

# BUSINESS ADMINISTRATION

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## DEPARTMENT OFFICE

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## DEPARTMENT CHAIR

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## INTERNSHIP DIRECTOR

Duane Dove

## EXECUTIVE DIRECTOR OF GRADUATE AND EXECUTIVE PROGRAMS

John Stayton

## DIRECTOR OF WINE BUSINESS INSTITUTE

Ray Johnson

## Faculty

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Thomas Atkin  
Richard Campbell  
Kathryn Chang  
\*T.K. Clarke  
\*Duane Dove  
Kirsten Ely  
Armand Gilinsky  
\*Robert Girling  
David Horowitz  
Aidong Hu  
Douglas Jordan  
Terry Lease  
Kyuho Lee  
Sandra Newton  
Janeen Olsen  
Vincent Richman  
Michael Santos  
Elizabeth Stanny  
Janeira Sutanonpaiboon  
Elizabeth Thach  
Karen Thompson  
John Urbanski  
Zachary Wong

*\*Faculty Early Retirement Program*

## Programs Offered

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Bachelor of Science in Business Administration  
Minor in Business Administration  
Master of Business Administration  
    General  
    Wine Business  
Executive Master of Business Administration  
Additional Professional Business Programs

## Department Mission

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The Department of Business Administration at Sonoma State University offers high-quality, relevant education in business to aspiring and practicing professionals, managers, and entrepreneurs in the private and public sectors. It does this in a liberal arts and sciences environment in which faculty emphasize the development and continuous improvement of the skills of critical thinking, effective communication, ethical reasoning, maintaining a global perspective, and applying disciplinary tools.

## Careers in Business Administration

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The Department of Business Administration offers a wide selection of specialized courses designed to meet a variety of career objectives. These career objectives include, but are not limited to, management-level accounting positions in business, government or public accounting; financial management, financial analysis and planning, investment banking, and insurance; general management, personnel, labor relations, public relations, wage and salary administration, training and international business; advertising and promotion, product development, marketing research and sales management; and positions in sales and management within the wine industry.

## Bachelor of Science in Business Administration

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*(See page 78 for a sample four-year program.)*

The Bachelor of Science in Business Administration includes a pre-business program, a core of course requirements, and a broad range of fields of concentration. All majors take preparatory courses and lower-division core requirements and then select concentrations based on individual interest and career plans. The fields of concentration include: accounting, finance, financial management, management, marketing, wine business strategies, and a special concentration designed by the student with the approval of the department chair. A Bachelor of Science in Business Administration with an emphasis in one or more areas of concentration prepares students for innovative and responsible citizenship and leadership in society—domestic and worldwide.

### Degree Requirements

General Education (freshmen)	50 or
General Education (transfer)	48
Pre-Major Preparatory Courses	
GE-A area	
MATH 131 or MATH 161 in GE category B4	
ECON 204 in GE category D5 ECON 205 in GE category D1	
Major requirements [minimum]	55
General electives (to meet minimum degree requirements)	15-17
<b>Minimum units needed for graduation:</b>	<b>120</b>

A minimum of 120 semester units is required to graduate with a bachelor of science degree in business administration. A total of 55 units with a minimum 2.00 GPA is required for the major; 20-21 additional units are needed in preparatory courses, many of which might apply toward general education requirements. In addition to general education and the major, some students need to take other coursework to fulfill unit requirements for the degree. Such courses may be selected from the entire University curriculum and may be used to explore other disciplines, complete a minor, or take more classes in the major.

### Advising

The Department of Business Administration believes that advising is essential for students' success. Students are encouraged to meet regularly with their advisor and are required to seek advising at certain critical junctures. These junctures are when creating a 4-year plan, when changing status from pre-business to business and planning a concentration, when applying for graduation, and when experiencing academic difficulties.

The department maintains an active advising function in a two-tier system. Business administration employs a full-time academic advisor with whom each student in pre-major status should consult on matters regarding general education, University requirements, the pre-major program, and routine major issues. When students move from pre-major to the business administration major they are assigned a faculty advisor. Every full-time faculty member actively advises students, especially on matters relating to the major and careers.

### Pre-Business Administration Program

All students enter the business administration program as pre-business majors. Pre-business students must meet the computer competency requirement, complete all pre-major coursework, and attain junior status prior to being admitted to business administration major status. Business major status is required to take upper-division business courses.

### Computer Competency

All business majors must demonstrate computer competency prior to taking any upper-division business core class. Students may demonstrate competency by passing an approved Microsoft Excel competency examination. Students should plan carefully and consult

with the school website, [www.sonoma.edu/sbe/students](http://www.sonoma.edu/sbe/students), for test and registration information. Students may also demonstrate competency by earning a grade of C or better in an approved course that covers Microsoft Excel at an intermediate level.

### Pre-Major Courses

Pre-major coursework consists of both preparatory courses and the lower-division portion of the business major. Preparatory courses and lower-division core courses together constitute the pre-major. A letter grade of C or better is required in each pre-major course. In addition to demonstrating computer competency, all the following coursework must be completed as part of the pre-major program:

**Preparatory Courses** (units that are necessary but do not count toward the major)

- GE A area
- ECON 204 Introduction to Macroeconomics (4)
- ECON 205 Introduction to Microeconomics (4)
- MATH 131 Introduction to Finite Mathematics (3) or MATH 161 Calculus (4)

**Lower-Division Business Core** (units count in major)

- BUS 211 Business Statistics (4) or MATH 165 Elementary Statistics (4) or ECON 217
- BUS 225 Legal Environment of Business (4)
- BUS 230A Financial Accounting (4)
- BUS 230B Managerial Accounting (4)

When the pre-major courses listed above are completed with a C or better, students have to file a Change of Status ("blue") form along with all corresponding unofficial transcripts in order to change to Business Administration. Then the student will be able to register for upper-division business major classes.

