examination general test (GRE) or the Graduate Management Admission Test (GMAT), with particular emphasis placed on performance on the quantitative portion; and
4. Applicants to the Applied Research & Development Track must demonstrate an interest in a research project that is faculty driven (an interview and selection based upon ability to contribute to said projects is likely). Applicants to the Working Professional Track must possess related work experience.

Tuition and Fees

The MS Business and Technology Working Professional Track is offered through Extended Education. As such, the program carries a separate tuition and fee schedule available in the Office of the Associate Dean, Orfalea College of Business.

Program of Study

The program requires 45 quarter-units.

Culminating Experience

In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive examination at the end of their program. Other courses and/or options may be available, but must be approved in advance by the Associate Dean.

MBA & MS Engineering, Engineering Management Program

The dual-degree Engineering Management Program (EMP) is an interdisciplinary program linking the MBA and MS in Engineering degree programs. It is a cooperative effort between the Orfalea College of Business and the Cal Poly College of Engineering (Industrial and Manufacturing Engineering Department). Please see MBA/MS Engineering (http://catalog.calpoly.edu/collegesandprograms/interdisciplinaryprograms/mbamsengineering) for more information.
BS Business Administration

Program Learning Objectives

Students graduating from our program will be able to:

1.1 Apply knowledge to identify opportunities and solve business problems.
2.1 Evaluate the social and ethical responsibilities of business organizations.
3.1 Exhibit the ability to work in a diverse environment.
3.2 Illustrate an understanding of business activities in a global environment.
4.1 Demonstrate effective written communication skills.
4.2 Demonstrate effective oral communication skills.
4.3 Demonstrate effective participation in teams.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 60 units of upper division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES

BUS 207 Legal Responsibilities of Business 4
BUS 214 Financial Accounting 4
BUS 215 Managerial Accounting 4
BUS 342 Fundamentals of Corporate Finance 4
BUS 346 Principles of Marketing 4
BUS 387 Organizational Behavior 4
BUS 391 Information Systems 4
BUS 401 General Management and Strategy 4
BUS 404 Governmental and Social Influences on Business 4
Technology Management - Select from the following: 4
IT 303 Lean Six Sigma Green Belt
IT 326 Product Evaluation
IT 330 Packaging Fundamentals
IT 341 Packaging Polymers and Processing
IT 371 Decision Making in Supply Chain, Services, and Project Management
International Business - Select from the following: 4
BUS 301 Global Financial Institutions and Markets
BUS 302 International and Cross Cultural Management
BUS 303 Introduction to International Business
BUS 304 Establishing International Supply Chains
BUS 410 The Legal Environment of International Business
BUS 427 International Accounting
BUS 446 International Marketing
ECON 330 International Trade Theory

Senior Project - Select from the following: 4
BUS 461 Senior Project I
& BUS 462 Senior Project II
BUS 416 Volunteer Income Tax Assistance - Senior Project
BUS 463 Senior Project: Applied Accounting, Auditing and Tax Research
BUS 464 Applied Senior Project Seminar
ECON 464 Applied Senior Project

Concentration courses (see below) 24-28

SUPPORT COURSES

ECON 221 Microeconomics 4
ECON 222 Macroeconomics (D2) 4
ECON elective (300-400 level) 4
MATH 221 Calculus for Business and Economics (B1) 4
STAT 251 Statistical Inference for Management I (B1) 4
STAT 252 Statistical Inference for Management II 5

GENERAL EDUCATION (GE)

(See GE program requirements below.) 60

FREE ELECTIVES

Free Electives 19-23

Total units 180

1 Required in Support; also satisfies GE
2 STAT 301 (4) and STAT 302 (4) may be used as a substitute for STAT 251 (4) and STAT 252 (5). All students must still complete two approved GE B1 courses. STAT 301 and STAT 302 are not GE courses. Students should follow the advising footnote under the SUPPORT section (p. 13) of the ECON major: “Students pursuing the Quantitative Concentration should take MATH 141 and MATH 142 instead of MATH 221”.

Concentrations

Concentrations are provided for students preparing for careers in:

- Accounting Concentration (p. 10)
- Financial Management Concentration (p. 10)
- Management and Human Resources Concentration (p. 11)
- Information Systems Concentration (p. 11)
- Marketing Management Concentration (p. 11)
- Entrepreneurship Concentration (p. 10)
- Consumer Packaging Solutions Concentration (p. 10)

General Education (GE) Requirements

- 72 units required. 12 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

Area A Communication
A1 Expository Writing 4
A2 Oral Communication 4
A3 Reasoning, Argumentation and Writing 4

