Orfalea College of Business

Teresa (Terri) A. Swartz, (Interim) Dean
Douglas C. Cerf, Associate Dean
Vivian J. Rodriguez, Director of Advancement
Leslie A. McKinley, Director, College and Alumni Relations
Business Bldg. (03), Room 455
805 756-2704

<table>
<thead>
<tr>
<th>Area/Contact</th>
<th>Bachelor of Science Degrees:</th>
<th>Mission Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Business Administration, BS</td>
<td>The Orfalea College of Business challenges highly motivated students to become tomorrow’s socially responsible business leaders through a learn-by-doing, technology-oriented education.</td>
</tr>
<tr>
<td>Finance</td>
<td>Concentrations:</td>
<td>Amplification of Strategic Concepts/Phrases</td>
</tr>
<tr>
<td>Management</td>
<td>Accounting Information Systems</td>
<td>… challenges highly motivated students:</td>
</tr>
<tr>
<td>Marketing</td>
<td>Enterprise Accounting</td>
<td>• Committed to rigorous, relevant courses taught by dedicated, professionally-active faculty</td>
</tr>
<tr>
<td>Associate Dean</td>
<td>Public Accounting</td>
<td>• Committed to students actively involved in their education</td>
</tr>
<tr>
<td>Economics</td>
<td>Financial Management</td>
<td>• Committed to education occurring both inside and outside the classroom</td>
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<tr>
<td>Economics</td>
<td>Human Resource Management</td>
<td>• Committed to significant faculty-student interaction</td>
</tr>
<tr>
<td>Industrial</td>
<td>International Business</td>
<td>… to become tomorrow’s socially responsible business leaders:</td>
</tr>
<tr>
<td>Technology</td>
<td>Management</td>
<td>• Emphasis on having a positive impact on society</td>
</tr>
<tr>
<td>Minors:</td>
<td>Concentrations:</td>
<td>• Emphasis on having ethical leaders and role models</td>
</tr>
<tr>
<td>Advising</td>
<td>Business and Industrial</td>
<td>• Emphasis on working in a diverse, dynamic business environment</td>
</tr>
<tr>
<td>Center</td>
<td>Economics</td>
<td>• Emphasis on integration of knowledge</td>
</tr>
<tr>
<td>Economics</td>
<td>Integrative Technology</td>
<td>• Development of team skills</td>
</tr>
<tr>
<td>Technology</td>
<td>Packaging</td>
<td>• Preparation for careers</td>
</tr>
<tr>
<td>Graduate Programs:</td>
<td>Business Administration, MBA</td>
<td>• Preparation for lifelong learning</td>
</tr>
<tr>
<td>Programs</td>
<td>General MBA</td>
<td>… through a learn-by-doing, technology-oriented education:</td>
</tr>
<tr>
<td></td>
<td>Agribusiness Specialization</td>
<td>• Emphasizes an understanding of the influence and uses of technology in business</td>
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<td></td>
<td>Architectural Management</td>
<td>• Emphasizes technology-based business decision-making</td>
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<td></td>
<td>Track</td>
<td>• Identifies the need to forge partnerships between the College and industry</td>
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<tr>
<td></td>
<td>Bachelor of Architecture, MBA</td>
<td>• Focuses on applied scholarship (AACSB defined)</td>
</tr>
<tr>
<td></td>
<td>Engineering Management</td>
<td>• Leverages the technological competencies of other colleges at Cal Poly</td>
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<td></td>
<td>MBA &amp; MS Engineering</td>
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<tr>
<td></td>
<td>Industrial and Technical</td>
<td></td>
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<td></td>
<td>Studies, MS</td>
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<tr>
<td></td>
<td>Technology</td>
<td></td>
</tr>
</tbody>
</table>
Shared Values

- Honesty and Integrity
- Openness and cooperation
- Mutual respect and collegiality
- Students as individuals
- Student-centered teaching and learning
- Quality teaching
- Flexible thinking and innovation
- Learn-by-doing
- Diversity in people and ideas
- Quality scholarship

The BS degree program in Business Administration and the Master of 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 National Association of Industrial Technology (NAIT). 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.

Advising Center
Elizabeth Ahten-Anderson, Academic Advisor
Kris McKinlay, Academic Advisor
Jodi Stiegemeyer, Academic Advisor
Business Bldg. (03), Room 100
805 756-2601

The Orfalea College of Business Advising Center provides academic advising services to all majors within the College in conjunction with each student’s faculty advisor. The Advising Center is open five days a week, eight hours per day during the quarter.

Faculty advisors provide information on course content, career planning, and specific areas of the concentration. Students may also seek information concerning graduate schools, co-ops, internships, and future jobs. Faculty advisors are assigned by the student’s area office or by the student’s concentration.

The Advising Center provides advice and clarification of university and college policies and procedures. Academic and administrative progress of all Orfalea College of Business students is monitored within the Advising Center. Students who are interested in the Business, Economics, or Packaging minors are also assisted here. Most student-related forms (such as curriculum substitution forms, withdrawal forms, and change of major forms) are processed in the Advising Center.