### Major in Business Administration

Major Component	Normal Unit Distribution
Lower-division business core (4 courses)	12-16
Upper-division business core courses (6 courses)	24
Concentration (5 courses)	15-20
Electives in major	As needed
<b>Total units needed for major:</b>	<b>55</b>

Transfer students may complete the Business Administration course requirements (10-course core and 5-course concentration) with fewer than 55 units; however, additional business electives must be taken to complete the 55-unit major requirement. Such students may elect to take additional coursework from their own or another area of concentration or from other approved courses offered within the business curriculum, such as BUS 295, 296, 385, 399, 495, and 499, as long as they meet the prerequisites for such courses. It is recommended that students familiarize themselves with course requirements and consult with a faculty advisor prior to choosing elective courses intended to meet the major requirements. At least one-half of the courses, including a minimum of 3 courses in the concentration, must be completed at SSU.

### Upper-Division Business Core

All business students must complete these core requirements (coursework in the selected area of concentration usually may be taken concurrently):

- BUS 316 Production/Operations Management (4)
- BUS 319 Management Information Systems (4) or BUS 334\* Accounting Information Systems
- BUS 344 Organizational Behavior (4)
- BUS 360 Introduction to Marketing (4)
- BUS 370 Introduction to Managerial Finance (4)
- BUS 491\*\* Seminar in Management Strategy and Policy (4)

\* BUS 334 is required for accounting concentration students.

\*\* BUS 491 is the capstone course in the business administration major designed to be taken in the student's final semester. Prerequisite: all business core requirements and application for award of degree.

### Concentrations for Business Administration Majors

Every business student must complete an area of concentration within the major. Each concentration consists of five courses. Each of these courses will be of 3 or more units. Students should plan carefully and consult their faculty advisor regularly and before enrolling in concentration courses. Those wishing to complete a double concentration must take at least eight concentration courses beyond the core. Many concentration courses can be taken while completing core requirements. Most courses in the concentrations have prerequisites. At times, appropriate courses from other majors, such as psychology, sociology, public administration, economics and environmental studies, may be substituted in a concentration with the approval of the concentration advisor and the department chair. Except for the special concentration, at least 3 of the concentration courses must be taken at SSU.

#### Concentration Advisors

Accounting: Kathryn Chang, Elizabeth Stanny, Vincent Richman, Kirsten Ely

Finance: Aidong Hu, Douglas Jordan, Michael Santos, Zachary Wong

Financial Management: Kathryn Chang, Kirsten Ely, Elizabeth Stanny, Aidong Hu, Douglas Jordan, Vincent Richman, Michael Santos, Zachary Wong

Management:

Robert Girling, Elizabeth Thach, Karen Thompson, Armand Gilinsky, Duane Dove, Sandra Newton, John Urbanski, Janeira Sutanonpaiboon

Marketing: Janeen Olsen, Thomas Atkin, Richard Campbell, David Horowitz, Kyuho Lee

Wine Business Strategies: Elizabeth Thach, Armand Gilinsky, Janeen Olsen, Thomas Atkin

Special: Department Chair

### Accounting Concentration: 5 Courses

Five courses are required. This prepares students for management-level accounting positions in business and government or public accounting. Specialized courses are offered in financial accounting, cost accounting, auditing, and taxation. Students who intend to sit for the CPA exam should take all upper-division accounting courses listed below.

#### Required Courses:

BUS 330A Intermediate Accounting	4
BUS 330B Intermediate Accounting	4

#### Select at least three of the following courses:

BUS 430 Advanced Accounting	4
BUS 433A Individual Taxation	4
BUS 433B Corporation and Estate Taxation	4
BUS 434 Auditing	4
BUS 435 Cost Accounting	4
BUS 436 Business Law	4
BUS 437 Governmental Accounting	4

### Finance Concentration: 5 Courses

Five courses are required. The concentration prepares the student for a career in financial management, financial analysis and planning, investment banking, or insurance.

#### Required Courses:

BUS 472 Investments	4
BUS 474 Computer Applications in Finance	4

Select three courses from Group A OR select two courses from Group A and one course from Group B.

#### Group A

BUS 377 Financial Institutions (or ECON 375 Money and Banking)	4
BUS 470 Managerial Finance	4
BUS 473 International Finance	4
BUS 476 Risk Management and Insurance	4

#### Group B

BUS 330A Intermediate Accounting	4
BUS 433B Corporate Tax	4
BUS 475W Wine Accounting and Finance	4
BUS 499F Internship in Finance	3-4
ECON 311 Public Economics	4
ECON 317 Econometrics	4
MATH 303 Interest Theory	3

### Financial Management Concentration: 5 Courses

Five courses are required. The financial management concentration prepares students for financial management-level positions in business or government. Because the disciplines of accounting and finance are closely related, this concentration gives the student exposure to courses from both disciplines. The coursework will prepare the student for some of the areas covered on the Certified Management Accountant (CMA) exam.

#### Required Courses:

BUS 330A Intermediate Accounting	4
BUS 435 Cost Accounting	4
BUS 472 Investments	4
BUS 474 Computer Applications in Finance	4

**Select one of the following courses:**

BUS 330B Intermediate Accounting	4
BUS 377 Financial Institutions (or ECON 375 Money and Banking)	4
BUS 437 Governmental Accounting	4
BUS 470 Managerial Finance	4
BUS 473 International Finance	4
BUS 475W Wine Accounting and Finance	4
BUS 476 Risk Management and Insurance	4

**Management Concentration: 5 Courses**

Five courses are required. The management concentration is designed to prepare students for entry-level management positions.