Area B Science and Mathematics
<table>
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<tr>
<th>Area</th>
<th>Required Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Mathematics/Statistics (8 units in Support)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>0</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
<td>4</td>
</tr>
<tr>
<td>B3</td>
<td>Physical Science</td>
<td>4</td>
</tr>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
<td>4</td>
</tr>
<tr>
<td>Area C</td>
<td>Arts and Humanities</td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>Literature</td>
<td>4</td>
</tr>
<tr>
<td>C2</td>
<td>Philosophy</td>
<td>4</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
<td>4</td>
</tr>
<tr>
<td>C4</td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td>Area C elective</td>
<td>(Choose one course from C1-C5)</td>
<td>4</td>
</tr>
<tr>
<td>Area D/E</td>
<td>Society and the Individual</td>
<td></td>
</tr>
<tr>
<td>D1</td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
<td>4</td>
</tr>
<tr>
<td>D2</td>
<td>Political Economy (4 units in Support)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>0</td>
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<tr>
<td>D3</td>
<td>Comparative Social Institutions</td>
<td>4</td>
</tr>
<tr>
<td>D4</td>
<td>Self Development (CSU Area E)</td>
<td>4</td>
</tr>
<tr>
<td>D5</td>
<td>Upper-division elective (no BUS course)</td>
<td>4</td>
</tr>
<tr>
<td>Area F</td>
<td>Technology</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
</tbody>
</table>

Total units: 60

---

### Accounting Concentration

The Accounting Concentration prepares students for careers in public accounting (tax and audit), private industry, government, and not-for-profit organizations.

- **BUS 319** Accounting Information Systems | 4
- **BUS 320** Federal Income Taxation for Individuals | 4
- **BUS 321** Intermediate Accounting I | 4
- **BUS 322** Intermediate Accounting II | 4
- **BUS 424** Accounting Ethics | 4
- **BUS 425** Auditing | 4

#### Accounting Elective

Select from the following:

- **BUS 412** Advanced Managerial Accounting
- **BUS 417** Taxation of Corporations and Partnerships
- **BUS 422** Accounting for Government and Not-For-Profit Entities

Total units: 28

---

### Consumer Packaging Solutions Concentration

- **BUS 418** Listening to the Customer | 4
- **BUS 419** Strategic Marketing Measurement | 4
- **BUS 451** New Product Development and Launch | 4
- **IT 330** Packaging Fundamentals | 4
- **IT 408** Paper and Paperboard Packaging | 4
- **IT 475** Packaging Performance Testing | 4

#### Approved Electives

Select from the following:

Total units: 28

---

### Entrepreneurship Concentration

- **BUS 310** Introduction to Entrepreneurship | 4
- **BUS 418** Listening to the Customer | 4
- **BUS 436** Entrepreneurial Finance | 4
- **BUS 488** Planning and Managing New Ventures | 4
- **IT 428** Commercialization of New Technologies | 4

#### Approved Electives

Select from the following:

Total units: 28

---

### Financial Management Concentration

The Financial Management concentration has three required courses, which provide the students with fundamentals of asset valuation, and applies these principles to different securities (bonds, equity, derivatives, and corporate and real assets). The Finance electives enable the students to specialize and deepen their training.

The following are the required and the elective courses in the FM Concentration.

- **BUS 431** Security Analysis and Portfolio Management | 4
- **BUS 438** Advanced Corporate Finance | 4
- **BUS 439** Fixed Income Securities Market | 4
Select from the following:

BUS 432  Insurance Planning and Risk Management
BUS 433  International Finance
BUS 434  Real Estate Finance
BUS 435  Real Estate Investment
BUS 436  Entrepreneurial Finance
BUS 437  Retirement and Estate Planning
BUS 441  Computer Applications in Finance
BUS 442  Introduction to Futures and Options
BUS 443  Case Studies in Finance
BUS 444  Financial Engineering and Risk Management
BUS 445  Ethics and Behavior Finance
ECON 339  Econometrics

Approved Electives
Select from the following:

BUS 491  Decision Support Systems
BUS 494  Integrated Information Systems
BUS 496  Electronic Commerce
BUS 498  Directed Topics in Information Systems
BUS 499  Data Communications and Networking

Total units 24

Management and Human Resources Concentration

Concentration Coordinators: Jean-Francois Coget and A.B. (Rami) Shani

The Management and Human Resources (MHR) concentration prepares students for general leadership and management positions, and careers in more specific Human Resources (HR) positions. Through a resolutely experiential learning approach, the HR portion of the curriculum prepares students to hit the ground running in specific HR functions such as recruitment, staffing, training and development, and compensation, as a starting point for a successful HR career. The Management portion of the curriculum prepares students for entry-level leadership and management positions, such as management training programs in large corporations, management consulting, and managerial positions in family businesses and other small organizations. Students will master readily applicable management skills such as leadership, organizational design, development, and change, global management, and negotiation.

BUS 382  Organizations, People, and Technology
BUS 384  Human Resources Management
BUS 386  Employee Training and Development
BUS 475  Staffing
BUS 477  Managing Change and Development

Approved Electives
Select from the following:

BUS 310  Introduction to Entrepreneurship
BUS 407  Managing People in Global Markets
BUS 471  Compensation
BUS 483  Seminar in Managerial Consultation
BUS 489  Negotiation

Total units 28

Marketing Management Concentration

The Marketing Management Concentration provides students with a rigorous, analytical understanding of marketing and business decision-making. Students learn to generate, analyze, interpret, and present the
information that organizations need to satisfy and retain customers; to build brand equity and maximize return on investment; and to develop innovative products and services.

