

CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO

Jack H. Brown College  
Business and Public Administration

WE DEFINE THE  
*Future*



Student Viewbook

# Why obtain your degree at CSUSB?

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

Our faculty are recognized in their areas of specialty and committed to student 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 flexible scheduling.
- Emphasis on small class size.
- Affordable quality education at a convenient location.
- Internship opportunities that augment classroom skills and provide real-world experience.
- Active student clubs and collegiate chapter organizations provide you with networking and leadership training.



## Jack Brown Hall

5500 University Parkway  
San Bernardino, CA 92497  
(909) 537-5700  
(909) 537-7026 fax

[csusb.edu/jhbc](http://csusb.edu/jhbc)



Jack H. Brown College  
Business and Public Administration

# Undergraduate Majors



## Bachelor of Arts

### Administration

with concentrations in:

- Accounting
- Business Analytics
- Entrepreneurship
- Finance
- Financial Planning
- Hospitality Management
- Human Resources Management
- Information Security
- Information Systems and Technology
- International Business
- Management
- Marketing
- Public Administration
- Real Estate
- Sports and Entertainment Marketing
- Supply Chain Management

## Bachelor of Science

### Information Systems & Technology

with concentrations in:

- Business Intelligence and Analytics
- National Security
- Cyber Security



**Jack H. Brown**

**College of Business and Public Administration**

5500 University Parkway  
San Bernardino, CA 92497

[csusb.edu/jhbc](http://csusb.edu/jhbc)

Dean's Office: JB 278

(909) 537-5700

(909) 537-7026 fax

# Student Clubs & Organizations

## *Engage - Network*



**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.



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



**Cyber Intelligence & Security Organization** helps to develop the next generation of cyber professionals by enabling students to work on projects that build their skills. Projects students can participate in include network analysis, malware analysis, ethical hacking, and car security.



# Student Clubs & Organizations

## *Events - Leadership*

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



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



**Toastmasters** supports members in three professional areas: public speaking, leadership, and practice for those whom English is not their primary language. Learn to speak effectively, develop keen listening skills, adopt leadership abilities, gain self-confidence, and meet new friends!



**Women in Cybersecurity (WiCyS)** was established to create a network of supportive and empowering individuals and brings members a variety of resources and projects. WiCyS participates in CTF competitions exclusive to scholarship application workshops.



# Department of Information & Decision Sciences

## Administration Degree

### Concentrations in:

**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.

**Information Security** refers to everything you must do to protect information assets from danger. Students will obtain the knowledge and technical skills needed to secure, monitor, protect and defend attacks to an individual or organization's information assets i.e., databases, software, networks, and information systems.

**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.

## Information Systems & Technology Degree

### Concentrations in:

**Business Intelligence and Analytics** refers to the procedural and technical ways of collecting, storing, and analyzing the data produced by a company's activities. Students will learn how to use analytics techniques for business intelligence purposes, while developing the critical thinking skills required to gain insights from arrange of data sources.

**Cyber Security** 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.

**National Security** is a blend of cybersecurity in a geopolitical context. Understanding the political structures around the world and cybersecurity skills can prepare students for careers in national policy and strategy for government agencies and law enforcement.

## 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

# Department of Accounting & Finance

## Accounting Concentration

**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 Concentration

**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 Concentration

**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 Concentration

**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

## 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

### Management Concentration

**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.

### Human Resources Management Concentration

**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.



# Department of Marketing

## Marketing Concentration

**Marketing** 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 Concentration

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

## International Business Concentration

**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.

## Hospitality Management Concentration

**Hospitality Management** students develop an understanding of customer segments, customer service, and key marketing concepts across hospitality segments, and apply this knowledge to increase revenue and brand value while demonstrating an understanding of the ethics of marketing particular hospitality offerings

## 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
  - Capital Budgeting Analyst
- 
- 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
  - Hotel Management
  - Event Manager
  - Public Housing Manager