**Required Courses:**

BUS 340 Survey of Human Resource Management	4
BUS 350 Management	4
BUS 452 Leadership in Organizations	4

**Select at least two courses:**

BUS 391 Cross Cultural Communication and Negotiation	4
BUS 393 Introduction to International Business	4
BUS 446 Government Regulation of Human Resources	4
BUS 451 Entrepreneurship	4
BUS 453 Small Business Analysis	4
BUS 499MG Internship in Business Management	3-4

**Marketing Concentration: 5 Courses**

Five courses are required. The marketing concentration provides creative careers in advertising and promotion, product development, sales, and retailing, as well as marketing research and sales management.

**Required Courses:**

BUS 367 Consumer Behavior	4
BUS 462 Marketing Research	4
BUS 469 Marketing Management	4

**Select at least two courses:**

BUS 366 Retail Management	4
BUS 368 International Marketing	4
BUS 396W The Global Wine Industry	3
BUS 451 Entrepreneurship	4
BUS 453 Small Business Analysis	4
BUS 461 Promotion Management	4
BUS 463 Sales Management and Personal Selling	4
BUS 464W Production, Operations, and Distribution (Wine)	4
BUS 465W Wine Marketing	4
BUS 468 Marketing Decision Making	4
BUS 499MK Internship in Marketing	3-4

**Wine Business Strategies: 5 Courses**

Five courses are required. This concentration is most ideal for students seeking a general management position within the wine industry. A viticulture and/or enology academic background is not required.

**Required Courses:**

BUS 305W Introduction to Wine Business Strategy	4
BUS 464W Production, Operations, and Distribution (Wine)	4

BUS 465W Wine Marketing	4
BUS 499W Internship in Business (Wine)	3-4

**Select at least one of the following courses:**

BUS 340 Human Resource Management	4
BUS 366 Retail Management	4
BUS 396W Global Wine Industry	3
BUS 397W The Global Marketplace for Wine	4
BUS 475W Wine Accounting and Finance	4
BUS 467W Wine E-Commerce and Direct Sales	4

**Special Concentration: 5 Courses**

The Special concentration is intended for those in either of the following categories:

First, the special concentration is for those who wish to have a general B.S. degree in business administration. To complete this concentration a student must, with the approval of a faculty advisor, select five business courses from at least two areas of concentration. At least two of the five courses would normally be chosen from among those listed as required within the various concentrations.

Second, it is for those students who wish, with the approval of the department chair, to design a concentration in an area not covered sufficiently within the department, using courses outside of the department. To complete this concentration, five upper-division courses, at least three-unit, should be selected with approval from the chair.

**Undergraduate Program Special Requirements**

**Residency**

At least one-half of the courses of the major, including three of the courses in the concentration, must be completed at Sonoma State University.

**Change of Major**

The catalog year for a student declaring a major in Business Administration will be the catalog in effect at the time of such declaration.

**Change of Status from Pre-Business to Business Administration Major**

Pre-Business students must file a Change of Status ("blue form") in the department to request change of status to the business administration major. This request should be submitted as soon as the student has completed, with a C or better, all required courses in the pre-major program and demonstrated computer competency. A faculty advisor will be assigned to assist the student with matters related to the major program. The change to business administration status will not become effective until completion of pre-major requirements (with minimum "C" grades) has been verified.

**Minor in Business Administration**

A minor in business administration shall consist of a minimum of 20 units in business administration. In addition to the required courses listed below, additional coursework, chosen with consent of a faculty advisor, may be selected as needed to obtain the 20-unit minimum. The upper-division coursework must be completed at Sonoma State University.

BUS 230A Principles of Accounting	4
BUS 230B Principles of Accounting	4

BUS 344 Organizational Behavior	4
BUS 360 Introduction to Marketing	4
BUS 370 Introduction to Managerial Finance	4

The lower division accounting courses must be completed before taking the upper-division courses. Transfer courses must have an equivalent course offered in our catalog. BUS 150, 211, 219, 270, 292, 295, 296, 388, 495, and 499 may not be counted in the minor. Students must complete a Business Administration Minor Declaration Form in consultation with their department faculty advisor. Minors must be approved by the department chair.

## Professional Sales Certificate

The Professional Sales Certificate is an academic certificate program that offers a skillset to launch students into a professional sales career in any industry. It consists of 21-22 units, many of which are required in the Business Administration Degree or the Marketing Concentration.

### Required Courses:

ECON 205 Intro to Microeconomics OR	4
BUS 211 Business Statistics	4
BUS 230A Principles of Accounting	4
BUS 360 Intro to Marketing	4
BUS 463 Sales Management and Personal Selling	4
BUS 493 Advanced Topics in Professional Sales	2
(offered through School of Extended and International Education)	

### Elective Course (Choose one of the following courses):

BUS 391 Cross-Cultural Communication and Negotiation	4
BUS 367 Consumer Behavior	4
BUS 499 Internship in Sales	3-4

As in the Business Administration degree program, there are prerequisites for many of the courses. Check the course descriptions in the catalog for these prerequisites. Enrollment in the Professional Sales Certificate program must be approved by the department chair.

## Master of Business Administration

The Master of Business Administration degree (M.B.A.) is intended to prepare graduates for positions of leadership in organizational settings in both the private and public sectors. The program is an evening program designed primarily to meet the needs of the working student. Students seeking a full-time day program are advised to apply to one of the other CSU schools. The M.B.A. degree program has two concentrations: classic and wine business.