The Marketing Management Concentration provides students with knowledge of a wide range of tools and techniques from fields as diverse as sociology, psychology, anthropology, information technology, new product engineering, and economics. Students learn to leverage information, technology, and knowledge to support innovation in virtually all areas of business, non-profit enterprises, and government.

As a discipline with broad applications, the Marketing Management Concentration offers flexible career paths and work styles. Graduates are in demand for positions in marketing intelligence, product development, product management, advertising, digital marketing, sales, and purchasing.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 418</td>
<td>Listening to the Customer</td>
<td>4</td>
</tr>
<tr>
<td>BUS 419</td>
<td>Strategic Marketing Measurement</td>
<td>4</td>
</tr>
<tr>
<td>BUS 451</td>
<td>New Product Development and Launch</td>
<td>4</td>
</tr>
<tr>
<td>BUS 452</td>
<td>Product Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 454</td>
<td>Marketing Projects</td>
<td>4</td>
</tr>
<tr>
<td>BUS 455</td>
<td>Marketing Strategy</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total units</strong></td>
<td></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>
BS Economics

Program Learning Objectives

1. Students will be able to recall and interpret intermediate microeconomic theory;
2. Students will be able to recall and interpret intermediate macroeconomic theory;
3. Students will be able to recall and interpret international economic theory;
4. Students will be able to recall and interpret the fundamental tools of quantitative analysis.
5. Students will be able to apply economic theory to analyze important business, economic or social issues;
6. Students will be able to apply algebraic, graphical or statistical methods to analyze important business, economic or social issues;
7. Students will be able to employ economic research methodology to analyze important business, economic or social issues;
8. Students will be able to employ technical writing skills to analyze important business, economic or social issues.
9. Whenever relevant and appropriate, students will be able to identify and examine diverse perspectives when explaining and comparing solutions to important business, economic or social problems;
10. Whenever relevant and appropriate, students will be able to identify and examine the ethical implications of proposed solutions to important business, economic or social problems.

Degree Requirements and Curriculum

In addition to the program requirements on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 60 units of upper division courses
- Graduation Writing Requirement (GWR)
- 2.0 GPA
- U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 221</td>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 222</td>
<td>Macroeconomics (D2)</td>
<td>4</td>
</tr>
<tr>
<td>ECON 311</td>
<td>Intermediate Microeconomics I</td>
<td>8</td>
</tr>
<tr>
<td>&amp; ECON 312</td>
<td>Intermediate Microeconomics II</td>
<td></td>
</tr>
<tr>
<td>ECON 339</td>
<td>Econometrics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 461</td>
<td>Senior Project I</td>
<td>4</td>
</tr>
<tr>
<td>&amp; ECON 462</td>
<td>Senior Project II</td>
<td></td>
</tr>
<tr>
<td>ECON 464</td>
<td>Applied Senior Project</td>
<td></td>
</tr>
</tbody>
</table>

Select from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ECON electives (300-400 level)</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>ECON electives (400 level)</td>
<td></td>
<td>16</td>
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</tbody>
</table>

General Economics or Concentration 2 28

SUPPORT COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 207</td>
<td>Legal Responsibilities of Business</td>
<td>4</td>
</tr>
<tr>
<td>BUS 214</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
</tbody>
</table>

BUS 215  Managerial Accounting 4

Select from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 221</td>
<td>Calculus for Business and Economics 1, 3</td>
<td>8-9</td>
</tr>
<tr>
<td>MATH 141</td>
<td>Calculus I &amp; MATH 142</td>
<td></td>
</tr>
<tr>
<td>&amp; MATH 142</td>
<td>Calculus II (B1)</td>
<td></td>
</tr>
</tbody>
</table>

Select from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 251</td>
<td>Statistical Inference for Management I</td>
<td>4</td>
</tr>
<tr>
<td>&amp; STAT 252</td>
<td>Statistical Inference for Management II (B1)1, 4</td>
<td></td>
</tr>
<tr>
<td>STAT 301</td>
<td>Statistics I &amp; STAT 302</td>
<td></td>
</tr>
</tbody>
</table>

GENERAL EDUCATION (GE)

(See GE program requirements below.) 60

FREE ELECTIVES

Free Electives 15-20

Total units 180

1 Required in Major/Support; also satisfies GE
2 Complete at least 8 units 300-400 level ECON coursework plus any 20 units of coursework at 300-400 level, or select a concentration.
3 Students pursuing the Quantitative concentration should take MATH 141 and MATH 142 instead of MATH 221.
4 Students pursuing the Quantitative concentration should take STAT 301 and STAT 302 instead of STAT 251 and STAT 252.

Concentrations (select one)

- Quantitative Concentration (p. 14)
- Real Estate Concentration (p. 14)
- Business Concentration - Choose from accounting, entrepreneurship, finance, management, marketing, consumer packaging solutions, and management information systems. For the requirements of each concentration, please check the information listed under the Business major (p. 2).

