

# College of Business Administration

The College of Business Administration and the School of Accountancy are accredited by AACSB International—The Association to Advance Collegiate Schools of Business—at both the undergraduate and graduate levels. Several College of Business Administration programs are registered with the Certified Financial Planner Board of Standards. The College of Business Administration Web site is at <http://www.sdsu.edu/business>.

## Administration

Dean: Gail K. Naughton

Associate Dean for Academic Affairs: James R. Lackritz

Associate Dean and Director of

Graduate Program: Kenneth E. Marino

Assistant Dean for Student Affairs and Director of the Business

Advising Center: Sandra L. Williams

Director of Communications: Randy Carnical

Director of Executive and Specialized Programs: Karen M. Courtney

Director of Resource Management: Debra Tomic

Director of Undergraduate Program: Kathleen A. Krentler

## Mission of the College of Business Administration

The mission of the College of Business Administration is to create a learning environment which fosters excellence in business education through innovative programs, applied learning, research, and collaboration with the community.

## General Information

All undergraduate and graduate programs have enjoyed continuous accreditation since their points of first application. In addition to a commitment to maintain a high quality, accredited program, the College has the following objectives: (1) academic programs that prepare students with the knowledge and skills needed to contribute to business and society as managers and professionals; (2) cooperation and mutual responsibility among faculty, staff, and students for learning and research; (3) opportunities for students to integrate their academic work with experience in the community; (4) faculty who are active as teachers and scholars and who share their professional expertise with students and the community; (5) staff members who maintain and improve their technical and interpersonal skills in order to contribute to the development and success of College programs; (6) programs that reflect the international and entrepreneurial character of our region; (7) physical and technical facilities that support program requirements; and (8) an environment that offers opportunities for students, faculty, and staff of diverse backgrounds to pursue their educational and career goals.

## Curricula Offered

Refer to the Courses and Curricula section of this catalog for a complete listing of program requirements and courses offered by departments within the College of Business Administration.

### Master's Degrees

Accountancy (M.S.), Business Administration (M.S.), Business Administration (M.B.A., M.B.A./J.D.; jointly with the California Western School of Law), Latin American Studies (M.B.A./M.A.; jointly with the College of Arts and Letters).

### Bachelor's Degrees

Accounting (B.S.), Finance (B.S.), Financial Services (B.S.), Hospitality and Tourism Management (B.S.; jointly with the College of Professional Studies and Fine Arts), Information Systems (B.S.), International Business (B.A.; jointly with the College of Arts and Letters), Management (B.S.), Marketing (B.S.), Real Estate (B.S.).

### Minors

Accounting, Business Administration, Finance, Information Systems, Management, Marketing, Real Estate, Small Business Management (available at Imperial Valley Campus only).

### Certificate Programs

Accounting, Business Administration (available at Imperial Valley Campus only), Personal Financial Planning.

## Research Centers and Institutes

### Center for Community Economic Development (CCED)

Linda M. Guzzo, Director

Community economic development (CED) is an innovative and practical approach to helping communities and neighborhoods prosper through the use of business, economic, and leadership skills. CED is a systematic and planned intervention that is intended to promote economic self-reliance for communities and their residents.

The Center for Community Economic Development (CCED) was established in 2000 and culminated the offering of a certificate program in community economic development that began in 1995. The CED program is one of a few in the United States that offers a comprehensive and practical curriculum in community economic development.

The center offers a non credit certificate program in community economic development which consists of nine business courses: Introduction to CED, Accounting, Consensus Community Organizing, Financial Management, Legal Structures, Marketing Strategies, Organizational Management, Real Estate and Land Development, and Small Business Development; a series of class related seminars; and a community project. Classes are held on alternate Saturdays from 10 a.m. to 4 p.m. The center also offers consulting and technical assistance to educational institutions, businesses, local government, and community and civic organizations, in addition to a variety of seminars and workshops on topics related to community development and to community economic development.

The mission of the certificate program is to produce technically competent and community minded economic development professionals, and to produce graduates committed to the principle that residents of neighborhoods and communities should play a major role in the development of their areas. The Web site is <http://www.sdsuced.org/>.

### Corporate Governance Institute (CGI)

Craig P. Dunn, Executive Director

The Corporate Governance Institute (CGI) is an education and research center dedicated to the study and application of responsible corporate governance principles. Founded in 1998, the mission of the CGI is to enhance the skills of organizational directors and senior executives in the private and public sectors through creating and delivering initiatives related to a) director and executive development, b) research, and c) curriculum innovation. CGI programs focus on identifying "best practices" in all aspects of corporate governance. All CGI initiatives are guided by the principle that corporate leaders hold

a primary duty to insure the financial viability of the organizations they manage, while at the same time taking adequate account of the emerging reality that all institutions, including corporations, are imbedded within communities that justifiably deserve their attention.