Advisors are available by appointment to assist students with course scheduling. A majority of questions concerning general education and breadth and interpretation of transfer credit may be answered in the Advising Center upon the student’s receipt of the initial evaluation provided to the student by the Evaluations Office.

Each Orfalea College of Business student has a file in the Advising Center which is maintained in order to track the student’s progress. Student evaluations, file information, and SIS+ (the Cal Poly student information database) are used for general advising purposes including: tracking student degree progress, monitoring student’s grade point averages, verifying satisfaction of the Graduation Writing Requirement and United States Cultural Pluralism requirement, and on-course pre-graduation completion checks.

This office houses a wealth of information for students, including curriculum sheets and flowcharts for all College of Business majors, information on minors, articulation agreements, petitions and substitution forms, faculty directory information (including office numbers, office hours, telephone numbers, and e-mail addresses) and updates on course offerings and finals schedules. The Advising Center staff is available to answer most university and college questions or refer the student to the appropriate service on campus.

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 to eight quarters.
Bachelor of Science Degree Programs

BS Business Administration
BS Economics
BS Industrial Technology

BS BUSINESS ADMINISTRATION

This program provides students with the knowledge and analytical skills essential for employment in all sectors of business and industry, as well as for managerial careers in governmental and other non-profit organizations. Opportunities for specialization are provided for students preparing for careers in accounting, financial management, marketing management, management information systems, international business management, general management, and human resources management.

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

- 60 units upper division
- GWR
- 2.0 GPA
- USCP
- * = Satisfies General Education requirement

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

MAJOR COURSES

BUS 207 Business Law ............................................ 4
BUS 214 Financial Accounting ............................... 5
BUS 215 Managerial Accounting ............................ 4
BUS 342 Fundamentals of Corporate Finance ......... 4
BUS 346 Principles of Marketing ............................ 4
BUS 371 Production and Operations Management . 4
BUS 387 Organizational Behavior........................... 4
BUS 391 Management Information Systems ...... 4
BUS 401 Business Strategy and Policy Seminar .... 4
BUS 404 Govt/Social Influences on Business .... 4
International business. Select one:  
BUS 303, 402, 410, 427, 433, 446;  
ECON 401 ....................................................... 4
BUS 461 Senior Project ........................................ 2
BUS 462 Senior Project ........................................ 2
Concentration courses (see following pages) ...... 28-32

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SUPPORT COURSES

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

25

GENERAL EDUCATION (GE)

72 units required; 12 units are in Support.
→See page 76 for complete GE course listing.
→Minimum of 12 units required at the 300–400 level.

Area A Communication (12 units)

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

Area B Science and Mathematics (8 units)

B1 Mathematics/Statistics * 8 units in Support ...... 0
B2 Life Science ................................................ 4
B3 Physical Science .......................................... 4
B4 One lab taken with either a B2 or B3 course

Area C Arts and Humanities (20 units)

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

Area D/E Society and the Individual (16 units)

D1 The American Experience (40404) ................. 4
D2 Political Economy * 4 units in Support .......... 0
D3 Comparative Social Institutions .................... 4
D4 Self Development (CSU Area E) .................... 4
D5 Upper-division elective ................................. 4

Area F Technology Elective (upper division)

(4 units) ............................................................... 4

60

ELECTIVES .......................................................... 20-24. 14-18

Units reduced effective Winter 2004 186 180
The primary objectives of the Accounting Area are to:
1) provide students within the Orfalea College of Business with the ability to understand and interpret accounting information that is relevant to business decisions; 2) prepare students for careers as professional accountants; and 3) provide students from other colleges within the university with an introduction to accounting and its uses.

ACCOUNTING INFORMATION SYSTEMS CONCENTRATION
This concentration prepares students for careers which require skills in both accounting and information technology. In addition to basic accounting knowledge, it provides students knowledge about information systems.

BUS 320 Taxation of Business Entities ...................... 4
BUS 321 Intermediate Accounting I ......................... 4
BUS 322 Intermediate Accounting II ....................... 4
BUS 429 Accounting Process Analysis ...................... 4
Twelve units of advisor approved electives from the following courses: .................................................. 12
Any 400 level MIS elective
BUS 412 Advanced Managerial Accounting (4)

PUBLIC ACCOUNTING CONCENTRATION
This program prepares students for careers in public accounting.

BUS 320 Taxation of Business Entities ...................... 4
BUS 321 Intermediate Accounting I ......................... 4
BUS 322 Intermediate Accounting II ....................... 4
BUS 429 Accounting Process Analysis ...................... 4
BUS 420 Advanced Financial Reporting
or BUS 425 Auditing .............................................. 4
Eight units of electives from any 400 level Accounting elective .................................................. 8

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Financial Management Concentration

This concentration provides both depth of exposure in finance as well as breadth of exposure to related fields for students interested in careers in finance. Students are exposed to specialized coursework in corporate finance, investments, real estate, personal financial planning, and financial markets. In addition, coursework in computer science, management information systems, accounting, and economics is encouraged to provide broader familiarity with these important "tool" areas of finance. Successful graduates are much in demand for positions in banking, corporate financial planning, real estate, and many other business areas.

