

BUSINESS ADMINISTRATION

DEPARTMENT OFFICE

Stevenson Hall 2042

(707) 664-2377

www.sonoma.edu/busadmin

DEPARTMENT CHAIR

Terry Lease

ADMINISTRATIVE COORDINATOR

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*James Robertson

Michael Santos

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John Urbanski

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**Faculty Early Retirement Program*

Programs Offered

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

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 small 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

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

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 core requirements and then select concentrations based on individual interest and career plans. The fields of concentration include: accounting, finance, financial management, management (with a general track as well as tracks in human resource management, international business, and small business), marketing, wine business strategies, and a special concentration designed by the student with the approval of a faculty advisor and the department chair. A bachelor of science in business administration with an emphasis in one or more areas of concentration prepares students for imaginative and responsible citizenship and leadership in society—domestic and worldwide.

Degree Requirements

General Education (freshmen)	51 or
General Education (transfer)	48

Pre-Major Preparatory Courses

GE-A1	
Take MATH 131 or MATH 161 in GE category B4	
Take ECON 204 in GE category D5	
Non-general education prerequisite: ECON 205	4
Major requirements [minimum]	55
General electives (to meet minimum degree requirements)	14
Minimum units needed for graduation:	124

A minimum of 124 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; 14-15 additional units are needed in preparatory courses, some 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 BUS 211, BUS 230A, or any upper-division business core class. Competency can be demonstrated by passing the Practical Computer

Competency Requirement (PCCR) examination administered by the Department of Business Administration. Students should plan carefully and consult with the department web page, www.sonoma.edu/busadmin/pccr/info.shtml for test and registration information.

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-1
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)
BUS 225 Legal Environment of Business (4)
BUS 230A Principles of Accounting (4)
BUS 230B Principles of 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
Total units needed for major:	55

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, 388, 466, 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, a passing score on the WEPT, 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, 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: Anderson, Stanny, Richman, Ely, Thomsen

Finance: Hu, Jordan, Santos

Financial Management: Anderson, Stanny, Hu, Jordan, Richman, Lease, Santos, Ely, Thomsen

Management:

Girling, Thach, Thompson, Gilinsky, Dove, Newton, Urbanski, Sutanonpaiboon

Marketing: Clarke, Nowak, Olsen, Atkin, Campbell, Horowitz

Wine Business Strategies: Thach, Gilinsky, Olsen, Nowak, Atkin

Special: Wong, 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.

BUS 330A Intermediate Accounting	4
BUS 330B Intermediate Accounting	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	3
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 470 Managerial Finance	4
BUS 472 Investments	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 385 Special Topics (with concentration advisor consent)	3-4
BUS 471 Financial Planning and Strategy	4
BUS 473 International Finance	4
BUS 474 Computer Applications in Finance	4

Group B

BUS 330A Intermediate Accounting	4
BUS 433B Corporate Tax for Financial Management	4
BUS 475W Wine Accounting and Finance	4
BUS 499F Internship in Finance	3-4
ECON 311 Public Economics	4
ECON 411 Seminar in Public Finance	4

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. Students planning to take the CPA exam are strongly encouraged to take the accounting courses BUS 330B, BUS 433A, and BUS 433B as preparation for the exam. 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 470 Managerial Finance	4
BUS 472 Investments	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 471 Financial Planning and Strategy	4
BUS 473 International Finance	4
BUS 474 Computer Applications in Finance	4
BUS 475W Wine Accounting and Finance	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) or BUS 340W*	4
BUS 350 Management	4
BUS 452 Leadership in Organizations	4

Select at least two courses:

BUS 385 Special Topics (with concentration advisor consent)	3-4
BUS 391 Cross Cultural Communication and Negotiation	4
BUS 393 Introduction to International Business	4
BUS 446 Government Regulation of Human Resources	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 385 Special Topics (with concentration advisor consent)	3-4
BUS 396W The Global Wine Industry	3
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 465 Wine Marketing	4
BUS 468 Marketing Decision Making	4
BUS 499MK Internship in Marketing	3-4

Wine Business Strategies (WBS): 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. 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 courses, at least three-unit, should be selected with approval from an advisor and 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. 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.

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

Select a lab with B1 or B2 GE; select an Ethnic Studies course for C1, C2, C3, C4, D1 or E.