# Department of Public Administration

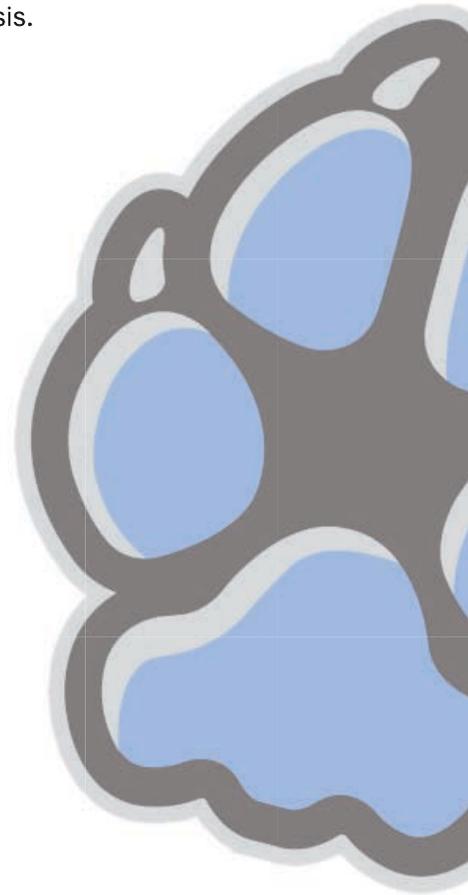
## Career Opportunities

### Public Administration Concentration

- **Federal Government:**
  - Defense Department
  - Bureau of Land Management
  - 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

**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.





**California State University, San Bernardino (CSUSB) launched the School of Entrepreneurship Fall 2020. The unique program, one of less than 15 existing worldwide, will boost the university's already highly successful entrepreneurship program.**

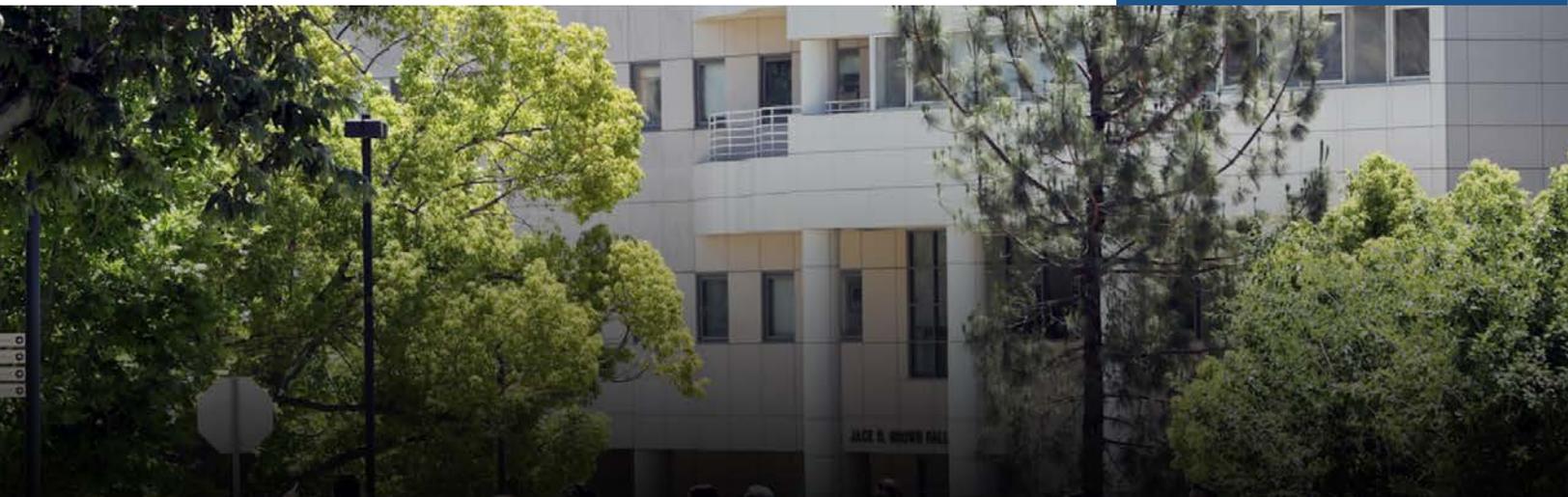
### Entrepreneurship Concentration

**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.



**"Becoming the first School of Entrepreneurship in the state of California enables us to extend our existing brand as a top entrepreneurship program and continue to be an innovator both locally and within the CSU system with regard to entrepreneurship education," Stull said. "Potential students will be drawn to CSUSB as we practice what we preach - innovation, growth and applying the entrepreneurial mindset to achieve impact."**





Jack H. Brown College  
Business and Public Administration  
**STUDENT SUCCESS CENTER**

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

## Academic Advisors

**Kim Arredondo**  
karredondo@csusb.edu  
(909) 537-3756

**Brittany Dennis**  
brittany.dennis@csusb.edu  
(909) 537-3386

**Maria Domingo**  
mdomingo@csusb.edu  
(909) 537-7348

**Claire Luevanos**  
claire.luevanos@csusb.edu  
(909) 537-3751

## Internship Coordinator

**Jessica Chavez**  
jessicac@csusb.edu  
(909) 537-3881

# Student Resources

- **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 to:

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

The JHBC Student Success Center will direct students to proper forms and procedures: add/drop forms, petitions, and overload permits.