### M.B.A. Admissions

The M.B.A. program launches each year in the fall. The application period is November 1 to March 30. All documentation required for admission must be received by the University and department no later than the last day of the relevant application period.

The first step in the application process is to submit a preliminary application at [www.sonoma.edu/sbe/admissions/part-time-mba](http://www.sonoma.edu/sbe/admissions/part-time-mba). After the preliminary application is submitted, you will be advised as to your next steps in the admission process. You are encouraged to apply early! To be admitted to the M.B.A. program, a candidate must meet the requirements of both the University and the Department of Business Administration. In addition, all candidates for the M.B.A. program in Wine Business will be expected to have completed: 24 units of wine related coursework, 24 months of wine industry work experience, or any combination thereof, before being admissible to the M.B.A. program in Wine Business. This requirement may be met by completing all levels of our online Wine Business Management Certificate offered through the Wine Business Institute's Professional Development programs.

### University Requirements

The requirements for admission to graduate study (work beyond the bachelor's degree) at Sonoma State University are in accordance with Title 5, *California Administrative Code*. For admission, students must:

- Hold an acceptable baccalaureate degree from an institution accredited by a regional accrediting association or have completed academic preparation as determined by an appropriate campus authority;
- Have attained a grade point average of at least 2.50 (A = 4.00) in the last 60 semester (90 quarter) units attempted;
- Have been in good standing at the last college attended; and
- Applicants who have not spent at least three years of school at the secondary level (or beyond) where English is the principal language of instruction must have earned a minimum score of 550 on the paper version or 80 on the computerized version of the Test of English as a Foreign Language (TOEFL).

International students must meet the criteria set forth by International Services for graduate students.

### Department of Business Administration Requirements

An individual may apply for admission to the M.B.A. program with or without an academic background in business administration. Applicants will not be considered without a current Graduate Management Admissions Test (GMAT) score (less than 5 years old). The department considers the candidate's application, academic background, work experience, and performance on the GMAT in evaluating high promise of success in the program.

A candidate who is not accepted may appeal to the Graduate Program Committee for admission reconsideration. Such appeals are not routinely granted.

### Documentation Needed to Apply

After you have been advised by the M.B.A. Coordinator, (707) 664-3501, to apply, the following documentation is required for consideration of acceptance into the M.B.A. Program. All documentation required for admission must be received by the University and department no later than the last day of the relevant application period.

1. An online California State University Application for Graduate and Postbaccalaureate Admission, Part A and Part B. International students must submit the Sonoma State University *International Student Application for Admission-Readmission* (instead of the CSU standard form), and a copy of the Test of English as a Foreign Language (TOEFL) score with a minimum of 550 on the paper version or 80 on the computerized version. For more information on applying, visit the Office of Admissions and Records online or in person.
2. Two copies of official transcripts should be ordered from each college attended. A copy of each transcript should be sent to both the Office of Admissions and Records and the Director of M.B.A. Programs, School of Business and Economics at:  
  
Sonoma State University  
1801 East Cotati Avenue  
Rohnert Park, CA 94928-3609  
  
All community college and university transcripts that provide evidence of completion of M.B.A. foundation courses must be included.
3. A current resume should be sent to the Director of M.B.A. Programs, School of Business and Economics, at the address above.
4. An official GMAT score report should be sent to California State University - Sonoma. Information regarding ordering GMAT score reports, locating a GMAT testing site, and GMAT preparation materials can be obtained on [www.mba.com](http://www.mba.com).

Students who are currently eligible to enroll in classes at Sonoma State University in postbaccalaureate status may apply for admission to the M.B.A. program directly to the Director of M.B.A. Programs. A current copy of Part A and B of the California State University Graduate and Postbaccalaureate Admission form will be required as well as a GMAT score.

#### **Graduate Student Status**

A candidate admitted into the M.B.A. program will be admitted in one of two categories:

- Conditionally Classified Graduate Status. A student admitted to the M.B.A. program as a Conditionally Classified Graduate Student can take only foundation courses. This student may not take M.B.A. required or elective courses without permission of the Director of M.B.A. Programs. A student who begins as a Conditionally Classified Graduate Student will be eligible for advancement to Classified Graduate Status upon successful completion of the foundation courses. Such a request should be submitted to the Director of M.B.A. Programs.
- Classified Graduate Status. A student admitted to the M.B.A. program as a Classified Graduate Student will have completed the foundation courses at the time of admission. This student should take the M.B.A. core courses to begin the program.

#### **Admissions Process**

The Office of Admissions and Records performs the initial evaluation of the application and transcripts and determines eligibility

for admission to the University. If the candidate is not eligible for admission to the University, the candidate is notified and the process stops.

If the candidate is eligible for admission to the University, Part B of the application is forwarded to the Director of M.B.A. Programs for the department recommendation. When the GMAT score and resume are received, eligibility for admission to the M.B.A. program is determined and a recommendation for status of admission is returned to the Office of Admissions and Records, which will notify the candidate of the results.

Students who have not taken the GMAT will not be accepted for entrance into the program.

#### **Transfer Credits**

Up to 6 units of approved graduate level work may be transferred to meet part of the 30 units for the M.B.A.. Graduate courses equivalent to our foundation courses will not be accepted to meet elective or required M.B.A. courses. Transfer credits will normally be accepted only from AACSB accredited universities. Transfer courses must be approved by the Director of M.B.A. Programs. Be sure to get approval prior to taking any transfer courses.

