



Jack H. Brown College  
Business and Public Administration



# Student Viewbook

## WHY OBTAIN YOUR DEGREE AT CSUSB?

We have exceptional faculty, who are academically and professionally qualified, and staff who are committed to your academic and professional success.

To assist in achieving your academic and career goals, we have exceptional faculty and staff who are experienced professionals and dedicated educators. Our faculty are academically and professionally qualified, recognized in their areas of specialty, and committed to your success.

- ♦ Full accreditation by AACSB- a distinction earned by less than 5% of all business schools worldwide.
- ♦ NASPAA accredited Masters of Public Administration degree– an international distinction.
- ♦ Day and evening courses offer you flexible scheduling.
- ♦ Emphasis on small class size.
- ♦ Affordable quality education at a convenient location.
- ♦ Internship opportunities, many paid, that provide opportunities to augment your classroom skills with real-world experience.
- ♦ Active student clubs and collegiate chapter organizations provide you with networking and leadership training.



## Jack Brown Hall

5500 University Parkway  
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[jhbc.csusb.edu](http://jhbc.csusb.edu)



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## UNDERGRADUATE MAJORS

### B.A. ADMINISTRATION

ACCOUNTING

BUSINESS  
ANALYTICS

ENTREPRENEURSHIP

FINANCE

FINANCIAL  
PLANNING

HUMAN  
RESOURCES  
MANAGEMENT

INFORMATION  
SYSTEMS AND  
TECHNOLOGY

INTERNATIONAL  
BUSINESS

MANAGEMENT

MARKETING

PUBLIC  
ADMINISTRATION

REAL ESTATE

SPORTS AND  
ENTERTAINMENT  
MARKETING

SUPPLY CHAIN AND  
TRANSPORTATION  
MANAGEMENT

### B.S. INFORMATION SYSTEMS AND TECHNOLOGY

COMPUTER  
INFORMATION  
SYSTEMS

CYBER SECURITY

INTELLIGENCE

PUBLIC  
ADMINISTRATION

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## STUDENT CLUBS & ORGANIZATIONS



**American Marketing Association (AMA)** is a student-run club that provides students with unique opportunities and training for careers in marketing.



**Accounting Association (AA)** and **Beta Alpha Psi (BAP)** members work together, and meet weekly to welcome speakers from local CPA firms, governmental accounting agencies, private companies, and CPA review course representatives.



**Financial Management Association (FMA)** provides academic and professional support for students who are interested in the financial industry.



**The Information Security Club (InfoSec)** provides students the opportunity to practice skills in the Information Assurance and Security Management research lab, attend events, and become a member of the National Information Systems Security Association (ISSA).



**Society for Human Resource Management (SHRM)** is the world's largest association devoted to human resource management. CSUSB's chapter is designed to help members learn about human resources, and the real-world of business through networking, job shadowing, guest speakers, student competitions, and workshops.



**Society of Women in Cyber Security** promote women in the cyber security industry and host events and guest speakers



**Toastmasters** supports members in three professional areas: public speaking, leadership, and practice for those whom English is not their primary language. Students will learn to speak effectively, develop keen listening skills, adopt leadership abilities, gain self-confidence, all while creating friendships.



**UpStarters** was established to unite those who have a common interest in the field of entrepreneurship; giving them the opportunity to start new ventures, network, and to gain opportunities.





## Department of Information & Decision Sciences

### Career Opportunities

- Forensics Expert
- Web Penetration Tester
- Security Architect
- Cryptographer
- Source Code Auditor
- Cyber Security Analyst
- Security Software Developer
- Security Specialist
- Incident Responder
- Intrusion Detection
- Systems Manager
- Production Analyst
- Logistics Analyst
- Inventory Specialist
- Database Administrator
- Systems Analyst
- Enterprise Architect
- Cloud Architect
- Network Administrator
- Program Manager
- Software Implementation Analyst
- Web Developer
- Applications Architect
- IT Consultant
- Public Affairs
- Urban Planning
- Intergovernmental Affairs
- Impact Analyst

### Degree in Administration

**Information Systems and Technology** is the study of complementary networks of hardware and software that people and organizations use to collect, filter, process, create, and distribute data. The field manages the practical and theoretical problems of collecting and analyzing information in a business environment.

