

# BUSINESS ADMINISTRATION

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## DEPARTMENT OFFICE

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## EXECUTIVE DIRECTOR OF GRADUATE AND EXECUTIVE PROGRAMS

John Stayton

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Ray Johnson

## Faculty

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Thomas Atkin  
Richard Campbell  
Sergio Canavati  
Kathryn Chang  
Kirsten Ely  
Armand Gilinsky  
David Horowitz  
Aidong Hu  
Jinglin Jiang  
Douglas Jordan  
Kyuhoo Lee  
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Vincent Richman  
Adele Santana  
Michael Santos  
Elizabeth Stanny  
Janejira Sutanonpaiboon  
Elizabeth Thach  
Karen Thompson  
John Urbanski  
Damien Wilson  
Zachary Wong

## 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 83 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 students in the major 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 prepares students for careers in an increasingly globalized world and trains them to be responsible citizens and effective leaders..

### 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 occur 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 Pre-Business student should consult on matters regarding general education, University requirements, the Pre-Business program, and routine major issues. When students move from Pre-Business 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

Prior to being admitted to Business Administration status all Pre-Business majors must demonstrate computer competency. Students may demonstrate competency by passing an approved Microsoft Excel competency examination. Students should plan care-

fully and consult with the school website 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 Pre-Business major. Preparatory courses and lower-division core courses together constitute the Pre-Business major. A letter grade of C or better is required in each Pre-Business major course. In addition to demonstrating computer competency, all the following coursework must be completed as part of the Pre-Business program:

#### Preparatory Courses for Pre-Business Major

(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 Pre-Business Core

(units count in the major)

BUS 211 Business Statistics or MATH 165 Elementary Statistics or ECON 217 Statistics for Economics and Business	4
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 their major 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 the following core requirements. (Note that coursework in the selected area of concentration usually may be taken concurrently.)

BUS 316 Production/Operations Management	4
BUS 319 Management Information Systems	4
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 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 submission of graduation application.

### **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, Kirsten Ely, Elizabeth Stanny, Vincent Richman, Jinglin Jiang

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

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

Management: Armand Gilinsky, Sandra Newton, Janejira Sutanonpaiboon, Elizabeth Thach, John Urbanski

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

Wine Business Strategies: Thomas Atkin, Armand Gilinsky, Sandra Newton, Janeen Olsen, Elizabeth Thach, Damien Wilson

Special: Adele Santana

#### **Accounting Concentration: 5 Courses**

Five courses are required. The accounting concentration 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 335 Ethical Reasoning in Accounting	4
BUS 385A Special Topics in Accounting	3-4
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 finance 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 471 Case Studies in Finance	4
BUS 473 International Finance	4
BUS 476 Risk Management and Insurance	4

#### *Group B*

BUS 330A Intermediate Accounting	4
BUS 385F Special Topics in Finance	4
BUS 399F Advanced Work Experience in Finance	3-4
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.

<i>Required Courses:</i>		BUS 451 Entrepreneurship	4
BUS 330A Intermediate Accounting	4	BUS 453 Small Business Analysis	4
BUS 435 Cost Accounting	4	BUS 461 Promotion Management	4
BUS 472 Investments	4	BUS 462 Marketing Research	4
BUS 474 Computer Applications in Finance	4	BUS 463 Sales Management and Personal Selling	4

*Select one of the following courses:*

BUS 330B Intermediate Accounting	4	BUS 464W Production, Operations, and Distribution (Wine)	4
BUS 377 Financial Institutions (or ECON 375 Money and Banking)	4	BUS 465W Wine Marketing	4
BUS 385F Special Topics	3-4	BUS 468 Marketing Decision Making	4
BUS 437 Governmental Accounting	4	BUS 499MK Internship in Marketing	3-4

**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 385MG Special Topics in Management	4
BUS 391 Cross Cultural Communication and Negotiation	4
BUS 393 Introduction to International Business	4
BUS 399MG Advance Work Experience in Management	3-4
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 469 Marketing Management	4