Students interested in careers in financial services industry may pursue a financial planning emphasis within this concentration. To pursue this pathway students select their finance electives from course offerings in the area of personal finance, insurance planning, and estate and retirement planning.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 321 Intermediate Accounting I</td>
<td>4</td>
</tr>
<tr>
<td>BUS 431 Security Analysis and Portfolio Mgmt.</td>
<td>4</td>
</tr>
<tr>
<td>BUS 433 International Business Finance Mgmt.</td>
<td>4</td>
</tr>
<tr>
<td>BUS 443 Case Studies in Finance</td>
<td>4</td>
</tr>
<tr>
<td>Advisor approved electives</td>
<td>12</td>
</tr>
</tbody>
</table>

Total: 28 units

Human Resources Management Concentration

This concentration prepares students for entry and advanced positions in human resource management. It develops knowledge and core competencies in staffing, employee training and development, and compensation, while concentration electives allow students to pursue advanced coursework in human resource information systems, labor relations and contract negotiations, labor law or organization development.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 384 Human Resources Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 471 Compensation</td>
<td>4</td>
</tr>
<tr>
<td>BUS 475 Staffing</td>
<td>4</td>
</tr>
<tr>
<td>BUS 476 Employee Training and Development</td>
<td>4</td>
</tr>
<tr>
<td>Advisor approved electives</td>
<td>16</td>
</tr>
</tbody>
</table>

Total: 32 units
INTERNATIONAL BUSINESS MANAGEMENT CONCENTRATION
This concentration is designed to provide the student the opportunity to develop proficiency in the subject matter basic to an occupational goal in the management of international/multinational operations. It provides cultural understanding, organizational knowledge and analytical skill central to international business management.

- BUS 302 International Cross Cultural Mgmt. .......... 4
- BUS 402 International Business Management .......... 4
- BUS 403 Adv. Seminar in International Mgmt. .......... 4

Eight units from the following courses: 
- BUS 303, 311, 407, 410, 433, 446;
- ECON 401, 405

Eight units from the following courses: 
- BUS 303, 308, 311, 405, 406, 407, 410, 430, 433, 446, 488; ECON 304, 325, 401, 405; AGB 307, 318; ANT 450; GEOG 308

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MANAGEMENT CONCENTRATION
This concentration prepares students for supervisory and staff positions in both small and large enterprises. Students focus on small business management and entrepreneurship subjects or select a course of study tailored to their particular industry and occupational goals.

- BUS 382 Organization and Management Theory........ 4
- BUS 478 Organization Design ............................. 4
- BUS 494 Small Business Information Systems ........ 4

Select one emphasis area: 
- Management Consulting Emphasis
  - BUS 477 Organization Development and Change (4)
  - BUS 483 Managerial Consultation (4)
  - Advisor approved electives (8)
- Program Management Emphasis
  - BUS 480 Operations Management and Control (4)
  - BUS 487 Quality Management (4)
  - Advisor approved electives (8)
- Entrepreneurship Emphasis
  - BUS 320 Taxation of Business Entities (4)
  - BUS 488 Small Business Management (4)
  - Advisor approved electives (8)

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MANAGEMENT INFORMATION SYSTEMS CONCENTRATION
The MIS concentration is a blend of computer science and business information systems knowledge. Students gain competencies in computer programming, analysis, design, and implementation of information systems. At graduation, students pursue diverse management and MIS opportunities within corporations and consulting firms.

- CSC 101 Fundamentals of Computer Science I......... 4
- CSC 102 Fundamentals of Computer Science II ....... 4
- BUS 390 Business Data Structures or
  - CSC 103 Fundamentals of Computer Science III ... 4
  (for Computer Science minor)
- BUS 393 Database Systems in Business............... 4
- BUS 394 Systems Analysis and Design ................ 4
- BUS 395 Systems Design and Implementation ....... 4
- Advisor approved electives............................... 8

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Marketing

Business Bldg. (03), Room 405
805 756-1413

Area Chair, Norm A. Borin

Jeffrey Danes  John Rogers
R. Krishnan  Teresa (Terri) Swartz
Lynn E. Metcalf  Brian Tietje

The objective of the Marketing Area is twofold: 1) to prepare students for rewarding careers in marketing, and 2) to provide non-marketing students with a basic understanding of marketing and its role in business. At the heart of marketing is a customer-focus; the same is true of the Area and its faculty. The marketing faculty is very student-oriented and is committed to helping students develop the skills necessary to successfully transition from the academic environment to the business world. The Area offers classes in the undergraduate and graduate degree programs offered through the College and works to tailor its courses to meet student needs.

MARKETING MANAGEMENT CONCENTRATION

This concentration emphasizes coursework in a variety of areas including marketing research, buyer behavior, promotion, sales management, product management and services marketing. Graduates are in demand for positions in marketing intelligence, research, advertising, product management and sales management.