**Supply Chain Management** is the management of the flow of goods. This includes the movement and storage of raw materials, work-in-process inventory, and finished goods from the point of origin to the point of consumption.

**Business Analytics** is the statistical and operational study of a company's data. Students learn how predictive models and optimization techniques drive competitive decision making.

### Degree in Information Systems & Technology

**Cyber Security Option** focuses on protecting an organization's computers, networks, programs, and data from unintended or unauthorized access, change, or destruction.

CSUSB Cyber Security students can participate in the National Science Foundation Scholarship for Service: Cyber Corps Program which provides full scholarships, and a guaranteed full-time position immediately after graduation.

**Intelligence Option** focuses on cyber security and defense with an emphasis on policy and technology.

**Computer Information Systems Option** focuses on the application of technology in managing business and solving operational problems. Students learn how to design, develop, manage, and maintain business technology infrastructure and specify technology solutions to suit business needs.

**Public Administration Option** focuses on using information technology for decision making, problem solving and policy implementation in government agencies and non-profit organizations.



## Department of Accounting & Finance

### ACCOUNTING

**Accounting** is an information science used to collect, classify, and manipulate financial data for organizations and individuals. Accounting takes into consideration tax, audit, and financial statement analysis on money that was handled in the past.

CSUSB accounting students have the ability to apply to the MSA 3:2 Program to receive a Bachelor's and Master's Degree in three years, beginning in the student's junior year.

### FINANCE

**Finance** focuses on investment banking, trading options, interest rate securities, valuation of companies, and funding. Finance looks at what to do with the money a company has and how to make more money.

### FINANCIAL PLANNING

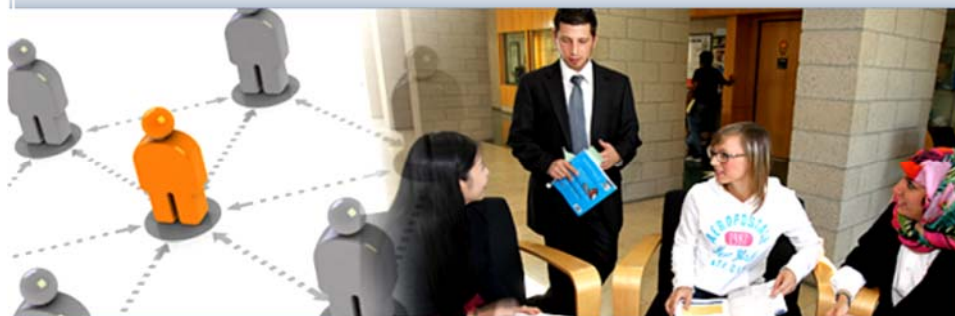
**Financial Planning** is structured to give retail advice on superannuation, managed funds, insurance, and investment on a personal level, rather than for a company.

### REAL ESTATE

**Real Estate** involves managing and consultation in real estate affairs of different organizations. This involves the purchase, management, and sale of real and personal property.

### Career Opportunities

- CPA Firm Partnership
- Corporate Accounting
- Internal Revenue Service Agent
- FBI Agent
- Government Accounting
- Banking
- Brokerage
- Law
- Information Systems Management
- Management Consulting
  
- Capital Budgeting Analyst
- Cash Manager
- Credit Analyst/Manager
- Financial Analyst
- Pension Fund Manager
- Project Finance Manager
- Corporate Property Manager
- Financial Services Industries:
  - Banking
  - Securities
  - Real Estate
  - Insurance
  
- Management
  - Corporate Real Estate
  - Property/Asset Manager
- Services
  - Agent / Broker
  - Mortgage Banker
  - Loan Officer
  - Real Estate Appraiser
- Regulation
  - Land Use Administration
  - Property Tax Assessor
  - Housing Development



## Department of Management

### MANAGEMENT

**Management** students are great with planning, communications, and leadership skills that see the big picture. Students will be exposed to the other concentrations, obtaining a general understanding of each aspect of an organization.

### ENTREPRENEURSHIP

**Entrepreneurship** is the practice of taking unique ideas and knowledge, and utilizing them to increase the effective success of new business ventures.