#### **Eligibility for M.B.A. Courses**

Courses offered in the M.B.A. program have restricted enrollment.

- For M.B.A. foundation courses, a student must be at least a Conditionally Classified M.B.A. student or a Classified Graduate student in another graduate program at the University or obtain written permission from the Director of M.B.A. Programs.
- For M.B.A. required or elective courses, a student must be a Classified M.B.A. student or a Classified Graduate student in another graduate program at the University or obtain written permission from the Director of M.B.A. Programs.

#### **Readmission**

Students may take a leave of absence from the program for one or two semesters by completing a 'Leave of Absence' form and filing it with the Office of Admissions and Records. Students who take more than two semesters off and/or do not complete a 'Leave of Absence' form must reapply and meet current admission standards as presented above. In addition, the GMAT used to determine that admission can not be more than 5 years old. Students readmitted may have to recertify courses. Recertification is necessary for any course that will be more than 7 years old the semester the degree is granted.

**For current students who started the part-time M.B.A. program PRIOR to Fall 2012, see M.B.A. Program Curriculum with a General Concentration below.**

#### **M.B.A. Program Curriculum with a Classic Concentration**

Sonoma State's part-time M.B.A. program has been adapted to meet the ever-changing needs of today's business world. It will equip you with business tools and strategies to deliver results in today's transformational economy. Newly re-designed, it will teach you not just how to read financial statements, but how to apply that informa-

tion to make decisions and shape strategy. Not just the principles of marketing, but how to develop a brand, deliver transformational customer experiences, and integrate marketing communication across numerous outlets. Not just business strategies, but innovation, entrepreneurship, and building a learning organization.

The new part-time M.B.A. is organized around a 4-3-2-1 model: four core courses, three theme areas, two electives, and one capstone course. Three theme areas - International Business and Global Issues, Leadership and Ethics, and Contemporary Business Issues - allow you to choose your career emphasis.

Inside and outside of the classroom, students gain access to the deep knowledge of our regional business partners, to the activities of the North Bay iHub to cultivate innovation and entrepreneurship, and to career support services.

Evening classes are designed to easily fit into your busy schedule, small class sizes allow for you to make personal connections with your classmates, and professional instructors are driven to help you reach your future business goals.

**The Classic M.B.A. program (33 units) consists of the following course sequence:**

- eMBArk Weekend
- 4 Core Courses
- 3 Theme Area Courses
- 2 Elective Courses
- 1 Capstone Experience

If you do not have an undergraduate business degree, there may be an additional foundation step of the program that you will need to complete (see M.B.A. Foundation Courses below). Contact our office for a transcript review and/or assistance, (707) 664-3501.

***eMBArk Weekend***

Your M.B.A. experience begins with an immersion weekend that combines academic planning, network development and practice case analysis skills.

***4 Core Courses (12 Units)***

The M.B.A. core courses are a cluster of graduate business courses that provide a base knowledge upon which other courses and theme areas build. In your first year, you complete the four core courses as a cohort, a group study model that builds relationships and mirrors a team workforce environment. Two courses are completed in the Fall Semester and two courses are completed in the Spring Semester. The four core courses which are prerequisites for all other courses are:

BUS 570 Managerial Finance (Fall)	3
BUS 540 Managing Human Capital (Fall)	3
BUS 580 Business Intelligence (Spring)	3
BUS 535 Cost Analysis Control (Spring)	3

***3 Theme Areas (9 Units)***

Breadth of exposure and relevance to today's workplace is ensured by requiring you to take one course in each of three thematic areas: Leadership and Ethics, International Business and Global Issues, and

Contemporary Business Issues. A sample of courses in each theme areas include:

- Leadership and Ethics
  - BUS 552 Leadership
  - BUS 554 Social Entrepreneurship
- International Business and Global Issues
  - BUS 516 Global Supply Chain Management
  - BUS 593 International Business
- Contemporary Business Issues
  - BUS 519 Information Management
  - BUS 563 Strategic Branding

***2 Elective Courses (6 Units)***

You gain depth in the areas of your interest by choosing two electives taken from any thematic area, or by setting up a special study experience, or an internship project.

***1 Capstone (5 Units)***

You put it all together in a final business strategy course (BUS 591) that requires you to develop a comprehensive strategic plan for an existing business or a business plan for a new venture, and conclude with a final weekend immersion experience (2 units). To enroll in the capstone course, it must be your last semester in the program and you must have completed your 4 core and 3 theme area courses. Exceptions require the approval of the Director of M.B.A. Programs.

**M.B.A. Program Curriculum with a Wine Business Concentration**

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Accelerate your career and network with professionals in the local wine industry.

Our Wine Business M.B.A. program is intended to prepare graduates for positions of leadership in organizational settings in the wine industry. Located in the heart of California's wine country, we offer extraordinary experiences in learning through local internships, special studies, student-run projects, professional connections to alumni in the industry, and more!

The part-time Wine Business M.B.A. program is designed to primarily meet the needs of the working student in Sonoma County and the North Bay region. Our evening classes easily fit into your busy schedule, small class sizes allow for you to make personal connections with your classmates, and professional instructors are driven to help you reach your future business goals.

**The Wine Business M.B.A. program (33 units) consists of the following course sequence:**

- eMBArk Weekend
- 4 Core Courses
- 3 Theme Area Courses
- 2 Elective Courses
- 1 Capstone Experience

*Note: 3 of the 5 Theme Area Courses need to be Wine Business courses.*

**Special Program Requirements:** All candidates for the M.B.A. program in Wine Business will be expected to have completed: 24 units of wine related coursework, 24 months of wine industry work experience, or any combination thereof, before being admissible to the M.B.A. program in Wine Business. This requirement may be met by completing all levels of our online Wine Business Management Certificate offered through the Wine Business Institute's Professional Development programs.