BUS 347 Marketing Information and Analysis .......... 4
BUS 348 Buyer Behavior ................................. 4
BUS 455 Marketing Management ....................... 4
Electives selected from: BUS 349, 446, 447, 448, 449, 450, 452, 454, 457, 458, 470 ....................... 16

__ 28

Independent Course of Study

Business Bldg. (03), Room 100
805 756-2601

Area Coordinator: Associate Dean and Director of Undergraduate Programs

Students have the option of choosing one of the previously mentioned concentrations or 28 units of advisor approved electives selected according to individual talents and interests. This option allows students to blend courses from a variety of areas to achieve specific career objectives.
Economics

Business Bldg. (03), Room 407
805 756-2783

Area Chair: Alden Shiers

George L. Beardsley, Jr. Panagiotis Papakyriazis
Phillip Fanchon Daniel J. Villegas
Timothy W. Kersten Daniel P. Williamson
Michael L. Marlow

The Economics degree program prepares students for employment in the private and public sectors of both the domestic and international levels as economists, analysts and general managers. The teaching of economics in high school is another occupational field for the economist. The program also prepares students to undertake graduate study in economics, law, business administration and related fields in the social sciences. The Economics Area supports the concept of international education and encourages its students to investigate opportunities for overseas study.

BS ECONOMICS

- 60 units upper division
- GWR
- 2.0 GPA
- USCP

* = Satisfies General Education requirement

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

MAJOR COURSES

ECON 221 Microeconomics .................. 4
ECON 222 Macroeconomics (D2) * .......... 4
ECON 310 Quantitative Methods in Economics..... 4
ECON 311, 312 Intermediate Microeconomics ...... 4,4
ECON 313, 314 Intermediate Macroeconomics ...... 4,4
ECON 337 Money, Banking and Credit .......... 4
ECON 339 Econometrics.......................... 4
ECON 417 Development of Economic Analysis..... 4
ECON 461 Senior Project .......................... 2
ECON 462 Senior Project......................... 2
Restricted electives to be selected from:
ECON 205, 303, 304, 322, 324, 340, 403, 404, 405, 406, 410, 413, 431, 432, 433, 434........... 8
Concentration courses or advisor approved electives ........................................24

SUPPORT COURSES

BUS 207 Business Law .............................. 4
BUS 214 Financial Accounting .................. 5
BUS 215 Managerial Accounting .................. 4
MATH 221 Calculus-Business & Econ. (B1)* ...... 4
STAT 251 Statistical Inference-Mgmt I (B1)* ...... 4
STAT 252 Statistical Inference-Mgmt II .......... 5

GENERAL EDUCATION (GE)
72 units required; 12 units are in Major/Support.
See page 76 for complete GE course listing.
Minimum of 12 units required at the 300-400 level.

Area A Communication (12 units)
A1 Expository Writing ......................... 4
A2 Oral Communication ....................... 4
A3 Reasoning, Argumentation, and Writing ...... 4

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

Area C Arts and Humanities (20 units)
C1 Literature ......................................... 4
C2 Philosophy ......................................... 4
C3 Fine/Performing Arts ........................... 4
C4 Upper-division elective ........................ 4
Area C elective (Choose one course from C1-C4) .. 4

Area D/E Society and the Individual (16 units)
D1 The American Experience (40404) ............ 4
D2 Political Economy * 4 units in Major ........... 0
D3 Comparative Social Institutions ............... 4
D4 Self Development (CSU Area E) ............... 4
D5 Upper-division elective ........................ 4

Area F Technology Elective (upper division)
(4 units) .............................................. 4

ELECTIVES ........................................... 24 18

Units reduced effective Winter 2004 186 180

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Curricular Concentrations

Economics majors may take any concentration offered by the Orfalea College of Business or the Political Science or Social Sciences departments in lieu of the economics concentrations described below, provided appropriate prerequisites are satisfied. Students may also choose to select Advisor Approved Electives in place of a concentration.

BUSINESS AND INDUSTRIAL ECONOMICS CONCENTRATION
The Business and Industrial Economics concentration, designed for those students who intend to seek business and industrial application of the economics discipline, provides a balanced program of economic and business theory and application.

ECON 403 Industrial Organization .................................. 4
ECON 406 Applied Forecasting .................................. 4
ECON 413 Labor Economics ...................................... 4
BUS 382 Organization and Management Theory ........ 4
Advisor approved electives ......................................... 8

___
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INTERNATIONAL TRADE AND DEVELOPMENT CONCENTRATION
This concentration provides a core of trade and development theory, plus study in ancillary elective fields that meet the occupational needs of students. It is designed for those students interested in working in an international area in the public or private sectors.

ECON 325 Economics of Development and Growth.. 4
ECON 404 International Trade Theory ...................... 4
ECON 405 International Monetary Economics .......... 4
Select one: BUS 402, 410, 433, 446, ECON 304..... 4
Advisor approved electives ......................................... 8

To be selected from upper division courses with
BUS prefix, or any other discipline with approval of advisor.

___
24

INDEPENDENT COURSE OF STUDY
Students have the option of choosing one of the above mentioned concentrations or 24 units of advisor approved electives. Students can study the interrelationships among different disciplines. The world is rapidly changing and the technological and sociological prototypes might not be applicable any longer. Evolution in science and technology is changing the social and economic structure and the student is encouraged to explore these changes. Students select courses according to individual talents and interests.