Entrepreneurial Management students can join the Inland Empire Center for Entrepreneurship (IECE) Program. Students in this program will start and run a business and interact with entrepreneurs, venture capitalists, and business leaders.

### HUMAN RESOURCES MANAGEMENT

**Human Resource** is primarily concerned with how people are managed within organizations, focusing on policies and systems. Human Resource is designed to maximize employee performance.

### Career Opportunities

- General Management
- Supervisory Management
- Agency Management
- Consulting
- Small Business Management
- Project/Events Manager
- Production/Distribution Manager
- Accounts Manager
- Construction Manager
  
- Venture Capitalist
- Economic Developer
- Small Business Consultant
- Franchiser/Franchisee
- Market Analyst
- Product Developer
- Loan Officer
- Commercial Banker
- Sales Manager
- Project Manager
  
- Public Relations/Communications
- Compensation & Benefits Manager
- Human Resources Management
- Labor Relations
- Training Specialist
- Talent Acquisition Recruiter



## MARKETING

**Marketing** focuses on consumers. Professionals create customers, and create for customers by identifying market needs, communicating product or service value, and converting potential buyers into satisfied customers. Students will learn core marketing principles to create, deliver, and communicate value to customers, and will learn the benefits of customer relationship management.

## SPORTS & ENTERTAINMENT MARKETING

**Sports and Entertainment Marketing** students are taught to apply core marketing principles, skills, and concepts to the sports and entertainment industry.


## INTERNATIONAL BUSINESS

**International Business** students learn how to think globally about the business world. They also learn how to manage multinational businesses, and turn local and national companies into international success stories.

## Career Opportunities

- Advertising Management
  - Product Development
  - Industrial Sales
  - Logistics (physical distribution)
  - International Marketing
  - Brand Manager
  - Marketing Research
  - Public Relations
  - Retail Management
  - Sales Management
  - Customer Service
  - Communications Specialist
  - Business Consulting
  - Services Marketing
  - Consumer Behavior Analysis
  - Digital Media Marketing
- 
- Global Accounts Specialist
  - Product Marketing Specialist
  - Business Development
  - Global Portfolio Manager
  - Trade Compliance Manager
  - Global Business Strategist
  - International Logistics
  - Management Analyst
  - Supervisory International Trade Specialist
  - Foreign Trade Representative
  - Economic Development
  - Customs Specialist
  - International Operations
  - International Sales Consultant





Committed to  
**Ethical Public Service**

## Department of **Public Administration**

### **PUBLIC ADMINISTRATION**

**Public Administration** students work to help solve demanding public problems, serving the public primarily through government agencies and non-profit organizations. Public Administration is concerned with the management of the policy process in its fiscal, budgetary, technical, and professional applications.

There are over 83,000 governments in America. Entry-level positions for public administration graduates in these governments include such jobs as management support positions that enhance public sector staff productivity and program analysis.

### **Career Opportunities**

- **Federal Government:**
  - Defense Department
  - BLM
  - Federal Probation Service
  - Department of the Interior
  - FBI
- **State and Local Government:**
  - Public Safety Agencies
  - Sheriff's Departments
  - Fire Departments
  - City Police
  - Probation Department
  - Parole Department
- **General Government Administration:**
  - Management Analyst
  - Personnel Specialist
  - Environmental Management
  - City Planner
  - Transportation Analyst
  - Librarian
  - Parks and Recreations
  - Political Aide
  - Special District Manager
  - Non-Profit Organizations
  - Museum
  - Religious Organizations
  - Community-Based Human Services

# Student Resources



**Jack Brown Hall, Room 134**  
**(909) 537-3358**  
**[jhbc.svcs@csusb.edu](mailto:jhbc.svcs@csusb.edu)**

## Academic Advisors

### Ellie Gault

[egault@csusb.edu](mailto:egault@csusb.edu)  
(909) 537-3386

### Maria Domingo

[mdomingo@csusb.edu](mailto:mdomingo@csusb.edu)  
(909) 537-7348

## Internship Coordinator

### Jessica Chavez

[jessicac@csusb.edu](mailto:jessicac@csusb.edu)  
(909) 537-3881



The **JHBC Student Success Center** is a one-stop shop that connects undergraduate business and public administration majors to on and off-campus resources, people, programs, and student clubs and organizations.