**eMBArk Weekend**

Your M.B.A. experience begins with an immersion weekend that combines academic planning, network development and practice case analysis skills.

**4 Core Courses (12 Units)**

The M.B.A. core courses are a cluster of graduate business courses that provide a base knowledge upon which other courses and theme areas build. In your first year, you complete the four core courses as a cohort, a group study model that builds relationships and mirrors a team workforce environment. Two courses are completed in the Fall Semester and two courses are completed in the Spring Semester. The four core courses which are prerequisites for all other courses are:

BUS 570 Managerial Finance (Fall)	3
BUS 540 Managing Human Capital (Fall)	3
BUS 580 Business Intelligence (Spring)	3
BUS 535 Cost Analysis Control (Spring)	3

**3 Theme Areas (9 Units)**

Breadth of exposure and relevance to today's workplace is ensured by requiring you to take one course in each of three thematic areas: Leadership and Ethics, International Business and Global Issues, and Contemporary Business Issues. A sample of courses in each theme areas include:

- Leadership and Ethics
  - BUS 552 Leadership
  - BUS 555W Sustainability in the Wine and Hospitality Industry
  - BUS 593 Business Ethics
- International Business and Global Issues
  - BUS 516 Global Supply Chain Management
  - BUS 545W Global Wine Business
  - BUS 597W Country Intensive Wine Business Analysis
- Contemporary Business Issues
  - BUS 525W A/B Wine Business Experience
  - BUS 535 Strategic Branding
  - BUS 565W Marketing and Sales Strategies for Wine

**2 Elective Courses (6 Units)**

You gain depth in the areas of your interest by choosing two electives taken from any thematic area, or by setting up a special study experience, or an internship project.

**1 Capstone (5 Units)**

You put it all together in a final business strategy course (BUS 591) that requires you to develop a comprehensive strategic plan for an existing business or a business plan for a new venture, and conclude with a final weekend immersion experience (2 units). To enroll in the capstone course, it must be your last semester in the program and

you must have completed your 4 core and 3 theme area courses. Exceptions require the approval of the Director of M.B.A. Programs.

**M.B.A. Foundation Courses (32 semester units)**

The M.B.A. Foundation Courses provide the fundamental knowledge of business principles to prepare students for the study of business at the graduate level. This set of courses is taken at the undergraduate level. The Foundation Courses include the following:

BUS 211 Business Statistics	4
BUS 230A and 230B Principles of Accounting	8
BUS 334 Organizational Behavior	4
or BUS 504	2
BUS 360 Introduction to Marketing	4
or BUS 506	2
BUS 370 Introduction to Managerial Finance	4
or BUS 507	2
ECON 204 and 205 (previously 201A and 201B) Introduction to Economics	8

Foundation courses may be waived for competencies demonstrated by the undergraduate courses or their equivalents listed above or by examination. All courses listed at the 200 level may be taken at a junior college. All courses listed at the 300 level must be taken at a four year institution at the upper division level. If acceptable equivalents of these courses have been taken at another institution, but the total units earned do not sum to 30 semester units, the student must take supplementary business courses to achieve the 30-unit minimum. A student needing one or more foundation courses will be admitted as a Conditionally Classified Student.

**M.B.A. Foundation Course Series**

*The M.B.A. Foundation Course Series is only offered in the spring semester each year.*

To assist our conditionally classified students complete their foundation courses, the School of Extended Education offers the M.B.A. Foundation Course Series. The course series is comprised of three (2) unit courses which will meet the requirements of BUS 344, BUS 360, and BUS 370, respectively.

BUS 504 Foundations of Organizational Behavior
BUS 506 Foundations of Marketing
BUS 507 Foundations of Managerial Finance

**The main benefits of the series of courses are:**

- **Time Savings.** You will be able to complete your 300-level foundation courses more quickly.
- **Lower Cost.** The courses are two-unit, versus four-unit, so the cost is substantially less.
- **M.B.A. Class Environment.** You will be in smaller, evening classes with other conditionally classified M.B.A. students.

The series is held on two evenings per week. The courses may be taken individually if you do not need all three of the courses, however, to be eligible for financial aid a student requires six units. The courses are offered sequentially, each lasting approximately five weeks. The class method will vary by instructor, however, they will likely be hybrid classes involving work in the classroom as well as online instruction.

If you are a candidate for these Extended Education courses, contact our office, (707) 664-3501, for assistance with the registration process.

**For current students who started the part-time M.B.A. program PRIOR to Fall 2012.**

### **M.B.A. Program Curriculum with a General Concentration**

The M.B.A. program consists of the following set of courses:

- M.B.A. foundation courses (32 semester units)
- M.B.A. required courses (21 semester units)
- M.B.A. elective courses (9 semester units)

A student who has completed the M.B.A. foundation courses (see below) prior to admission need only complete the M.B.A. required and elective courses (a total of 30 semester units).

#### **M.B.A. Foundation Courses (32 units)**

The M.B.A. foundation courses provide the fundamental knowledge of business principles to prepare students for the study of business at the graduate level. The foundation courses include the following:

BUS 230A and 230B	8
BUS 344 Organizational Behavior	4
BUS 360 Introduction to Marketing	4
BUS 370 Introduction to Managerial Finance	4
BUS 211 Business Statistics	4
ECON 204 and 205 Introduction to Economics	8

Foundation courses may be waived for competencies demonstrated by the undergraduate courses or their equivalent listed above or by examination. All courses listed at the 200 level may be taken at a junior college. All courses listed at the 300 level must be taken at a four-year institution at the upper-division level. If acceptable equivalents of these courses have been taken at another institution, but the total units earned do not sum to 30 semester units, the student must take supplementary business courses to achieve the 30-unit minimum. A student needing one or more foundation courses will be admitted as a Conditionally Classified Student.