Students select courses with advisor approval............. 24

2003-2005 Cal Poly Catalog
Industrial Technology

Business Bldg. (03), Room 409
805 756-2676

Area Chair, James Sena
Fred Abitia       Roger Keep
Clifford S. Barber  Lezlie A. Labhard
Cynthia A. Crother  Anthony J. Randazzo
Larry W. Gay

The BS in Industrial Technology emphasizes preparation for technical leadership responsibilities in a broad variety of industries including manufacturing, communication, transportation and utility services. Students who enjoy working with people in solving technical problems are particularly well-suited for careers in industrial technology. Through the selection of appropriate electives, students may prepare for professions in industrial sales, marketing, training, production, quality, facilities, and packaging.

BS INDUSTRIAL TECHNOLOGY

ο 60 units upper division  ο GWR
ο 2.0 GPA  ο USCP

* = Satisfies General Education requirement

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

MAJOR COURSES
IT 137 Electronic Systems ....................................... 4
IT 150 Mechanical Systems ..................................... 4
IT 260 Manufacturing Processes.............................. 4
IT 303 Industrial Quality Assurance ........................ 4
IT 326 Product Evaluation ..................................... 4
IT 327 Plastics Technology ..................................... 4
IT 329 Industrial Materials....................................... 4
IT 330 Fundamentals of Packaging ........................... 4
IT 332 Electrical Power Systems ............................ 4
IT 333 Introduction to CAD and MIS....................... 4
IT 350 Electrical and Mechanical Controls............... 4
IT 402 Technical Presentations ............................... 4
IT 407 Applied Industrial Operations ..................... 4
IT 410 Industrial Planning ...................................... 4
IT 411 Industrial Safety and Health Management... 4
IT 428 Industrial Strategies .................................. 4
IT 461 Senior Project .......................................... 3
Advisor approved electives .................................... 16

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CHEM 110 World of Chemistry - Essentials
or CHEM 111 Survey of Chemistry
(B3 & B4)* ............................................................. 4/5
ECON 201 Survey of Economics (D2)* .................... 4
MATH 141/221 Calculus (B1)* .................................. 4
PHYS 121, 122 College Physics ............................... 4,4
STAT 217 Intro to Statistical Concepts and
Methods or STAT 218 Appl. Statistics-Life
Sciences (B1)* ....................................................... 4

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GENERAL EDUCATION (GE)
72 units required; 16 units are in Support.
→See page 76 for complete GE course listing.
→Minimum of 12 units required at the 300-400 level.

Area A  Communication (12 units)
A1 Expository Writing .......................................... 4
A2 Oral Communication ......................................... 4
A3 Reasoning, Argumentation, and Writing ............. 4

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

Area C  Arts and Humanities (20 units)
C1 Literature ....................................................... 4
C2 Philosophy ..................................................... 4
C3 Fine/Performing Arts ...................................... 4
C4 Upper-division elective ................................... 4
Area C elective (Choose one course from C1-C4) ... 4

37/38

Area D/E  Society and the Individual (16 units)
D1 The American Experience (40404) ................. 4
D2 Political Economy * 4 units in Support ............ 0
D3 Comparative Social Institutions ......................... 4
D4 Self Development (CSU Area E) ......................... 4
D5 Upper-division elective .................................. 4

Area F Technology Elective (upper division)
(4 units) .............................................................. 4

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ELECTIVES .......................................................... 9/10

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## Academic Minors

### Business Minor

**College Advising Center**  
Business Bldg. (03), Room 100  
805 756-2601

This minor provides non-business students with an introduction to the body of knowledge expected of persons pursuing careers in business. A business minor will give a student a competitive edge when applying for certain jobs, by providing concepts, tools and skills which will enhance one's progress in a career. In addition, students who plan on a career in the non-business sector will gain a greater appreciation of the challenges and opportunities facing business, now and in the future.

Enrollment is limited and selection will be made based upon the applicant's performance in the prerequisite courses listed below. After admission to the minor, the student must complete the remaining required courses while satisfying specified academic performance standards in all minor courses.

**Prerequisites.** The following courses must be taken before admission to the minor.

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 207 Business Law</td>
<td>4</td>
</tr>
<tr>
<td>BUS 212 Financial Accounting-Nonbusiness Majors</td>
<td>4</td>
</tr>
<tr>
<td>or BUS 214 Financial Accounting</td>
<td>5</td>
</tr>
<tr>
<td>ECON 221 Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 222 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>MATH 221 Calculus for Business and Economics</td>
<td>B1</td>
</tr>
<tr>
<td>or MATH 141 Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>STAT 251 Statistical Inference for Management I</td>
<td>B1</td>
</tr>
<tr>
<td>STAT 252 Statistical Inference for Management II</td>
<td>B1</td>
</tr>
</tbody>
</table>

**Required courses**  

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 215 Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 342 Fundamentals of Corporate Finance</td>
<td>4</td>
</tr>
<tr>
<td>BUS 346 Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>BUS 391 Management Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>Select three: BUS 371, 382, 384, 387</td>
<td>12</td>
</tr>
</tbody>
</table>

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### Economics Minor

**Economics**  
Business Bldg. (03), Room 407  
805 756-2783

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.