## 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



# Student Resources

The **JHBC Professional Writing Office** is open to all 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 Speaking Center** helps all students refine their public speaking skills. Our goal is to prepare students to excel inside the classroom and beyond. Our instructional team includes trained graduate teaching assistants who have a multitude of public speaking experience. We are dedicated to your success!

**Center for Global Management** is the hub for "advancing global engagement, partnerships & opportunities" through study abroad programs, networking and résumé building opportunities. CGM assists students to develop competencies to succeed in a global business environment.

**JHBC Ambassadors** work with the JHBC Student Success Center, and keep current business and public administration students updated with events, resources, and other opportunities within the College, and across the University.

## JHBC Professional Writing Office

**JB 462**

(909) 537-3704

[JHBCProfessionalWritingOffice@csusb.edu](mailto:JHBCProfessionalWritingOffice@csusb.edu)

## JHBC Speaking Center

**JB 230**

[speaking.jhbc@csusb.edu](mailto:speaking.jhbc@csusb.edu)

## Center for Global Management

**JB 404**

(909) 537-5736

[cgm@csusb.edu](mailto:cgm@csusb.edu)

## JHBC Ambassador Program

**JB 134**

(909) 537-3358

[jhbc.svcs@csusb.edu](mailto:jhbc.svcs@csusb.edu)



# JHBC Graduate Programs

## **MBA**

JB 283  
(909) 537-5703  
mba@csusb.edu

**CSUSB's Master of Business Administration (MBA)** program is fully accredited by AACSB International—The Association to Advance Collegiate Schools of Business. This MBA program has been rated: Best Business Programs, U.S. News and World Report, 2014-2020. The Best 294 Business Schools, The Princeton Review, 2013-2019. Top 20 MBA Program Globally (CEO Magazine, 2013-2019) Top 40 university in the US (TIME magazine/ White House, 2014).

## **MPA**

JB 456  
(909) 537-5758  
mpainfo@csusb.edu

**The Master of Public Administration (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 of public administration systems and a capacity for excelling in management and executive positions. It is accredited by the prestigious National Association of Schools of Public Affairs and Administration (NASPAA).

## **MSA**

JB 459B  
(909) 537-5704  
acf@csusb.edu

**The Master of Science in Accountancy (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 of the program 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.

# JHBC Graduate Programs

## **MSIST**

JB 460  
(909) 537-5723  
ids@csusb.edu

### **The Master of Science in Information Systems and Technology (MSIST)**

program provides postbaccalaureate students with a high-quality master level education in the field of information systems and technology. The degree prepares students for leadership positions in the areas of cyber security, and business intelligence and information systems technology career tracks. The main objective is to graduate students who have the ability to identify and solve business problems, manage organizational risk, secure and manage computer network systems, ensure business continuity, design and implement data warehouses, and use business intelligence tools to collect, integrate, analyze, and use analytics tools to mine big data for the purpose of supporting managerial decision making at all control levels—frontline, managerial, and strategic. Graduates of both career tracks are able to use their analytics knowledge to fully exploit the opportunities provided by big data, nurture data-based, and evidence driven organizations.

## **MSEI**

(909) 537-3217  
entre@csusb.edu

Offered by our Top 35 Globally Recognized Entrepreneurship program, the **Master of Science in Entrepreneurship and Innovation (MSEI)** program is designed to offer students with business, technical or other non-business degrees a comprehensive education that prepares them to launch entrepreneurial ventures or new business ventures in large organizations. The program is structured as a 16-24 month, 30-unit program for both business and non-business majors alike and utilizes primarily face-to-face courses but will also integrate hybrid instruction where appropriate. Through coursework and experiential learning activities, students will be exposed to the key concepts of entrepreneurship including creativity and ideation, evaluation and screening of business concepts, business model formulation, startup models and the entrepreneurial process, team formation, marshaling resources, planning techniques and launch strategies.

## **MSF**

JB 459B  
(909) 537-5704  
acf@csusb.edu

**The Master of Science in Finance (MSF)** program provides post-baccalaureate students pursuing a career in investments with a high-quality master-level education in the field of investment. The Master of Science in Finance (MSF) educates post-baccalaureate students to be experts in Investment Analysis and Portfolio Management (or Wealth Management) and prepares for CFA (Chartered Financial Analyst) level 1 examination.

WE DEFINE THE *Future*



CSUSB