FRESHMAN YEAR:: 32-33 Units

Take PCCR*

[Avoid UD GE until Junior year]

Practical Computer Competency Requirement (PCCR) exam should be taken in freshman year

<i>Fall Semester (16-17 Units)</i>	<i>Spring Semester (16 Units)</i>
ENGL 101 (A2) (3)	PHIL 101 or 102 (A3) (3)
ECON 204 (D5) (4)	ECON 205 (4)
Math 131 or 161 (B4) (3-4)	GE (C1 or C4) (3)
GE (B3) (3)	Pols 200 (D4)(3)
Elective: UNIV 102 (3)	GE (D1 or D2) (3)

SOPHOMORE YEAR:: 31-32 Units

[Avoid UD GE until Junior year]

<i>Fall Semester (14-15 Units)</i>	<i>Spring Semester (17 Units)</i>
BUS 230A (4)	BUS 230B (4)
BUS 225 (4)	BUS 211 (4)
GE (B1 or B2 with lab) (3-4)	GE (D3) (3)
GE (A1) (3)	GE (B2 or B1) (3)
	Elective (3)

JUNIOR YEAR:: 31-32 Units

[Take WEPT]

<i>Fall Semester (17 Units)</i>	<i>Spring Semester (14-15 Units)</i>
UD BUS Core** (4)	UD BUS Core (4)
UD BUS Core*** (4)	UD BUS Core (4)
GE (C2 or C3) (3)	BUS Concentration (3-4)
GE (D2 or D1)(3)	UD GE (C3 or C2) (3)
Elective (3)	

SENIOR YEAR:: 27-30 Units

[Apply for graduation at beginning of senior year]

<i>Fall Semester (14-15 Units)</i>	<i>Spring Semester (13-15 Units)</i>
BUS concentration (3-4)	UD BUS Core: 491**** (4)
BUS concentration (3-4)	BUS concentration (3-4)
UD BUS Core (4)	BUS concentration (3-4)
UD GE (C4 or C1) (3)	UD GE (E) (3)
Electives as needed	Electives if needed

TOTAL SEMESTER UNITS:: 124 [refer to catalog and consult advisor(s) for additional information]

*PCCR examination is a prerequisite for BUS 211, BUS 230A, or any upper-division business core class.

**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, passing score on the WEPT, and application for award of degree).

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.

Master of Business Administration

The Master of Business Administration degree (MBA) 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 in Sonoma County and the North Bay region. Students seeking a full-time day program are advised to apply to one of the other CSU schools. The MBA degree program has two concentrations: general and wine business.

MBA Admissions

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 MBA application periods are as follows:

Fall semester - November 1 to March 30

Spring semester - August 1 to September 30

You can apply online at <http://www.sonoma.edu/ar/prospective/gs/apply.shtml>.

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 Wine Business concentration will be expected to have completed 24 units of wine related coursework or 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
- 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 213 on the computerized version of the Test of English as a Foreign Language (TOEFL).

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 considers the candidate's application, academic background, and performance on the GMAT in evaluating high promise of success in the program. The department requires a minimum formula score of 1050 obtained from a combination of the total GMAT score and the grade point average for the last 60 semester (90 quarter) units attempted. The formula is calculated as follows:

$$\text{Formula Score} = (200 \times \text{Grade Point Average}) + \text{Total GMAT score}$$

To illustrate, if a candidate has a 3.20 grade point average for the last 60 units and a total GMAT score of 500, the total formula score would be 1140.

$$\text{Example Computation: } 200(3.20) + 500 = 1140$$

In this case, the candidate would meet the minimum formula score for admission.

In addition, applicants must have a minimum total score on the GMAT of 450, and a score on the quantitative portion of the exam at the 20th percentile or above, and either a score on the verbal at the 20th percentile or above or at least a 4 on the analytical writing portion.

A candidate with a minimum formula score of 1000 who otherwise demonstrates high promise of success in the program may be considered by the department for alternative admission into the MBA program. To be considered, the candidate must clearly demonstrate a record of at least five years of appropriate managerial experience since receipt of the bachelor's degree.

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

Documentation Needed to Apply

The following documentation is required for consideration of acceptance into the 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. A 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 213 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. All community college and university transcripts that provide evidence of completion of MBA foundation courses must be included.
3. An official copy of the GMAT score should be ordered from:
GMAT
Educational Testing Service
PO Box 6101
Princeton, NJ 08541-6101

Testing sites for the GMAT and preparation materials can be obtained at this website: <http://www.MBA.com/MBA>.

The documents detailed in items 1 and 2 above must be sent to:

Office of Admissions and Records
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, CA 94928-3609

The GMAT score, item 3 above, should be sent directly to:

MBA Coordinator
School of Business and Economics
Department of Business Administration
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, CA 94928-3609
(707) 664-2377

Students who are currently eligible to enroll in classes at Sonoma State University in postbaccalaureate status may apply for admission to the MBA program directly to the MBA Coordinator. 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 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 MBA Coordinator. 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 MBA Coordinator.