#### **M.B.A. Required Courses (21 units)**

As the title signifies, the M.B.A. required courses are a cluster of graduate business courses that must be taken by all students. These 3-unit courses are intended to provide the graduate with those skills necessary to become an effective leader and manager in today's business environment. The required courses include the following:

BUS 516 Seminar in Operations Management	3
BUS 519 Management Information Systems	3
BUS 530 Financial Statement Analysis	3
BUS 540 Strategic Human Resource Management	3
BUS 560 Seminar in Marketing Management	3
BUS 570 Seminar in Managerial Finance	3
BUS 591 Seminar in Strategic Management or BUS 592 Entrepreneurship and New Venture Creation	3

#### **M.B.A. Elective Courses (9 Units)**

An M.B.A. student must complete 9 units of elective courses to graduate. Elective courses are typically worth 3 units each.

BUS 550 Seminar in Organizational Behavior and Management Theory	3
BUS 552 Leadership and Team Building	3
BUS 554 Social Entrepreneurship	3
BUS 559 Seminar in Advanced Management Topics	3
BUS 581 Research Methods for Managers	3
BUS 593 Seminar in International Management	3
BUS 595 Special Studies in Business Administration	1-3
BUS 596 Graduate Internship	1-3
BUS 599 Master's Degree Directed Research	3

#### **Analytical Writing Requirement**

All candidates entering SSU as graduate students who do not score at least 4.00 on the analytical writing portion of the GMAT must pass the CSU Written English Proficiency Test (WEPT) either during their first semester or before completing the foundation courses.

#### **Grades**

All courses applied to the program must be completed with an overall GPA of 3.00, and no course for which a final grade below C is assigned may be used to satisfy this requirement. Graduate programs must be completed in no more than 7 years, which is computed as 14 semesters.

#### **Culminating Project**

All candidates for the masters in business administration must complete a culminating project. The culminating project will be a group project completed as part of the capstone course (BUS 591 or BUS 592). This culminating project should show evidence of originality and independent thinking. A project report and public defense of the project are required.

### **M.B.A. Program Curriculum with a Concentration in Wine Business**

The M.B.A. in wine business consists of the following set of courses:

- M.B.A. foundation courses (32 semester units)
- Wine Business M.B.A. required courses (24 semester units)
- Wine Business M.B.A. elective courses (6 semester units)

A student who has completed the M.B.A. foundation courses (see below) or their equivalents prior to admission need only complete the Wine Business M.B.A. required and elective courses (a total of 30 semester units).

#### **M.B.A. Foundation Courses (32 units)**

The M.B.A. foundation courses provide the fundamental knowledge of business principles to prepare students for the study of business at the graduate level. This set of courses is taken at the undergraduate level. The foundation courses include the following:

BUS 230A and 230B Principles of Accounting	8
BUS 344 Organizational Behavior	4
BUS 360 Introduction to Marketing	4

BUS 370 Introduction to Managerial Finance	4
BUS 211 Business Statistics	4
ECON 204 and 205 Introduction to Economics	8

Foundation courses may be waived for competencies demonstrated by the undergraduate courses or their equivalents listed above or by examination. All courses listed at the 200 level may be taken at a junior college. All courses listed at the 300 level must be taken at a four-year institution at the upper-division level. If acceptable equivalents of these courses have been taken at another institution, but the total units earned do not sum to 30 semester units, the student must take supplementary business courses to achieve the 30-unit minimum. A student needing one or more foundation courses will be admitted as a Conditionally Classified Student.

### **Wine Business M.B.A. Required Courses (24 units)**

As the title signifies, the required courses for the Wine Business M.B.A. are a cluster of graduate business courses that must be taken by all students in the Wine Business M.B.A.. These 3-unit courses are intended to provide the graduate with those skills necessary to become an effective leader and manager in today's business environment. The required courses include the following:

BUS 516 Seminar in Operations Management	3
BUS 519 Management Information Systems	3
BUS 530 Financial Statement Analysis	3
BUS 540 Strategic Human Resource Management	3
BUS 545W Global Wine Business	3
BUS 560 Seminar in Marketing Management	3
BUS 570 Seminar in Managerial Finance	3
BUS 591 Seminar in Strategic Management	3
or BUS 592 Entrepreneurship and New Venture Creation	3

### **Wine Business M.B.A. Elective Courses (6 units)**

A Wine Business M.B.A. student must complete 6 units of Wine Business M.B.A. elective courses to graduate. Elective courses are typically worth 3 units each. All directed studies and internships in the Wine M.B.A. concentration (BUS 595, 596, and 599) are required to focus on wine business related topics.

BUS 555W Sustainability in the Wine and Hospitality Industry	3
BUS 565W Marketing and Sales Strategies for Wine	3
BUS 595 Special Studies in Business Administration	1-3
BUS 596 Graduate Internship	1-3
BUS 599 Master's Degree Directed Research	1-3

### **Wine M.B.A. Program Special Requirements**

#### **Analytical Writing Requirement**

All candidates entering SSU as graduate students who do not score at least 4.00 on the analytical writing portion of the GMAT must pass the CSU Written English Proficiency Test (WEPT) either during their first semester or before completing the foundation courses.