<table>
<thead>
<tr>
<th>Required courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 221 Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 222 Macroeconomics (D2)</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electives</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any other courses offered by the Economics Area (except ECON 201) to complete the minimum requirement of 24 units</td>
<td>24</td>
</tr>
</tbody>
</table>

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### Environmental Studies Minor

Please see the College of Science and Mathematics for more information on this interdisciplinary minor.
## Integrative Technology Minor

### Industrial Technology

Business Bldg. (03), Room 409  
805 756-2676

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

### Units

**Technology and Issues (Required courses)** .......................... 12  
- IT 301 Technology Issues: Metals Manufacturing and Society (4)  
- PSY 494 Psychology of Technological Change (4)  
- BUS 311 Managing Technology in the International Legal Environment (4)

**Materials and Processes electives (select three)** .......... 12  
- IT 137 Electrical Systems (4)  
- IT 150 Mechanical Systems (4)  
- IT 260 Manufacturing Processes (4)  
- IT 329 Industrial Materials (4)  
- IT 330 Fundamentals of Packaging (4)  
- IT 333 Introduction to CAD and MIS (4)  
- IT 336 Textiles Technology (4) (Area F)  
- IT 341 Plastics Processes and Applications (4)  
- IT 411 Industrial Safety and Health (4)

**Management elective (select one)** ................................. 4  
- BUS 371 Production Operations Management (4)  
- BUS 381 Industrial Management (4)  
- BUS 382 Organization and Management Theory (4)  
- BUS 383 Industrial Relations (4)  
- IT 303 Industrial Quality Assurance (4)  
- IT 428 Industrial Strategies (4)

**Humanities and Social Issues (select one)** ..................... 3  
- HUM 303 Values and Technology (4)  
- IME 319 Human Factors (3)

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## Packaging Minor

### Industrial Technology

Business Bldg. (03), Room 409  
805 756-2676

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.

### Required courses ....................................................... 15-17  
- CHEM 110 World of Chemistry - Essentials (4)  
- or CHEM 111 Survey of Chemistry (5) (B3 & B4)  
- FSN 230 Elements of Food Processing (4)  
- or FSN 334 Food Packaging (3)  
- IT 330 Fundamentals of Packaging (4)  
- or IT 408 Corrugated Protective Packaging (4)  
- PHYS 104 Introductory Physics (B3) (4) or PHYS 121 College Physics (B3 & B4) (4)

**Advisor approved electives** ........................................ 10-12

*Select three courses from the following list. Two must be 300 level or above to be selected with advisor's approval. Note: Students cannot double-count electives with the above required courses.*

- FSN 335 Food Quality Assurance (4)  
- FSN 354 Packaging Function in Food Processing (3)  
- GRC 211 Substrates, Inks and Toners (4)  
- GRC 337 Consumer Packaging (3)  
- IT 327 Plastics Technology (4)  
- IT 330 Fundamentals of Industrial Packaging (4)  
- IT 375 Packaging Material and Product Testing (4)  
- IT 400 Special Problems (2)  
- IT 408 Protective Packaging (4)  
- IT 409 Machinery for Packaging (4)  
- IT 435 Package Development (4)

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Graduate Programs

Master of Business Administration
Barry Floyd, Director
Graduate College of Business Programs
Business Bldg. (03), Room 107
805 756-2637

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 plus a career-oriented emphasis. This dual focus is accomplished by dividing the programs into two phases: A core phase and an emphasis phase. Cal Poly's MBA programs are 96–99-quarter-unit programs. The core phase has 48 quarter units of GSB/BUS/AGB courses. The emphasis phase consists of 48 to 51 quarter units of approved focused courses.

During the core phase, students acquire knowledge of functional business management areas, including accounting, economics, finance, government and society, information systems, international business, management science, marketing, organization behavior, production and operations management, statistics, and strategy. Integration is a major theme during the spring quarters of both the first and second years of the program.

The mission of the core phase is to develop the functional knowledge and integrative system thinking capabilities of program participants.

The objectives of the MBA core phase are to:
- Cover the business functional areas in depth,
- Integrate the functional areas,
- Cover international/global issues and concepts at the general management level and at a specific functional level, and
- Provide a comprehensive integration of business management concepts at an enterprise level.

The emphasis phase consists of approved courses that develop depth in an area of study that is consistent with the student's career objectives. The area of study that the MBA student chooses to emphasize can be completed within the Orfalea College of Business, or by pursuing an approved program of study in other Cal Poly colleges. Graduate level emphasis areas that include other than GSB, BUS, or AGB courses can lead to dual degrees: an MBA and an MS or MA.

Admission/Acceptance Requirements
Acceptance to the MBA programs is based upon:
- Successful completion of an accredited undergraduate program of study,
- Prior academic performance with particular 90 quarter units (or equivalent),
- Achievement on the Graduate Management Admission Test (GMAT), and
- Prior work experience.

Programs of Study:
The General MBA
The general MBA program consists of a 48-quarter-unit core and an emphasis phase that is developed by selecting a focused group of advanced courses. Most of the emphasis phase courses will be offered by the Orfalea College of Business.

