



## International Business

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

## Marketing

Marketing focuses on consumers. Professionals communicate the value of a product or service to customers, for the purpose of selling that product or service. Marketing students learn to create, deliver, and communicate value to customers, and learn the benefits of customer relationship management.

## Sports and Entertainment Marketing

Sports and Entertainment Marketing students learn how to apply core marketing principles and skills in the sports and entertainment industry.



## Public Administration

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

Our undergraduate majors, and graduate programs are marked by one word- quality. This is evidenced by our dual accreditations from AACSB (The Association to Advance Collegiate Schools of Business) and NASPAA (National Association of Schools of Public Affairs and Administration).

Undergraduate Administration Majors can choose from 14 different concentrations while Information Systems and Technology Majors can choose from 4 different options.

We strive to be an exemplary regional educational institution that serves our students, community, and alumni. We emphasize teaching, partnerships/service to our region, and research in business and public administration.

The Jack H. Brown College of Business and Public Administration at Cal State San Bernardino has produced over 16,000 graduates, over 65% of whom live in the Inland Empire, contributing to the booming economy of Southern California. The population is increasing rapidly, thereby giving our graduates ample opportunity to apply their entrepreneurial spirit in areas such as small business, distribution, MNCs, and public service.

**WE GRADUATE COMMUNITY LEADERS!**

## Jack H. Brown College Student Success Center

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Jack H. Brown College  
Business and Public Administration



## WHAT IS...?

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



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 focusing on money that was handled in the past.

CSUSB Accounting students have the opportunity to apply to the MSA 3:2 Program (students can earn a Bachelor's and Master's Degree in three years, beginning in their 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 currently has and how to make that money grow in the future.

## 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. Real Estate also involves the purchase, management, and sale of real or personal property.



Department of  
**Information & Decision Sciences**

### 1ST MAJOR OPTIONS ONLY\*

## Cyber Security OR Intelligence

Cyber Security focuses on protecting an organization's computers, networks, programs, and data from unintended or unauthorized access, change, or destruction. Intelligence focuses on defense, policy, and technology.

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

## Computer Information Systems

Computer Information Systems professionals design, develop, manage, and maintain technology infrastructure to meet the needs of their operating environment.

**\*PUBLIC ADMINISTRATION OPTION ALSO AVAILABLE**

## Business Analytics

Business Analytics is the statistical and operational study of company data. Predictive models and optimization techniques are used to drive competitive decision making.

## Information Systems & Tech

Information Systems is the study of complementary networks of hardware and software that people and organizations use to collect, filter, process, create, and distribute data. Professionals deal with the practical and theoretical problems of collecting and analyzing information in a business function.

## Supply Chain Management

Supply Chain Management oversees, coordinates, and integrates the flow of materials and goods from development to delivery. Professionals work to improve efficiency in logistics and transportation.



Department of **Management**

## Entrepreneurship

Entrepreneurship is the practice of utilizing unique ideas and knowledge to enhance the effectiveness of new business venturing.

Entrepreneurial Management students can join the Inland Empire Center for Entrepreneurship (IECE) Program. In the program, students 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.

## Management

Management focuses on seeing the big picture. Management students must learn to develop the planning, communication, and leadership skills necessary to govern an organization. Students will be exposed to aspects of other concentrations to obtain a general understanding of each function within an organization.