*Select at least three courses:*

BUS 361 Marketing Graphics	4
BUS 362 Services Marketing	4
BUS 364 Sports Marketing	4
BUS 365 Introduction to Hospitality and Event Management	4
BUS 366 Retail Management	4
BUS 368 International Marketing	4
BUS 385MK Special Topics in Marketing	3-4
BUS 396W The Global Wine Industry	3
BUS 399MK Advance Work Experience in Marketing	3-4

BUS 451 Entrepreneurship	4
BUS 453 Small Business Analysis	4
BUS 461 Promotion Management	4
BUS 462 Marketing Research	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 Concentration: 5 Courses**

Five courses are required. The wine business 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 362 Services Marketing	4
BUS 366 Retail Management	4
BUS 385W Special Topics in Wine	3-4
BUS 396W Global Wine Industry	3
BUS 397W The Global Marketplace for Wine	4
BUS 399W Advanced Work Experience in Wine Business Strategies	3-4
BUS 463 Sales Management and Personal Selling	4
BUS 467W Wine E-Commerce and Direct Sales	4
BUS 475W Wine Accounting and Finance	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 the special concentration advisor and department chair, 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 special concentration advisor and 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 of at least three-units each 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-Business major requirements (with minimum "C" grades) has been verified.

### **Minor in Business Administration**

The Minor in Business Administration has the following features and requirements:

1. The Business minor consists of the following 5 required courses:

BUS 230A Financial Accounting	4
BUS 230B Managerial Accounting	4
BUS 344 Organizational Behavior	4
BUS 360 Introduction to Marketing	4
BUS 370 Introduction to Managerial Finance	4
2. The Business minor must consist of a minimum of 20 units in business administration and must be approved by the chair of the Business Administration department. In addition to the required courses listed above, additional coursework, chosen with consent of the department chair, may be selected as needed to obtain the 20-unit minimum;
3. The student must have a minimum GPA of 2.50 in order to apply for the Business minor;
4. Students must complete a Business Minor Declaration Form and submit it to the Business Administration department office;
5. Students must have completed BUS 230A and BUS 230B (or their transfer equivalents, as approved by the department chair) with a grade of C or better in order to be eligible to enroll in any of the three upper-division courses;
6. BUS 344, BUS 360, and BUS 370 must be completed at Sonoma State University;
7. Business minors are only eligible to take one business administration course per semester;
8. Students who are eligible to take BUS 344, BUS 360, and BUS 370 must submit a request form which is available in the department office;
9. BUS 150, 211, 219, 270, 292, 295, 296, 388, 399, 495, and 499 may not be counted in the minor.

### **French Language Certificate for Wine Business**

The French Language Certificate for Wine Business is an interdisciplinary certificate program designed to enhance the global perspective of undergraduate students in the Wine Business Strategies concentration. The program combines rigorous studies in wine business with proficiency in the French language and familiarity with French culture. The program consists of 26 - 28 total units with 18 - 20 units of Wine Business courses and 8 units of beginning, intermediate, or advanced French language courses. Students must have a concentration in Wine Business Strategies in the Business Administration major in order to pursue this certificate.

#### **Required Courses (18-20):**

BUS 305W Introduction to Wine Business Strategy	4
BUS 464W Production, Operations, and Distribution (Wine)	4
BUS 465W Wine Marketing	4
BUS 499W Wine Internship	3-4
One Wine Business elective (e.g., BUS 396W, 397W, Bus 467W, etc.)	3-4

#### **In Addition, students will enroll in one of the following pairs of courses (8 units):**

FR 101 (First-Semester French) and FR 102 (Second-Semester French); OR  
FR 201 (Third-Semester French) and FR 202 (Oral French); OR  
FR 300 (Introduction to Literary Analysis & Critical Writing) and one additional upper-division French course.