Core Phase (48)
- GSB 510 The General Manager I............................ 12
- GSB 512 Quan. Analysis (or approved substitute) 4
- GSB 520 The General Manager II........................... 12
- GSB 530 The General Manager III ......................... 8
- GSB 540 The General Manager IV ......................... 8
Elective selected from:
- GSB 567, 569, 578, 587; BUS 410, 427, 446;
- ECON 401; or AGB 563...................................... 4

Emphasis Phase (48)
Approved electives ................................................. 48

Certain limitations. As a policy, MBA students:
- Will not be permitted to take more than two classes at the 400 level,
- Will be limited to a total of 8 quarter units of internship and/or co-op credits, and
- Will be limited to a total of 8 quarter units of independent study credits.

MBA, Specialization in Agribusiness
This specialization is offered in conjunction with the Agribusiness Department, College of Agriculture. It requires the completion of six graduate courses offered by the Agribusiness Department. The MBA with Specialization in Agribusiness is designed for those interested in agribusiness management careers. Graduates will be prepared for large farm and ranch management as
well as for positions in supporting agribusiness industries such as commodity marketing or food processing.

**Core Phase (48)**

- GSB 510 The General Manager I ......................... 12
- GSB 512 Quantative Analysis (or approved substitute) ... 4
- GSB 520 The General Manager II ......................... 12
- GSB 530 The General Manager III ......................... 8
- GSB 540 The General Manager IV ......................... 8
- AGB 563 Internatl Ag Trade: Cases and Theory ..... 4

**Specialization/Emphasis Phase (48)**

- AG 539 Grad Internship in Agriculture .................. 4
- AGB 514 Agribusiness Managerial Leadership and Communication ........................................ 4
- AGB 543 Agribusiness Policy and Program Anal. ... 4
- AGB 554 Food System Marketing........................... 4
- AGB 555 Technological and Economic Change in Agribusiness .................................................. 4
- Approved electives ............................................ 28

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**MBA, Architectural Management Track**

This program is available only to those students who are enrolled in Cal Poly's Bachelor of Architecture (BArch) program. Students may request permission to enroll in MBA courses during their fourth and fifth years of study. This request should be submitted to the Orfalea College of Business as soon as possible and no later than July 1 of the academic year that the student plans to begin taking MBA courses. Upon completion of the BArch degree, students are eligible to formally apply to the University for graduate student status in the MBA program. Students who fulfill all the requirements will first receive the BArch and then the MBA.

**Core Phase (48)**

- GSB 510 The General Manager I ......................... 12
- GSB 512 Quantitative Analysis (or approved substitute)... 4
- GSB 520 The General Manager II ......................... 12
- GSB 530 The General Manager III ......................... 8
- GSB 540 The General Manager IV ......................... 8
- Elective selected from:
  - GSB 567, 569, 578, 587; BUS 410, 427, 446;
  - ECON 401; or AGB 563 ................................... 4

**Emphasis Phase (51)**

- LA 464 Senior Seminar ..................................... 1,1,1
- LA 454, 455, 456 LA Design Studio....................... 4,4,4
- Approved electives ............................................ 36
  Electives must include one approved internationally based course

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**Other MBA/MS or MA/Dual Degree Options**

The Orfalea College of Business will permit students to elect up to 48 approved quarter units of non-GSB/BUS/AGB course-work as part of the emphasis phase of the MBA program. 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.

**Two Formal Study Plans.** Two Formal Study Plans must be completed by dual-degree students. The plan for the MBA degree must include 48 GSB/BUS/AGB core units and 48 approved emphasis units. This plan must be approved by the Orfalea College of Business Director of Graduate Programs. The MS or MA plan must be completed for the MS or MA degree and must be approved by the advisor for that program.

**Dual-Graduate-Degree Application Process.** Acceptance into both the MBA and MS or MA programs is a prerequisite to pursuing a dual-graduate-degree option. Students applying for admission to the EMP apply simultaneously for admission to both the Orfalea College of
Business MBA program and to the College of Engineering MS in Engineering program. Students pursuing a non-EMP dual-graduate-degree option must first apply for formal admission to one specific Cal Poly graduate program such as the MBA. After admittance into a specific graduate program, the student must process a "Postbaccalaureate Change of Objective" form for acceptance into the second graduate program. Students who have been accepted into two graduate programs can earn both graduate degrees (MBA and MS or MA) at the same time.

The Orfalea College of Business will apply the same criteria to all applicants who apply for acceptance to the MBA program, whether the application is through the formal Cal Poly admission process or through the Postbaccalaureate Change of Objective process.

The dual-degree Engineering Management Program (EMP) is an interdisciplinary specialization linking the MBA and MS in Engineering degree programs. It is a cooperative effort between the Orfalea College of Business and the College of Engineering (Industrial and Manufacturing Engineering Department). Entering students are required to have a prerequisite degree in engineering, computer science, or similar technical degree to be admitted to both the College of Engineering and the Orfalea College of Business, and to be enrolled in both degree programs.

The program can be completed in 21 months. Successful participants will be awarded both MBA and MS in Engineering degrees, each with a specialization in Engineering Management.

The mission of the program is to develop "industry ready" graduates who will be facilitators of change and integrators of engineering, business, and people issues.

The three major objectives are:
1) to integrate knowledge and skills from engineering and business disciplines for effective responses to rapidly changing technological and business environments;
2) to prepare engineers for effective participation in management of technology, management of technology-based organizations, and management of technological change; and
3) to take advantage of the unique background of program participants and the unique strengths of Cal Poly.