CGI staff can be reached by telephone at 619-594-0823, or by e-mail at [corporate.governance@sdsu.edu](mailto:corporate.governance@sdsu.edu). The CGI Web site is <http://www.corporategovernance.cc>.

### **Entrepreneurial Management Center (EMC)**

**Sanford B. Ehrlich, QUALCOMM Executive Director**  
**Richard D. Brooks, Director of Communications**  
**Alex F. DeNoble, Director of Academic Programs**

The Entrepreneurial Management Center (EMC) serves the emerging growth sector of the regional business community. The growth, development and success of new business ventures are essential to the future of the San Diego region. The mission of the EMC is to assist this sector of the economy through educational programs focused on the application of the underlying principles and perspectives of entrepreneurship offered to students, organizations, and individuals.

The range of entrepreneurial programs offered includes: (1) support for the M.S. and M.B.A. programs specialization in entrepreneurship; (2) individual knowledge and skill development; and (3) organizational consulting and development. The entrepreneurial topics presented include the outcomes of the entrepreneurial process: the creation of wealth, new enterprises, innovation, organizational change, increased firm value, and organizational growth. The EMC focuses program development on both the entrepreneur and the entrepreneurial process which results in a variety of outcomes essential to economic development.

The EMC sponsors Venture Challenge, an annual international student business plan competition that provides students with an opportunity to present their business ideas to a distinguished panel of judges. The EMC also offers students numerous internship and consulting opportunities with growth-oriented companies and non-profit organizations, and positions within its Center for Commercialization of Advanced Technology (CCAT). The EMC is located in Gateway 1502, 619-594-2781; FAX 619-594-8879; <http://www.sdsu.edu/emc>.

### **Center for Hospitality and Tourism Research**

**Carl Winston, Director**

The Center for Hospitality and Tourism Research represents a joint venture equally supported by the College of Business Administration and the College of Professional Studies and Fine Arts. The center is an education and research center dedicated to the study and application of business and professional principles in the broad field of hospitality and tourism. The mission of the center is to enhance the skills and knowledge of professionals and students in the field of hospitality and tourism management through the creation and delivery of initiatives in executive development, research, and curriculum innovation.

Programs associated with the center focus on identifying "best practices" in all aspects of hospitality and tourism such as hotel operations, restaurant operations, global tourism, and events, conventions and attractions management. The center's mission is pursued in multiple venues, including private, public, and not-for-profit agencies. Our vision is to become the leading center for hospitality and tourism management education in Southern California and a prominent national and international resource for questions related to education in hospitality and tourism. The center actively seeks to support SDSU, the College of Business Administration, the College of Professional Studies and Fine Arts, and members of the local and national community in matters related to hospitality and tourism. The center is located in PSFA 436, 619-594-4964; <http://www.sdsu.edu/business/htm>.

### **Center for International Business Education and Research (CIBER)**

**Mark J. Ballam, Managing Director**

The Center for International Business Education and Research (SDSU CIBER) is one of 30 centers of excellence in the United States and was established in 1989 under a grant from the U.S. Department of Education and is administered by the Colleges of Arts and Letters and Business Administration.

CIBER promotes: (1) interdisciplinary programs which incorporate foreign language and international studies training into business, finance, management, communications systems, and other professional curricula; (2) interdisciplinary programs which provide business, finance, management, communications systems, and other professional training for foreign language and international studies faculty and advanced degree candidates; (3) evening or summer programs, such as intensive language programs, available to members of the business community and other professionals, which are designed to develop or enhance their international skills, awareness, and expertise; (4) collaborative programs, activities, or research involving other institutions of higher education, local educational agencies, professional associations, businesses, firms or combinations thereof, to promote the development of international skills, awareness, and expertise among current and prospective members of the business community and other professionals; (5) research designed to strengthen and improve the international aspects of business and professional education and to promote integrated curricula; and (6) research designed to promote the international competitiveness of American businesses and firms, including those not currently active in international trade.

The CIBER Web site is <http://www.sdsu.edu/ciber>.

### **International Institute for the Commercialization of Biomedical Innovation (IICBI)**

**Gail K. Naughton, Director**

The International Institute for the Commercialization of Biomedical Innovation (IICBI) seeks to bring the world's biomedical innovations to the marketplace. The goal of the IICBI is to work with leading universities to expedite biomedical concepts into development; and then move them forward into the marketplace. The IICBI works with national as well as international universities to develop and bring new medical devices, apparatuses, pharmaceuticals, and treatments to the marketplace. It is partnered with other universities to identify and in-license technologies. Students, faculty, and key life science business leaders work together to develop: (1) a business plan; (2) an IP strategy; (3) a patent for a disclosure, regulatory plan; (4) a competitive strategy for the technology; and (5) identify and pursue commercial partners to develop and market the end product. The mission of the IICBI is to provide the expertise and infrastructures to support the development and commercialization of biomedical innovation from universities across the globe that currently lack the ability to bridge the gap between concept generation and product launch.