General Education (GE) Requirements

- 72 units required, 12 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

<table>
<thead>
<tr>
<th>Area A</th>
<th>Communication</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Expository Writing</td>
<td>4</td>
</tr>
<tr>
<td>A2</td>
<td>Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>A3</td>
<td>Reasoning, Argumentation and Writing</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area B</th>
<th>Science and Mathematics</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Mathematics/Statistics (8 units in Support) 1</td>
<td>0</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
<td>4</td>
</tr>
<tr>
<td>B3</td>
<td>Physical Science</td>
<td>4</td>
</tr>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area C</th>
<th>Arts and Humanities</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Literature</td>
<td>4</td>
</tr>
<tr>
<td>C2</td>
<td>Philosophy</td>
<td>4</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
<td>4</td>
</tr>
</tbody>
</table>
Upper-division elective 4
Area C elective
(Choose one course from C1-C5) 4
Area D/E Society and the Individual
D1 The American Experience (Title 5, Section 40404 requirement) 4
D2 Political Economy (4 units in Major) 1 0
D3 Comparative Social Institutions 4
D4 Self Development (CSU Area E) 4
D5 Upper-division elective (no ECON course) 4
Area F Technology
F Upper-division elective 4
Total units 60

1 Required in Major/Support; also satisfies GE

# Quantitative Concentration

Emphasizes the skills needed to analyze market data in fast-paced industries such as manufacturing, financial services, and advertising, and provides the technical training required to engage in consulting. There is also a continued need for quantitative economic analysis by lawyers, accountants, engineers, health service administrators, urban planners, and local, national, and international government agencies. The concentration prepares students for jobs that entail forecasting, market assessment, economic feasibility studies, commodity pricing and data analysis, and provides a solid foundation for graduate study in economics and business.

ECON 406 Applied Forecasting 4
ECON 408 Mathematical Economics 4

## Approved Electives

Select from the following: 20

- ECON 340 Advanced Econometrics
- ECON 403 Industrial Organization
- ECON 404 International Trade Theory
- ECON 405 International Monetary Economics
- ECON 409 Probability Models for Economic Decisions
- ECON 431 Environmental Economics
- ECON 432 Economics of Energy and Resources
- BUS 431 Security Analysis and Portfolio Management
- BUS 439 Fixed Income Securities Market
- BUS 442 Introduction to Futures and Options
- BUS 444 Financial Engineering and Risk Management
- IME 301 Operations Research I
- IME 405 Operations Research II
- IME 407 Operations Research III
- MATH 143 Calculus III
- MATH 206 Linear Algebra I
- MATH 211 Computational Mathematics I
- MATH 212 Computational Mathematics II
- MATH 241 Calculus IV
- MATH 242 Differential Equations I
- MATH 244 Linear Analysis I
- MATH 248 Methods of Proof in Mathematics
- MATH 304 Vector Analysis
- MATH 306 Linear Algebra II
- MATH 344 Linear Analysis II
- MATH 406 Linear Algebra III
- MATH 408 Complex Analysis I
- MATH 409 Complex Analysis II
- MATH 412 Introduction to Analysis I
- MATH 413 Introduction to Analysis II
- MATH 414 Introduction to Analysis III
- MATH 416 Differential Equations II
- MATH 418 Partial Differential Equations
- MATH 437 Game Theory
- MATH 451 Numerical Analysis I
- MATH 453 Numerical Optimization
- STAT 323 Design and Analysis of Experiments I
- STAT 324 Applied Regression Analysis
- STAT 325 Introduction to Probability Models
- STAT 330 Statistical Computing with SAS
- STAT 331 Statistical Computing with R
- STAT 416 Statistical Analysis of Time Series
- STAT 419 Applied Multivariate Statistics
- STAT 425 Probability Theory
- STAT 426 Estimation and Sampling Theory
- STAT 427 Mathematical Statistics

Total units 28

# Real Estate Concentration

Provides a program of study that focuses on emerging trends and issues in real estate markets. Students learn to apply economic techniques to real estate markets, and to describe, explain, and predict patterns of real estate prices, building production, and real estate consumption. The program prepares real estate professionals for public sector and private industry jobs in real estate analysis, appraisal, corporate asset management, development, insurance, and investment.

ECON 424 Monetary Economics 4
ECON 434 Urban Economics 4
ECON 435 Economics of Land and Water 4

## Approved Electives

Select from the following: 16

- AGB 310 Agribusiness Credit and Finance
- AGB 315 Land Economics
- AGB 324 Agricultural Property Management and Sales
- AGB 326 Rural Property Appraisal
- BUS 320 Federal Income Taxation for Individuals
- BUS 409 Law of Real Property
- BUS 434 Real Estate Finance
- BUS 435 Real Estate Investment
- BUS 439 Fixed Income Securities Market
- CM 475 Real Property Development Principles
- CRP 446 Development Review and Entitlement
- ECON 406 Applied Forecasting
- ECON 409 Probability Models for Economic Decisions

Last updated: 11/24/14
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 410</td>
<td>Public Finance and Cost-Benefit Analysis</td>
</tr>
<tr>
<td>ECON 431</td>
<td>Environmental Economics</td>
</tr>
<tr>
<td>ECON 432</td>
<td>Economics of Energy and Resources</td>
</tr>
</tbody>
</table>

Total units: 28
### Economics Minor

**Required Courses**

- ECON 221 Microeconomics 4
- ECON 222 Macroeconomics 4
- ECON 311 Intermediate Microeconomics I 4
- ECON 312 Intermediate Microeconomics II 4
- ECON 313 Intermediate Macroeconomics 4

**Electives**

400 level ECON courses: 8

Total units 28

### BS Industrial Technology

**Program Learning Objectives**

1. Demonstrate fundamental knowledge and skills to solve management, technology and applied engineering problems.
2. Recognize the ethical responsibilities as they apply to applications of technology.
3. Demonstrate knowledge of sustainability practices in industry.
4. Act upon decision tools and methods and explain the action taken.
5. Demonstrate effective participation and leadership in teams.
6. Demonstrate effective writing and speaking skills.