- 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 may take MBA required or elective courses.

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 along with a copy of the transcripts is forwarded to the MBA Coordinator for the department recommendation. When the GMAT score is 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

A maximum of 6 units of transferred graduate level work may be used to satisfy the 30 units needed for the degree plan. Transfer courses will usually be accepted only from AACSB accredited universities. Transfer courses must be approved by the MBA Coordinator. Be sure to get approval for transfer courses prior to taking them.

Eligibility for MBA Courses

Courses offered in the MBA program have restricted enrollment.

- For MBA foundation courses, a student must be at least a Conditionally Classified MBA student or a Classified Graduate student in another graduate program at the University or obtain written permission from the MBA Coordinator.
- For MBA required or elective courses, a student must be a Classified MBA student or a Classified Graduate student in another graduate program at the University or obtain written permission from the MBA Coordinator.

Readmission

Students taking more than one semester off 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.

MBA Program Curriculum with a General Concentration (2004)

The MBA program consists of the following set of courses:

- MBA foundation courses (32 semester units)
- MBA required courses (21 semester units)
- MBA elective courses (9 semester units)

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

MBA Foundation Courses (32 units)

The MBA 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.

MBA Required Courses (21 units)

As the title signifies, the MBA 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	3
or BUS 592 Entrepreneurship and New Venture Creation	3

MBA Elective Courses (9 Units)

An MBA 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.

Transfer Credits

Up to 6 units of approved graduate level work may be transferred to meet part of the 30 units for the MBA. Graduate courses equivalent to our foundation courses will not be accepted to meet elective or required MBA courses. Transfer credits will normally be accepted only from AACSB accredited universities. Transfer courses must be approved by the MBA Coordinator. 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.

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.

MBA Program Curriculum with a Concentration in Wine Business (2007)

The MBA in wine business consists of the following set of courses:

- MBA foundation courses (32 semester units)
- Wine Business MBA required courses (24 semester units)
- Wine Business MBA elective courses (6 semester units)

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

MBA Foundation Courses (32 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 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 MBA Required Courses (24 units)

As the title signifies, the required courses for the Wine Business MBA are a cluster of graduate business courses that must be taken by all students in the Wine Business MBA. 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
- BUS 519 Management Information Systems
- BUS 530 Financial Statement Analysis
- BUS 540 Strategic Human Resource Management
- BUS 545W Global Wine Business
- BUS 560 Seminar in Marketing Management
- BUS 570 Seminar in Managerial Finance
- BUS 591 Seminar in Strategic Management or BUS 592 Entrepreneurship and New Venture Creation

Wine Business MBA Elective Courses (6 units)

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

- BUS 555W Sustainability in the Wine and Hospitality Industry
- BUS 565W Marketing and Sales Strategies for Wine

- BUS 595 Special Studies in Business Administration
- BUS 596 Graduate Internship
- BUS 599 Master's Degree Directed Research

Wine MBA 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 MBA. Graduate courses equivalent to our foundation courses will not be accepted to meet elective or required MBA courses. Transfer credits will normally only be accepted from AACSB-accredited universities. Transfer courses must be approved by the MBA Coordinator. 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 MBA 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 MBA 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 first module is a skills-driven set of courses, starting with financial statement analysis, marketing, production and human resource management, similar to the current MBA program but adding how to use these skills to manage multiple functional areas of business. During the first module, there is an off-site, leadership development experience. The second module is about reacting to external shocks and

optimizing the firm's infrastructure the second module's global business course and includes international travel and learning as a co-curricular exercise. The third module consists of elective courses. The final module revisits leadership and strategic planning as foci of the EMBA program.

Executive MBA Required Courses (30 units)

The Executive MBA 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 Strategic Human Resource Leadership
- BUS 552E Leadership Intelligence
- BUS 554E Social Entrepreneurship and Leadership
- BUS 560E Strategic Marketing Management
- BUS 565E Cohort-Specific Elective
- BUS 570E Financial Markets and Business Strategy
- BUS 581E Analyzing Business Research
- BUS 591E Strategy in Practice
- BUS 592E Putting It All Together: Business Policy and Strategy
- BUS 593E Global Business Operations: "The World is Flat"
- BUS 590E Leading Change in Organizations

Admissions Information

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

For detailed information please visit the EMBA website at www.sonoma.edu/sbe/emba