### **International Technology and Trade Network (ITTN)**

**Marc Siegel, Director**

The International Technology and Trade Network (ITTN), an institute of San Diego State University's Center for International Business Education and Research (CIBER), is a collaborative offering of the College of Business Administration and the College of Arts and Letters. The objective of the ITTN is to promote methods for creating a stable economic environment for transnational business, trade, and research. The institute will seek ways to use business as a catalyst for regional peace and cross-border economic development. This effort will focus on networking together business assistance organizations, academic institutions, and research centers in regions of conflict and emerging economies. We will establish a virtual business assistance

network that will take advantage of the latest Internet, information, and telecommunications technologies to provide business-to-business and organizational links. We will use these technologies to share information as well as provide educational, training and distance learning opportunities to participating members of the network.

### **Center for the Study of Personal Financial Planning (CSPFP)**

**Thomas Warschauer, Director**

The center encourages research for individual and family finance to further the ability of financial counselors and planners to provide advice that aids individual and families in achieving financial objectives.

The theoretical base of decision-making criteria for personal financial decisions is weak and sometimes non-existent. In many cases, individuals, families, and their financial planners and advisers make important decisions that have little or no theoretical foundation. The finance discipline – as taught at the university-level – has grown around corporate decision-making, not decisions of the household. The development of an emerging financial planning profession has made this lack of theoretical basis evident. The center is founded on the belief that there is a significant need for scholars to share their ideas and mutually develop their research thoughts, for financial reporters to bring the practical application of this work to the attention of professionals and the public, and for students engaged in the study of financial planning to be aware of the latest findings of researchers engaged in this field.

The center is involved in the development of a national web-based research database and a national graduate student financial planning competition. The financial planning web-based bibliography is aimed at three groups of users: journalists, researchers, and students. Summaries of recent research in financial planning concepts is available for journalists to help disseminate research findings to the popular press. Researchers can find background articles listed by financial planning topical areas. Faculty can determine state of the art research on various topics by sharing research interests and/or discussion drafts. And nationally, students can access research to aid in their academic understanding of financial planning issues.

The center can be reached at 619-594-4040 or e-mail [tom.warschauer@sdsu.edu](mailto:tom.warschauer@sdsu.edu).

### **Real Estate and Land Use Institute (RELUI)**

**James L. Short and Andrew Q. Do, Co-Directors**

Established in 1983, the Real Estate and Land Use Institute (RELUI) is the first systemwide research-oriented institute of its kind in the 23-campus California State University system. The San Diego regional office of RELUI is located in the College of Business Administration.

CSU-RELUI's mission is to promote education and research in real estate and land use. In support of this mission, RELUI seeks to (1) support, coordinate, and manage systemwide and intercampus research activities; (2) obtain funding sources for education and research activities; (3) promote the general well-being of undergraduate and graduate study within the CSU system; and (4) maintain liaison with government agencies, private industry, and associated organizations with interest in public policy.

At SDSU, RELUI maintains a research and reference center in the College of Business Administration where specialized real estate and land use related materials are available for use by students and faculty.

RELUI also sponsors an internship program for placement of qualified students with local firms to provide a combined working and learning experience. For more information, call 619-594-2301. E-mail: [relui@mail.sdsu.edu](mailto:relui@mail.sdsu.edu). The Web site is

<http://arweb.sdsu.edu/es/admissions/ab/realestate.htm>.

### **Strategic Technologies and Research (STAR) Center for Electronic Business**

**Annette Easton and George Easton, Co-Directors**

The Internet is reshaping business and the future of business is electronic business (e-Business). The Strategic Technologies and Research (STAR) Center for Electronic Business is dedicated to exploring the strategies, technologies, and business models associated with conducting business electronically.

The interdisciplinary STAR Center engages in activities that focus on information technologies, management strategies, markets and operational issues of electronic business. The goals of the center include creation and implementation of educational programs in electronic business; creation of research and professional development opportunities with an electronic business focus; creation of opportunities for professional and community service that focus on electronic business; creation of effective development strategies to ensure long term viability; and creation of effective methods of information sharing and outreach. The STAR Center provides the framework for the College of Business Administration to manage the curriculum, grow the research programs, and harvest opportunities provided by this new discipline.

The STAR Center is located in the College of Business Administration's electronic boardroom (SS-2601). STAR Center staff can be reached at 619-594-2759, via e-mail at [starcenter@sdsu.edu](mailto:starcenter@sdsu.edu) or at <http://starcenter.sdsu.edu>.