Some of the Wine Business courses have prerequisites, so be sure to check the course descriptions in the SSU catalog. Students will meet individually with French faculty for placement in the appropriate level of French language courses. Additional information and the application for the certificate are available on the French Program's website.

### **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 BUS 211 Business Statistics	4
BUS 230A Financial Accounting	4
BUS 360 Introduction to Marketing	4
BUS 463 Sales Management and Personal Selling	4
BUS 493 Advanced Topics in Professional Sales (offered through the School of Extended and International Education)	2

#### *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 Sonoma Master of Business Administration degree (MBA) for Professionals is intended to prepare graduates for positions of management and leadership in organizational settings in both the private and public sectors. This evening program is designed primarily to meet the needs of the working student. Sonoma MBA students have the option to choose the Wine Business concentration. Information on all Sonoma MBA programs can be found at [www.sonoma.edu/mba](http://www.sonoma.edu/mba).

### MBA Admissions

The Sonoma MBA program launches each year in the fall. The application period is November 1 to March 31. All documentation required for admission must be received by the University and department no later than the last day of the relevant application period.

Information on how to apply can be found at [www.sonoma.edu/mba/admissions](http://www.sonoma.edu/mba/admissions). The first step in the application process is to submit an online application through Cal State Apply. After this preliminary application is submitted, applicants will be advised as to the next steps in the admission process. Applicants are encouraged to apply early! To be admitted to the MBA program, a candidate must meet the requirements of both the University and the Department of Business Administration. In addition, all candidates for the Sonoma MBA in Wine Business will be expected to complete the Foundation and Intermediate levels of the online Wine Business Management Certificate program before being admissible to the Sonoma MBA program in Wine Business. This requirement may be waived by completion of 24 units of wine-related coursework, 24 months of wine industry work experience, or any combination thereof.

### 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
- 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) for those 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.

International students must meet the admissions criteria set forth by the graduate department. Students in the Professional MBA programs are required to gain practical experience by a) completing an internship course, b) working for eight or more months during their MBA

program, or c) combining an internship course and work for a total of eight or more months during their MBA program. International students may be authorized for Curricular Practical Training (CPT) to be eligible for off-campus work or internships in a position directly related to their field of study.

### Department of Business Administration Requirements

An individual may apply for admission to the MBA 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 requires a GMAT score of at least 450 and a GPA of at least 2.75 in the last 60 semester units (90 quarter units) attempted. Applicants are expected to have two years of full time work experience prior to starting the program. 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 Programs Committee for admission reconsideration. Such appeals are not routinely granted.

### Documentation Needed to Apply

After applicants have been advised by the MBA Admissions Manager to apply, the following documentation is required for consideration of acceptance into the Sonoma MBA 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 Cal State Apply Application must be submitted. International students must also submit 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, contact the Graduate Business Programs office at [mba@sonoma.edu](mailto:mba@sonoma.edu) or call (707) 664-3501.
2. Official transcripts should be ordered from each college attended. A copy of each transcript should be sent to the Office of Admissions and Records 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 MBA foundation courses must be included.
3. A current resume should be sent to the MBA Admissions Manager, 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).

### ***Graduate Student Status***

A candidate admitted into the Sonoma MBA program will be admitted in one of two categories:

- **Conditionally Classified Graduate Status.** A student admitted to the MBA program as a Conditionally Classified Graduate Student can take only foundation courses. This student may not take MBA required or elective courses without permission of the Director of MBA 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.
- **Classified Graduate Status.** A student admitted to the MBA program as a Classified Graduate Student will have completed the foundation courses at the time of admission. This student should take the MBA 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, the application is forwarded to the Director of MBA Programs for the department recommendation. When the GMAT score and resume are received, eligibility for admission to the MBA 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 from accredited universities may be transferred to meet part of the 31 units for the MBA. However, these requests are not routinely granted. Graduate courses equivalent to our foundation courses will not be accepted to meet elective or required MBA courses. Transfer courses must be approved by the Director of MBA Programs. Students are advised to get approval prior to taking any transfer courses.