**Business courses** (48)
- GSB 510 The General Manager I ...................... 12
- GSB 520 The General Manager II ..................... 12
- GSB 530 The General Manager III .................. 8
- GSB 540 The General Manager IV .................... 8
  (includes comprehensive examination)
- Approved GSB or BUS electives selected from: GSB 567, 569, 578, 587; BUS 410, 427, 446; ECON 401; AGB 563 ................... 8

**Engineering courses** (45)
- IME 503 Applied Statistical Analysis for Engineers 4
- IME 556 Technological Project Management .......... 4
- IME 557 Technological Assessment and Planning ...... 4
- IME 558 EMP Executive Seminars ...................... 4
- IME 580 Manufacturing Systems ...................... 4
- IME 575 Critical Technologies ........................ 4
- IME 596 EMP Internship/Team Project ............... 10/9
- Approved Engineering electives ...................... 11/12
- Approved GSB/BUS or Engineering elective .......... 4

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**Formal Study Plan.** The Formal Study Plan for this dual degree must be approved by both the Orfalea College of Business Director of Graduate Programs and by the College of Engineering Advisor for the Engineering Management Program.

**MS Industrial & Technical Studies**

Anthony Randazzo, Coordinator
Business Bldg. (03), Room 317
805 756-1618

**General Characteristics**
The Master of Science in Industrial and Technical Studies (MSI&TS) program is designed to prepare students for critical "hands-on" positions in companies as operations-based facilitators. The program concentrates on developing graduates who will function successfully in technically focused industrial environments that are characterized by rapid and continual change.

The core of the program offers preparation in business-based decision tools, and technically-focused industrial processes and methods. Additional courses are taken to develop depth in a focus area that is designed to meet the student's career objectives.
Admission Requirements

Admission to the MSI&TS program is based upon:

(a) Successful completion of an accredited undergraduate program of study.

(b) Prior academic performance, with particular emphasis placed on performance in the last 90 quarter units (or equivalent).

(c) Achievement on the General Test of the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT).

(d) Prior work experience.

Program of Study

The MSI&TS is a 45-quarter-unit degree program with 29 units of core courses and 16 units of focus area courses.

Students can choose to focus in one of the following five areas of study:

- Production Management,
- Facilities Management,
- Packaging Management,
- Quality Management, or
- Specially designed focus in Engineering, Science, or Business

The courses that make up the 29-unit core of the MSI&TS program provide students with background information and training to:

- Utilize accounting/economics/finance-based decision tools,
- Deal successfully with the impact of science and technology on industrial processes and methods,
- Improve productivity through the use of technology,
- Commercialize changed and new technologies,
- Understand and implement the impact of technology on business strategies, and
- Deal with the human and cultural issues that arise in technically focused industrial settings.

Required core courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 501</td>
<td>Managerial Accounting and Managerial Economics I</td>
<td>5</td>
</tr>
<tr>
<td>BUS 502</td>
<td>Managerial Finance and Managerial Economics II</td>
<td>4</td>
</tr>
<tr>
<td>IT 510</td>
<td>Impact of Science and Technology</td>
<td>4</td>
</tr>
<tr>
<td>IT 512</td>
<td>Improving Productivity Through Technology</td>
<td>4</td>
</tr>
<tr>
<td>IT 514</td>
<td>Commercializing Technological Development</td>
<td>4</td>
</tr>
<tr>
<td>IT 520</td>
<td>Management of Technology</td>
<td>4</td>
</tr>
<tr>
<td>IT 527</td>
<td>Trends and Issues in Technology Management</td>
<td>4</td>
</tr>
</tbody>
</table>

Focus area courses

Must include IT 599 Industrial & Technical Studies Thesis or Project, or advisor-approved coursework and comprehensive examination.

If IT 599 is not selected, a comprehensive examination must be taken within one year after completion of courses. When this deadline is not met, IT 599 must be taken to fulfill the requirement of the degree. The time limit for completion of a thesis or project is three years.

Students are required to select at least three courses from one of the following focus areas plus a sufficient number of advisor approved electives (if necessary) to yield a total of 16 units.

Production Management

<table>
<thead>
<tr>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 472, 487; GSB 583; IME 555, 580, 575; IT 410, 428, 445, 522, 599</td>
</tr>
</tbody>
</table>

Facilities Management

<table>
<thead>
<tr>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 479, 480; IT 411, 451, 453, 454, 522, 599</td>
</tr>
</tbody>
</table>

Packaging Management

<table>
<thead>
<tr>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRC 437; IT 408, 435, 409, 599</td>
</tr>
</tbody>
</table>

Quality Management

<table>
<thead>
<tr>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 487; IME 430, 431, 440; IT 403, 599</td>
</tr>
</tbody>
</table>

Specially Designed Focus

At least three advisor-approved electives must be selected to develop depth in an engineering, science, or business focus area (4,4,4), and IT 599

Students without sufficient prior academic technical training will be required to complete 15 units of approved courses prior to submitting a Formal Study Plan. This requirement is in addition to the 45-unit degree requirement.