**Degree Requirements and Curriculum**

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationcontext) section of this catalog, including:

- 60 units of upper division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be taken as credit/no credit.

#### MAJOR COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT 150</td>
<td>Electrical and Mechanical Power Systems</td>
<td>4</td>
</tr>
<tr>
<td>IT 233</td>
<td>Product Design with CAD</td>
<td>4</td>
</tr>
<tr>
<td>IT 260</td>
<td>Manufacturing Processes and Materials</td>
<td>4</td>
</tr>
<tr>
<td>IT 303</td>
<td>Lean Six Sigma Green Belt</td>
<td>4</td>
</tr>
<tr>
<td>IT 311</td>
<td>Industrial Safety and Quality Program</td>
<td>4</td>
</tr>
<tr>
<td>IT 326</td>
<td>Product Evaluation</td>
<td>4</td>
</tr>
<tr>
<td>IT 330</td>
<td>Packaging Fundamentals (Area F)</td>
<td>4</td>
</tr>
<tr>
<td>IT 341</td>
<td>Packaging Polymers and Processing</td>
<td>4</td>
</tr>
<tr>
<td>IT 390</td>
<td>Industrial Automation</td>
<td>4</td>
</tr>
<tr>
<td>IT 402</td>
<td>Developing and Presenting New Enterprise Strategies</td>
<td>4</td>
</tr>
<tr>
<td>or IT 406</td>
<td>Industrial Sales</td>
<td></td>
</tr>
<tr>
<td>IT 407</td>
<td>Applied Business Operations</td>
<td>4</td>
</tr>
<tr>
<td>IT 461</td>
<td>Senior Project I</td>
<td>2</td>
</tr>
<tr>
<td>IT 462</td>
<td>Senior Project II</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Emphasis Areas

Select emphasis area in Operations Technology or Packaging Technology:

- Operations Technology (OT)
  - IT 403 Quality Systems Management
  - IT 410 Operations Planning and Control
  - IT 415 Supply Chain and Logistics
  - or IT 371 Decision Making in Supply Chain, Services, and Project Management
  - IT 428 Commercialization of New Technologies

- Packaging Technology (PT)
  - IT 408 Paper and Paperboard Packaging
  - IT 409 Packaging Machinery and Processes
  - IT 435 Packaging Development
  - IT 457 Radio Frequency Identification in Supply Chain Management
  - or IT 403 Quality Systems Management
  - IT 475 Packaging Performance Testing

**Approved electives**

Select from the following:

- Any upper division 300-400 level IT courses
- BUS 304 Establishing International Supply Chains
- BUS 310 Introduction to Entrepreneurship

#### SUPPORT COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 214</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 346</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>BUS 391</td>
<td>Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>CHEM 110</td>
<td>World of Chemistry (B3 &amp; B4)</td>
<td>4-5</td>
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<tr>
<td>or CHEM 111</td>
<td>Survey of Chemistry</td>
<td></td>
</tr>
<tr>
<td>ECON 201</td>
<td>Survey of Economics (D2)</td>
<td>4</td>
</tr>
<tr>
<td>MATH 141</td>
<td>Calculus I (B1)</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 221</td>
<td>Calculus for Business and Economics</td>
<td></td>
</tr>
<tr>
<td>PHYS 121</td>
<td>College Physics I</td>
<td>4</td>
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<tr>
<td>PHYS 122</td>
<td>College Physics II</td>
<td>4</td>
</tr>
<tr>
<td>STAT 217</td>
<td>Introduction to Statistical Concepts and Methods (B1)</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 218</td>
<td>Applied Statistics for the Life Sciences</td>
<td></td>
</tr>
</tbody>
</table>

#### GENERAL EDUCATION (GE)

(See GE program requirements below.) 52

#### FREE ELECTIVES

Free Electives 3-4

Total units 180

---

1. Required in Major/Support; also satisfies GE
2. Consultation with advisor is recommended prior to selecting approved electives; bear in mind your selections may impact pursuit of post-baccalaureate studies and/or goals.
3. If a course is taken to meet the emphasis area requirement, it cannot be double-counted as an approved elective.
General Education (GE) Requirements

- 72 units required, 20 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/academicstandardsandpolicies/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

Area A  Communication
A1  Expository Writing  4
A2  Oral Communication  4
A3  Reasoning, Argumentation and Writing  4

Area B  Science and Mathematics
B1  Mathematics/Statistics (8 units in Support)  1  0
B2  Life Science  4
B3  Physical Science (4 units in Support)  1  0
B4  One lab taken with either a B2 or B3 course

Area C  Arts and Humanities
C1  Literature  4
C2  Philosophy  4
C3  Fine/Performing Arts  4
C4  Upper-division elective  4
Area C elective  (Choose one course from C1-C5)  4

Area D/E  Society and the Individual
D1  The American Experience (Title 5, Section 40404 requirement)  4
D2  Political Economy (4 units in Support)  1  0
D3  Comparative Social Institutions  4
D4  Self Development (CSU Area E)  4
D5  Upper-division elective  4

Area F  Technology
F  Upper-division elective (4 units in Major)  1  0

Total units  52

1 Required in Major/Support; also satisfies GE

Packaging Minor

Note: Courses cannot be double counted to meet elective and required courses.