### ***Eligibility for MBA Courses***

Courses offered in the Sonoma MBA program have restricted enrollment.

- For MBA foundation courses, a student must be at least a Conditionally Classified MBA student or obtain written permission from the Director of MBA Programs.
- For MBA required or elective courses, a student must be a Classified MBA student or obtain written permission from the Director of MBA Programs.

### ***Readmission***

Continuing students (those who have completed courses in the MBA Program) 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 in the semester the degree is granted.

## **MBA Program Curriculum**

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The Sonoma MBA for Professionals program has been adapted to meet the ever-changing needs of today's business world. It will equip students with business tools and strategies to deliver results in today's transformational economy. It will teach students not just how to read financial statements, but how to apply that information to make decisions and shape strategy. It will help students learn not just the principles of marketing, but how to develop a brand, deliver transformational customer experiences, and integrate marketing communication across numerous outlets. Students will gain knowledge not just in business strategies, but in innovation, entrepreneurship, and data analytics.

The Sonoma MBA 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 students to choose their career emphasis.

Inside and outside of the classroom, students gain access to the deep knowledge of our regional business partners and to career support services.

Evening classes are designed to easily fit into busy schedules, small class sizes allow students to make personal connections with classmates, and academic and professional instructors are committed to helping students reach their future business goals.

### ***Analytical Writing Requirement***

All candidates entering SSU as MBA 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.

## **The Sonoma MBA for Professionals program (31 units) consists of the following course sequence:**

- eMBark Weekend
- 4 Core Courses
- 3 Theme Area Courses

- 2 Elective Courses
- 1 Capstone Experience

If students do not have an undergraduate business degree, there may be an additional foundation step of the program that needs to be completed (see MBA Foundation Courses below). Contact our office for a transcript review and/or assistance at (707) 664-3501.

#### **eMBArk Weekend (1 Unit)**

The Sonoma MBA experience begins with an experiential immersion weekend that combines academic planning, teamwork development, and case analysis practice.

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

The MBA core courses are a cluster of graduate business courses that provide a base knowledge upon which other courses and theme areas build. In the first year, students 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 535 Cost Analysis and Control	3
BUS 540 Managing and Motivating Employees	3
BUS 570 Managerial Finance	3
BUS 580 Business Intelligence	3

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

Breadth of exposure and relevance to today's workplace are ensured by requiring students 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 possible courses in each theme areas include:

- Leadership and Ethics
  - BUS 552 Leadership and Innovation
  - BUS 553 Sustainable Business Management
- International Business and Global Issues
  - BUS 516 Operations Management
  - BUS 593 International Business
- Contemporary Business Issues
  - BUS 519 Management Information Systems
  - BUS 560 Seminar in Marketing Management

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

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

#### **1 Capstone (3 Units)**

Students put it all together in a final business strategy course (BUS 591) that requires them to develop a comprehensive case research project with an existing organization. To enroll in the capstone course, it must be the student's last semester in the program and the student must have completed the 4 core and 3 theme area courses. Exceptions require the approval of the Director of MBA Programs.

## **MBA Program with a Wine Business Concentration**

The Sonoma MBA in Wine Business is intended to prepare graduates for positions of management and leadership in wine industry organizations. Located in the heart of California's wine country, we offer extraordinary experiences in learning through local internships, special studies, student-run projects, and professional connections to alumni in the industry.

The Sonoma MBA in Wine Business is designed to primarily meet the needs of the working student in Sonoma County and the North Bay region as well as full-time students from the other parts of the country and the world. Our evening classes easily fit into busy schedules, small class sizes allow for students to make personal connections with classmates, and professional instructors are committed to helping students reach future business goals.