## Academic Advising

Students may meet with an advisor during walk-in hours or set an appointment to:

- Learn how to interpret your PAWS report
- Review general education and degree requirements
- Determine a concentration
- Receive assistance with academic scheduling

Students may also obtain add/drop forms, petitions, and overload permits from the center.

## Internship Services

The JHBC internship program is designed to connect students with organizations, bridging classroom experience with the working environment. Through internships, students are able to build résumés, network, and even earn elective credit.

- Learn about the program requirements
- Learn how to search and prepare for an internship
- Individual résumé assistance available by appointment

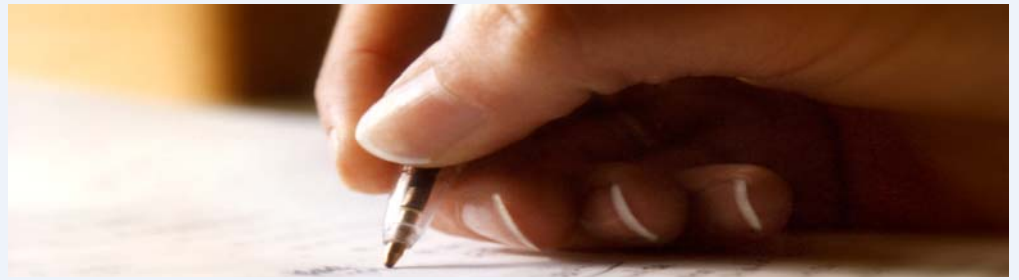
**Get Connected with [JHBC Resource Network](#) visit:**  
**[jhbc.csusb.edu](http://jhbc.csusb.edu)**

- **View walk-in advising and internship hours**
- **Register for workshops/events**
- **Search for internships**

# Student Resources

## JHBC Professional Writing Office

Jack Brown Hall  
Room 462  
(909) 537-3704  
jhbc.csusb.edu



The **JHBC Professional Writing Office** is open to both graduate and undergraduate students who seek to improve their writing in general and specifically hone in on business writing skills. We tutor students across the disciplines in all stages of the writing process, but focus primarily in writing associated with business.

## JHBC Graduate Programs

**MBA**  
JB-283  
(909) 537-7503

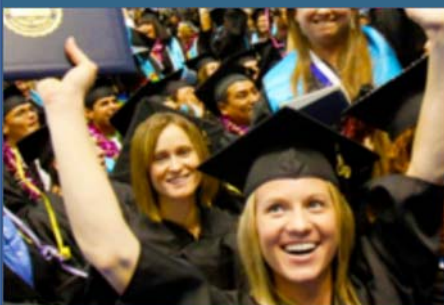
**CSUSB's MBA** program is fully accredited by AACSB International: The Association to Advance Collegiate Schools of Business and is listed in the 2010 edition of the "Americas Best Graduate Schools" guidebook from U.S. News and World Report. As of April 2009 less than 5% of the world's business schools have achieved this accreditation. Our graduate Entrepreneurship Program was ranked fourth in the nation during the 2007 academic year by Entrepreneur magazine and Princeton Review. Our quality is top-rated. Yet, our student fees are among the lowest in the nation, making us a high-value, high-return educational investment.

**MPA**  
JB-456  
(909) 537-5758

**The MPA** is a broad program designed to prepare students for a career in administration in the public sector, not-for-profit, and social service industries. The major objective is to provide the student with a generalist perspective regarding the administration of agencies, programs and projects, and a thorough understanding of the policy-administrative system. It is accredited by the prestigious National Association of Schools of Public Affairs and Administration (NASPAA).

**MSA**  
Dr. Hang Pei  
JB-234  
(909) 537-4329

**The MSA** prepares students for a wide range of employment opportunities in public accounting, industry, finance, government and nonprofit organizations. The program is designed to produce individuals who are qualified with knowledge and skills in Professional Accounting and Accounting Information Systems. Graduates are prepared to successfully challenge a professional examination for entry into the selected area; committed professional and career development beyond their formal education into highest executive levels of the selected area; capable of becoming leaders who exhibit high standards of ethical conduct within the profession; and prepared to pursue doctoral and research studies.







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**WE DEFINE THE** *Future*