Required Courses
CHEM 110  World of Chemistry (B3 & B4)  4-5
or CHEM 111  Survey of Chemistry
or GRC 337  Consumer Packaging
or FSN 354  Packaging Function in Food Processing
IT 330  Packaging Fundamentals (Area F)
or IT 435  Packaging Development
Select from the following:  4
PHYS 104  Introductory Physics (B3)
PHYS 121  College Physics I (B3 & B4)
PSC 101  Matter and Energy (B3 & B4)

Approved Electives
Select from the following:  9-10

FSN 334  Food Packaging
FSN 354  Packaging Function in Food Processing
GRC 316  Flexographic Printing Technology
GRC 337  Consumer Packaging
IT 330  Packaging Fundamentals
IT 303  Lean Six Sigma Green Belt
IT 341  Packaging Polymers and Processing
IT 400  Special Problems for Advanced Undergraduates
IT 408  Paper and Paperboard Packaging
IT 409  Packaging Machinery and Processes
IT 435  Packaging Development
IT 457  Radio Frequency Identification in Supply Chain Management
IT 475  Packaging Performance Testing

Total units  24-26

Industrial Technology Minor

Technology Issues
Select from the following:  4
IT 330  Packaging Fundamentals (Area F)
IT 326  Product Evaluation
IT 341  Packaging Polymers and Processing
IT 371  Decision Making in Supply Chain, Services, and Project Management

Operations and Packaging electives
(Note: A course taken from this list cannot be double counted as a Technology Issues course.)
Select from the following:  16
IT 150  Electrical and Mechanical Power Systems
IT 233  Product Design with CAD
IT 303  Lean Six Sigma Green Belt
IT 311  Industrial Safety and Quality Program Leadership
IT 326  Product Evaluation
IT 330  Packaging Fundamentals (Area F)
IT 341  Packaging Polymers and Processing (Area F)
IT 371  Decision Making in Supply Chain, Services, and Project Management
IT 403  Quality Systems Management
IT 410  Operations Planning and Control
IT 428  Commercialization of New Technologies

Humanities and Social Issues
Select from the following:  4
HUM 303  Values and Technology (C4)
PHIL 337  Business Ethics
PSY 350  Teamwork
BUS 311  Managing Technology in the International Legal Environment
BUS 382  Organizations, People, and Technology
BUS 387  Organizational Behavior

Total units  24
### MBA - General Management

**MBA Common Required Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSB 511</td>
<td>Accounting for Managers</td>
<td>3</td>
</tr>
<tr>
<td>GSB 512</td>
<td>Quantitative Analysis</td>
<td></td>
</tr>
<tr>
<td>GSB 513</td>
<td>Organizational Behavior</td>
<td></td>
</tr>
<tr>
<td>GSB 523</td>
<td>Managerial Economics</td>
<td></td>
</tr>
<tr>
<td>GSB 524</td>
<td>Marketing Management</td>
<td></td>
</tr>
<tr>
<td>or GSB 573</td>
<td>Marketing Research</td>
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</tr>
<tr>
<td>GSB 531</td>
<td>Managerial Finance</td>
<td></td>
</tr>
<tr>
<td>GSB 533</td>
<td>Aggregate Economics Analysis and Policy</td>
<td></td>
</tr>
<tr>
<td>GSB 534</td>
<td>Lean Operations Management</td>
<td></td>
</tr>
<tr>
<td>GSB 562</td>
<td>Seminar in General Management and Strategy</td>
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**Advisor approved electives**

<table>
<thead>
<tr>
<th>Units</th>
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<tbody>
<tr>
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**Total units**

<table>
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<th>Units</th>
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### MBA - Agribusiness Specialization

**MBA Common Required Courses**

Select from the following:

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<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
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<tr>
<td>GSB 523</td>
<td>Managerial Economics</td>
<td></td>
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<tr>
<td>GSB 524</td>
<td>Marketing Management</td>
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<tr>
<td>or GSB 573</td>
<td>Marketing Research</td>
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<tr>
<td>GSB 531</td>
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<tr>
<td>GSB 533</td>
<td>Aggregate Economics Analysis and Policy</td>
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<td>GSB 562</td>
<td>Seminar in General Management and Strategy</td>
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**Specialization Required Courses**

Select from the following:

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<th>Course Title</th>
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<tbody>
<tr>
<td>AGB 514</td>
<td>Agribusiness Managerial Leadership and Communication</td>
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<tr>
<td>AGB 539</td>
<td>Graduate Internship in Agribusiness</td>
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<tr>
<td>AGB 543</td>
<td>Agribusiness Policy and Program Analysis</td>
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<tr>
<td>AGB 554</td>
<td>Food System Marketing</td>
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<tr>
<td>AGB 555</td>
<td>Technological and Economic Change in Agribusiness</td>
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**Advisor approved electives**

<table>
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**Total units**

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### MBA - Graphic Communication Documents Systems Management Specialization

**MBA Common Required Courses**

Select from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSB 511</td>
<td>Accounting for Managers</td>
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<td>GSB 523</td>
<td>Managerial Economics</td>
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<td>GSB 524</td>
<td>Marketing Management</td>
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<tr>
<td>or GSB 573</td>
<td>Marketing Research</td>
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<tr>
<td>GSB 531</td>
<td>Managerial Finance</td>
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<td>GSB 533</td>
<td>Aggregate Economics Analysis and Policy</td>
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<tr>
<td>GSB 534</td>
<td>Lean Operations Management</td>
<td></td>
</tr>
<tr>
<td>GSB 562</td>
<td>Seminar in General Management and Strategy</td>
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</tr>
</tbody>
</table>

**Specialization Required Courses**

Select from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>GSC 595</td>
<td>Cooperative Education Experience (8)</td>
<td>16</td>
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<tr>
<td>GSC 500</td>
<td>Special Problems in Graphic Communication for Graduate Students (8)</td>
<td>12</td>
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**Advisor approved electives**

<table>
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<td>12</td>
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**Total units**

<table>
<thead>
<tr>
<th>Units</th>
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<tbody>
<tr>
<td>64</td>
</tr>
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</table>

### MS Accounting, Specialization in Tax

#### Program Learning Objectives

**Graduates Are Prepared To:**

1.1 Demonstrate competency in tax research and identify potential solutions to tax issues.

1.2 Analyze and solve tax compliance issues through the application of analytic/critical thinking skills.

1.3 Apply substantive knowledge in a variety of tax preparation projects during a professional internship experience.

2.1 Recognize and apply ethical and professional responsibility requirements to tax practice.

3.1 Professionally communicate in writing.

3.2 Professionally communicate information through oral presentations.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>GSB 529</td>
<td>Effective Communication Skills for Managers</td>
<td>4</td>
</tr>
<tr>
<td>GSA 536</td>
<td>Taxation of Trusts, Estates, and Transfer Taxes</td>
<td>4</td>
</tr>
<tr>
<td>GSA 537</td>
<td>State and Local Taxation</td>
<td>4</td>
</tr>
<tr>
<td>GSA 538</td>
<td>Current Developments in Taxation</td>
<td>4</td>
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<tr>
<td>GSA 539</td>
<td>Clinical Tax Education Internship</td>
<td>9</td>
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<tr>
<td>GSA 546</td>
<td>Tax Research and Administrative Procedures</td>
<td>4</td>
</tr>
<tr>
<td>GSA 548</td>
<td>Advanced Individual Taxation and Tax Planning</td>
<td>4</td>
</tr>
<tr>
<td>GSA 549</td>
<td>Advanced Taxation of Flow-Through Entities</td>
<td>4</td>
</tr>
<tr>
<td>GSA 550</td>
<td>Advanced Corporate Taxation</td>
<td>4</td>
</tr>
<tr>
<td>GSA 551</td>
<td>International Taxation</td>
<td>4</td>
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<tr>
<td>BUS 417</td>
<td>Taxation of Corporations and Partnerships</td>
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**Total units**

<table>
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<th>Units</th>
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<tbody>
<tr>
<td>45/49</td>
</tr>
</tbody>
</table>

1 Students who, prior to admission to the program have not successfully completed BUS 417 at Cal Poly (or an identical course elsewhere) will be required to take BUS 417 as a part of this degree program.
MS Accounting, Specialization in Financial Accounting

Program Learning Objectives

Graduates Are Prepared To:

1.1 Analyze financial statement data and conduct business valuations.
2.1 Research issues related to accounting standards including international financial reporting standards.
3.1 Demonstrate the ability to use databases and develop advanced spreadsheets to analyze financial and auditing information.
4.1 Demonstrate the ability to diagram data models and perform risk assessment of internal controls that apply to data/processes.
5.1 Recognize and apply ethical and fraud-related concepts in accounting and financial reporting.
6.1 Demonstrate effective writing communication skills.
6.2 Demonstrate effective oral communication skills.