### **The Wine Business MBA program (31 units) consists of the following course sequence:**

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

*Note: A minimum of 3 of the Theme Area and Elective Courses need to be Wine Business Courses.*

### **Special Program Requirements**

All candidates for the Sonoma MBA in Wine Business will be expected to complete the Foundation and Intermediate levels of the online Wine Business Management Certificate program before being admissible to the Sonoma MBA program in Wine Business. This requirement may be waived by completion of 24 units of wine related coursework, 24 months of wine industry work experience, or any combination thereof.

#### **eMBArk Weekend (1 unit)**

The MBA experience begins with an experiential immersion weekend that combines academic planning, teamwork development, and case analysis practice.

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

The MBA core courses are a cluster of graduate business courses that provide a base knowledge upon which other courses and theme areas build. In the first year, students 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 535 Cost Analysis and Control	3
BUS 540 Managing and Motivating Employees	3
BUS 570 Managerial Finance	3
BUS 580 Business Intelligence	3

### 3 Theme Areas (9 Units)

Breadth of exposure and relevance to today's workplace is ensured by requiring students 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 possible courses in each theme areas include:

- Leadership and Ethics
  - BUS 552 Leadership and Innovation
  - BUS 547W Wine Legal and Regulatory Issues
- International Business and Global Issues
  - BUS 516 Operations Management
  - BUS 545W Global Wine Business (required)
- Contemporary Business Issues
  - BUS 565W Marketing and Sales Strategies for Wine
  - BUS 560 Seminar in Marketing Management

### 2 Elective Courses (6 Units)

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

### 1 Capstone (3 Units)

Students put it all together in a final business strategy course (BUS 591) that requires them to develop an in-depth case study on an existing wine business. To enroll in the capstone course, it must be the student's last semester in the program and the student must have completed the 4 core and 3 theme area courses. Exceptions require the approval of the Director of MBA Programs.

## MBA Foundation Courses (32 semester units)

The MBA 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 either at the undergraduate level or as MBA preparation courses. The Foundation Courses include the following:

BUS 211 Business Statistics	4
BUS 230A and 230B Financial and Managerial Accounting or BUS 501 Foundations of Accounting	8 2
BUS 344 Organizational Behavior or BUS 504 Foundations of Organizational Behavior	4 2
BUS 360 Introduction to Marketing or BUS 506 Foundations of Marketing	4 2
BUS 370 Introduction to Managerial Finance or BUS 507 Foundations of Managerial Finance	4 2
ECON 204 and 205 Introduction to Macro and Micro Economics or ECON 501 Foundations of Economics	8 2

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. Assuming all other admissions requirements are met, a student needing one or more

foundation courses will be admitted as a Conditionally Classified Graduate Student.

## MBA Foundation Course Series

To assist our conditionally classified students complete their foundation courses, the School of Extended and International Education offers the MBA Foundation Course Series. The course series is comprised of five 2-unit courses which will meet the requirements of BUS 230A, BUS 230B, BUS 344, BUS 360, BUS 370, ECON 204, and ECON 205 respectively.

BUS 501 Foundations of Accounting  
BUS 504 Foundations of Organizational Behavior  
BUS 506 Foundations of Marketing  
BUS 507 Foundations of Managerial Finance  
ECON 501 Foundations of Economics

Each course is held on two evenings per week over a 5 week period. The courses may be taken individually if students do not need all five of the courses; however, to be eligible for financial aid a student must be registered for six units. The class methods 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 at (707) 664-3501 for assistance with the registration process.

## Executive Master of Business Administration

The Sonoma Executive MBA, designed for professionals with significant work and management experience, consists of fourteen courses in a cohort-style, modular curriculum. The curriculum is focused around two related emphases: leadership development and strategic decision-making. The transformational leadership emphasis includes courses like Leadership Intelligence, Talent Management, and Leading Change in Organizations, as well as a leadership self-development project that spans the entire 17 months of the program. The strategic decision-making emphasis includes courses like Financial Statement Analysis, Strategic Marketing, and Operations and Supply Chain Strategies, and culminates in an integrative, applied-learning capstone project. Incorporating experiential and project-based learning, the Sonoma Executive MBA includes a four-day intensive off-site experience which guides students in exploring team and leadership dynamics and a two-week international learning journey that includes in-country consulting projects and business visits with executives and government officials.