#### **Transfer Credits**

Up to 6 units of approved graduate-level work may be transferred to meet part of the 30 units for the M.B.A.. Graduate courses equivalent to our foundation courses will not be accepted to meet elective or required M.B.A. courses. Transfer credits will normally only be accepted from AACSB-accredited universities. Transfer courses must be approved by the Director of M.B.A. Programs. Be sure to get approval prior to taking any transfer courses.

#### **Grades**

All courses applied to the program must be completed with an overall GPA of 3.00, and no course for which a final grade below C is assigned may be used to satisfy this requirement. Graduate programs must be completed in no more than 7 years, which is computed as 14 semesters.

#### **Wine Industry Experience**

All candidates for the M.B.A. program in Wine Business will be expected to have completed 24 units of wine-related coursework or 24 months of wine industry work experience, or any combination thereof, before being admissible to the M.B.A. program in Wine Business.

#### **Culminating Project**

All candidates for the masters in business administration with a concentration in Wine Business must complete a culminating project. The culminating project will be a group project completed as part of the capstone course (BUS 591 or BUS 592). This culminating project should be a faculty-approved topic relating to Wine Business and show evidence of originality and independent thinking. A project report and public defense of the project are required.

### **Executive Master of Business Administration**

The EMBA, designed for professionals already advanced or poised for advancement in their career, consists of fourteen courses in a cohort-style, modular curriculum, beginning and ending with assessing students as leaders, not just managers. The program begins with a skills-driven set of courses, starting with financial statement analysis, marketing, and production and human resource management. The focus here is on these skills being used to manage multiple functional areas of business. During the first module, there is an off-site, leadership development experience. The second module is about optimizing the firm's infrastructure and making internal decisions about business strategy. The third module is about reacting to the external forces on businesses, at both the domestic and global levels. The final module revisits leadership and strategic planning as foci of the EMBA program.

#### **Executive M.B.A. Required Courses (30 units)**

The Executive M.B.A. consists of the following specific courses. All students must take all the courses listed below which are scheduled in modules for the given cohort.

BUS 516E Operations Management Strategies
BUS 519E Strategic Networking and Information Management

BUS 530E Financial Statement Analysis for Leaders  
 BUS 540E Talent Management  
 BUS 546E Global Business Operations  
 BUS 552E Leadership Intelligence  
 BUS 554E Leading Sustainable Enterprise  
 BUS 559E Leadership Northbay  
 BUS 560E Strategic Marketing Management  
 BUS 570E Financial Markets and Business Strategy  
 BUS 581E Analyzing Business Research  
 BUS 591E Strategy in Practice  
 BUS 592E Business Plan  
 BUS 590E Leading Change in Organizations

### Admissions Information

The Executive M.B.A. is a self-support program that is run in conjunction with the School of Extended and International Education. Some special admissions requirements and application procedures apply.

For detailed information please visit the EMBA website at [www.sonoma.edu/sbe/emba](http://www.sonoma.edu/sbe/emba)

## Sample Four-Year Program for Bachelor of Science in Business Administration

### FRESHMAN YEAR: 30-31 Units

[Avoid UD GE until Junior year]

*Computer Competency Requirement should be met in freshman year\**

#### Fall Semester (15-16 Units)

PHIL 101 or 102 (A3) (4)  
 ECON 204 (D5) (4)  
 Math 131 or 161 (B4) (3-4)  
 GE (C1) (4)

#### Spring Semester (15 Units)

ENGL 101 (A2) (4)  
 ECON 205 (D1) (4)  
 GE (C3) (4)  
 GE (B3) (3)

### SOPHOMORE YEAR: 31-32 Units

*Select a lab with B1 or B2 GE; select an Ethnic Studies course for C1, C2, C3, or E*

#### Fall Semester (16 Units)

BUS 230A (4)  
 GE (B1 or B2) (3)  
 GE (D3) (3)  
 GE (D4) (3)  
 Elective (3)

#### Spring Semester (15-16 Units)

BUS 230B (4)  
 BUS 211 or MATH 165 (4)  
 BUS 225 (4)  
 GE (B1 or B2 with lab) (3-4)

### JUNIOR YEAR: 30 Units

[Take WEPT]

#### Fall Semester (14 Units)

UD BUS Core\*\* (4)  
 UD BUS Core\*\*\* (4)  
 UD GE (D2) (3)  
 Elective (3)

#### Spring Semester (16 Units)

UD BUS Core (4)  
 UD BUS Core (4)  
 BUS Concentration (4)  
 UD GE (C2) (4)

### SENIOR YEAR: 30-31 Units

[Apply for graduation at beginning of senior year]

#### Fall Semester (15 Units)

BUS concentration (4)  
 BUS concentration (4)  
 UD BUS Core (4)  
 Elective (3)

#### Spring Semester (15-16 Units)

UD BUS Core: 491\*\*\*\* (4)  
 BUS Concentration (4)  
 BUS Concentration (4)  
 UD GE (E) (3-4)  
 Electives if needed

### TOTAL UNITS: 120

[refer to catalog and consult advisor(s) for additional information]

\*Computer Competency is a prerequisite for any upper-division Business Core class. Computer Competency can be met by taking designated sections of CS 101 (GE B3).

\*\*Choose BUS 344 first if planning management concentration; 360 first if marketing; 370 first if finance or financial management.

\*\*\*For information systems, students should select BUS 334 if planning accounting or financial management; otherwise, select BUS 319.

\*\*\*\*BUS 491, designed to be taken in the last semester of the program (prerequisite: all other core courses and application for award of degree).