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSB 529</td>
<td>Effective Communication Skills for Managers</td>
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</tr>
<tr>
<td>GSA 540</td>
<td>Taxation of Corporations and Partnerships</td>
<td>4</td>
</tr>
<tr>
<td>GSA 541</td>
<td>Advanced Financial Reporting Issues I</td>
<td>4</td>
</tr>
<tr>
<td>GSA 543</td>
<td>Advanced Financial Reporting Issues II</td>
<td>5</td>
</tr>
<tr>
<td>GSA 544</td>
<td>Advanced Enterprise Wide Business Processes for Accounting</td>
<td>4</td>
</tr>
<tr>
<td>GSA 545</td>
<td>Applied Accounting Research and Communications</td>
<td>4</td>
</tr>
<tr>
<td>GSA 552</td>
<td>Fraud Auditing and Examination</td>
<td>4</td>
</tr>
<tr>
<td>GSA 553</td>
<td>International Accounting</td>
<td>4</td>
</tr>
<tr>
<td>GSA 554</td>
<td>Advanced Spreadsheet Modeling for Accounting</td>
<td>4</td>
</tr>
<tr>
<td>GSA 555</td>
<td>Database Modeling and Analysis for Accounting</td>
<td>4</td>
</tr>
<tr>
<td>GSA 556</td>
<td>Financial Accounting and Valuation</td>
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<tr>
<td>Total units</td>
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<td>45</td>
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</table>

MS Business and Technology

Program Learning Objectives

Graduates Are Prepared To:

1.1 Demonstrate substantive business knowledge and applied skills in operations and packaging technologies within a global environment.
2.1 Generate creative and practical solutions by applying decision tools and research methodology.
3.1 Recognize and apply appropriate solutions to ethical issues, including: workplace and product safety; conflicts of interest; interaction with others; environmental sustainability; and professional integrity.
4.1 Demonstrate professional and technical written communication skills.
4.2 Demonstrate professional oral communication skills and presentation of technical information skills.

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>IT 531</td>
<td>Lean Six Sigma Value Chain Management</td>
<td>4</td>
</tr>
<tr>
<td>IT 532</td>
<td>Technology Entrepreneurship</td>
<td>4</td>
</tr>
<tr>
<td>IT 533</td>
<td>Industrial Processes and Materials</td>
<td>4</td>
</tr>
<tr>
<td>IT 534</td>
<td>Advanced Packaging Dynamics for Distribution</td>
<td>4</td>
</tr>
<tr>
<td>IT 545</td>
<td>Product Conceptualization and Execution Using Rapid Prototyping</td>
<td>4</td>
</tr>
<tr>
<td>GSB 583</td>
<td>Management of Human Resources</td>
<td>4</td>
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Tracks

Select one of the following tracks:

Applied Research and Development Track

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>IT 594</td>
<td>Business and Technology Project I</td>
<td>4</td>
</tr>
<tr>
<td>IT 595</td>
<td>Business and Technology Project II</td>
<td>4</td>
</tr>
<tr>
<td>IT 596</td>
<td>Business and Technology Project III</td>
<td>4</td>
</tr>
<tr>
<td>GSB 529</td>
<td>Effective Communication Skills for Managers</td>
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</tr>
<tr>
<td>GSB 563</td>
<td>International Business Tour</td>
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</tr>
<tr>
<td>STAT 513</td>
<td>Applied Experimental Design and Regression Models</td>
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Working Professional Track

<table>
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<tr>
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<th>Title</th>
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<tbody>
<tr>
<td>IT 591</td>
<td>Applied Industry Project I</td>
<td></td>
</tr>
<tr>
<td>IT 592</td>
<td>Applied Industry Project II</td>
<td></td>
</tr>
<tr>
<td>GSB 511</td>
<td>Accounting for Managers</td>
<td></td>
</tr>
<tr>
<td>GSB 514</td>
<td>The Legal and Regulatory Environment of Business</td>
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</tr>
<tr>
<td>GSB 531</td>
<td>Managerial Finance</td>
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</table>

Total units | 45

MS Economics

Program Learning Objectives

Graduates Are Prepared To:

1.1 Demonstrate substantive business knowledge and applied skills in operations and packaging technologies within a global environment.
2.1 Generate creative and practical solutions by applying decision tools and research methodology.
3.1 Recognize and apply appropriate solutions to ethical issues, including: workplace and product safety; conflicts of interest; interaction with others; environmental sustainability; and professional integrity.
4.1 Demonstrate professional and technical written communication skills.
4.2 Demonstrate professional oral communication skills and presentation of technical information skills.

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ECON 510</td>
<td>Quantitative Methods I</td>
<td>4</td>
</tr>
<tr>
<td>ECON 511</td>
<td>Microeconomic Analysis</td>
<td>4</td>
</tr>
<tr>
<td>ECON 512</td>
<td>Macroeconomic Analysis</td>
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<tr>
<td>ECON 518</td>
<td>Quantitative Methods II</td>
<td>4</td>
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<tr>
<td>ECON 520</td>
<td>Advanced Econometrics I</td>
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<td>ECON 522</td>
<td>Advanced Econometrics II</td>
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<td>Approved Electives (400-500 level) 1</td>
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<tr>
<td>Comprehensive Exam</td>
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</table>

Total units | 45

1 To be selected with advisor’s approval from economics or other courses in masters programs, such as: Master of Business (GSB), Agribusiness (AGB), Master of City and Regional Planning (CRP), Engineering, Mathematics, Master of Public Policy. Maximum 16 units from 400 level courses. Maximum 12 units from courses other than ECON.
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E
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F
Financial Management Concentration ............................................ 10

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MS Accounting, Specialization in Tax ............................................18
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Packaging Minor ................................................................................17

Q
Quantitative Concentration .............................................................14

R
Real Estate Concentration ..............................................................14