The Sonoma Executive MBA in Wine Business offers our EMBA curriculum to wine industry professionals, featuring projects and assignments focused on wine businesses, and faculty with backgrounds in wine industry research and practice.

## Executive MBA Required Courses (30 units)

The Sonoma Executive MBA consists of the following specific courses, taken by all EMBA and Wine EMBA students.

BUS 516E Operations and Supply Chain Strategies  
BUS 519E Innovation, Design, and Technology Leadership  
BUS 530E Financial Statement Analysis  
BUS 540E Talent Management  
BUS 546E Global Business Environment  
BUS 552E Leadership Intelligence  
BUS 554E Leading Sustainable Enterprises  
BUS 559E Leadership North Bay  
BUS 560E Strategic Marketing  
BUS 570E Financial Markets and Business Strategy  
BUS 581E Research for Strategic Planning  
BUS 590E Leading Change in Organizations  
BUS 591E Strategy in Practice  
BUS 592E Business Plan

### **Admissions Information**

The Sonoma Executive MBA 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 and applications, please visit the EMBA website at [www.sonoma.edu/mba](http://www.sonoma.edu/mba). The Sonoma Executive MBA program launches each year in the fall. The Sonoma Executive MBA in Wine Business launches in the spring.

Information on how to apply can be found at [www.sonoma.edu/mba/admissions](http://www.sonoma.edu/mba/admissions). The first step in the application process is to submit a resume to the MBA Admissions Manager at [mba@sonoma.edu](mailto:mba@sonoma.edu). Information will then be provided on how to complete the application process. Applicants are encouraged to apply early!

To be admitted to the EMBA program, a candidate must meet the requirements of both the University and the Department of Business Administration. In addition, all candidates for the Sonoma EMBA 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 Sonoma EMBA program in Wine Business. This requirement may be met by completing the first two 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
- 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) for those 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.

International students must meet the admissions criteria set forth by the graduate department. Students in the Sonoma Executive MBA programs are required to gain practical experience by a) completing an internship course, b) working for eight or more months during their MBA program, or c) combining an internship course and work for a total of eight or more months during their MBA program. International students may be authorized for Curricular Practical Training (CPT) to be eligible for off-campus work or internships in a position directly related to their field of study.

### **Department of Business Administration Requirements**

An individual may apply for admission to the Sonoma EMBA program with or without an academic background in business administration, but must have achieved a 2.75 GPA in the prior 60 semester units (90 quarter units) attempted. Applicants are expected to have a minimum of eight years of professional work experience, including significant management experience, prior to starting the program. Military service can be counted toward professional work experience. Applicants with strong career growth and 5-8 years of professional experience may apply if they take the GMAT. The department considers the candidate's application, academic background, work experience, interview, and performance on the GMAT (for those with less than eight years of professional experience) in evaluating high promise of success in the program.

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

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

### FRESHMAN YEAR: 30-31 Units

#### 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)

Avoid UD GE until junior year

Computer Competency Requirement should be met in freshman year\*

### SOPHOMORE YEAR: 31-32 Units

#### 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 or ECON 217 (4)  
BUS 225 (4)  
GE (B1 or B2 with lab) (3-4)

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

### JUNIOR YEAR: 30 Units

#### Fall Semester (14 Units)

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

#### Spring Semester (16 Units)

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

### SENIOR YEAR: 30-31 Units

#### 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)  
Elective (if needed)

Apply for graduation at beginning of senior year.

### 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) at Sonoma State.

\*\* Choose BUS 344 first if planning Management concentration; 360 first if Marketing; 370 first if Finance or Financial Management.

\*\*\* BUS 491, designed to be taken in the last semester of the program (prerequisites: all other Business Core courses and submission of graduation application.)