

**Undergraduate and Graduate Catalog**

**General Information and  
Announcement of Courses**

**1981-1983**

The California State University and Colleges

# **California State University Long Beach Bulletin**

**May, 1981  
Volume 32, No. 6**

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California State University Long Beach Bulletin  
(USPS 702-100) May, 1981, Volume 32, No. 6

Published six times annually as follows: three issues in December, one issue in April, one issue in May and one issue in August by California State University, Long Beach, 1250 Bellflower Blvd., Long Beach, California 90840. Second class postage paid at Long Beach, California.

Postmaster: Send address changes to California State University Long Beach Bulletin, 1250 Bellflower Blvd., Long Beach, California 90840.

Each campus in the CSUC system may define which of its courses satisfy its General Education Requirements and determine which courses are transferable from other institutions (except where a maximum of 39 units are certified). The campus may add requirements and enact other regulations.

### California State University, Long Beach, General Education Requirements

Each California State University, Long Beach, baccalaureate graduate must have completed at least 51 semester units of General Education courses. Only courses specifically approved for General Education and so listed in the *Schedule of Classes* may be used to fulfill General Education requirements.

At least nine of the 51 General Education units must be upper-division units taken after the student achieves upper-division standing (completion of 60 semester units). The nine units must be completed at C.S.U.L.B.

At least six units must be selected from among approved Interdisciplinary Courses (IC) in any of the categories specified below, but not more than three units may be counted in any one category. Interdisciplinary Courses may be approved for exemption from the 3-unit-per-category limit (to a maximum of six units) when two or more schools are involved. These exemptions are specifically noted in the individual course descriptions and in the *Schedule of Classes*.

The 51 units of General Education course work include three units of work in U.S. History and three units in U.S. Constitution and American Ideals, required by Section 40404, Title V, California Administrative Code. (See Categories D. and F., below.) The student has the option of receiving credit by examination for these requirements; departments will make such examinations available. A student who fails any such examination has the option of repeating the examination without penalty, or taking the course(s) which satisfy the requirement. A student who has met any of these requirements prior to enrollment at C.S.U.L.B. is exempt. Unit credit (to be included in the 51-unit General Education requirement total and in the total number of units required for graduation, but not in the student's grade point average) shall be granted for satisfactory completion of examination(s) in these subjects. Credit by examination, however, is subject to conditions specified in this Bulletin (p. 45).

"Double-counting" of a course for a major and for General Education requirements is permitted only if the course in question is *not* a course offered in the student's major department.

General Education units must be distributed as follows:

#### **Category A: Communication in the English Language and Critical Thinking**

9 units to include:

1. One approved course in written English.
2. One approved course in oral communication or a combination of oral and written communication, to include an understanding of the process of communication and experience in communication.
3. One approved course in critical thinking, designed to develop the ability to reason clearly and logically and to analyze other's thinking.

(Exceptions may be made in this category to the prohibition against double-counting of courses taught in the student's major department; these exceptions are noted in the individual course descriptions and in the *Schedule of Classes*.)

#### **Category B: Physical Universe**

12 units to include:

1. At least six units of inquiry into the physical universe and its life forms to include one approved course in the life sciences and one approved course in the physical sciences; both must involve laboratory experience.
2. At least three units of study in mathematical concepts and quantitative reasoning; approved courses foster an understanding of mathematical concepts rather than merely providing instruction in basic computational skills.
3. Another three units as necessary, selected from approved courses, to achieve a minimum of 12 units.

**Category C: Humanities and the Arts**

12 units to include:

1. At least three units from approved fine arts courses.
2. At least six units from approved courses to include courses in at least two of the following areas: literature, philosophy, and foreign languages.
3. Another three units as necessary, selected from approved courses to achieve a minimum of 12 units.

**Category D: Social and Behavioral Sciences and Their Historical Backgrounds**

12 units to include:

1. Three units selected from approved courses in U.S. History.
2. A minimum of nine units selected from approved courses in at least two disciplines.

**Category E: Self-Integration**

3 units:

At least three units selected from approved courses which facilitate understanding of the human being as an integrated physiological, social, and psychological organism.

**Category F: Citizenship Requirement**

Three units selected from approved courses in U.S. Constitution and American Ideals.

Some high-unit degree programs may receive authorization to require a minimum of 48 units of General Education for their major students. When a program is approved for this exemption, the requirements in *one* of the Categories B, C, or D is reduced by three units. Programs approved for this reduction are shown in the *Schedule of Classes*. Students in such programs should consult their department advisors for details.

Throughout, the University has tried to insure that you have a maximum freedom in choosing specific courses, and it is hoped that your choices will be made on the basis of a well-thought-out plan which incorporates the principles of breadth and coherence, so that you will be able to acquire the abilities, knowledge, understanding, and appreciation as interrelated elements and not as isolated fragments.

## **Undergraduate Programs**

### **Bachelor of Science Degree in Business Administration**

#### **Degree Requirements**

A minimum of 124 units will be required for all options in business with the exception of Professional Accounting, which requires a minimum of 128 units. The degree program must include:

1. A minimum of 50 units in courses outside the School of Business Administration, to include:
  - a. University's General Education requirements. Business majors may not apply courses offered by the School of Business Administration toward General Education requirements.
  - b. Economics 200.
  - c. Economics 201.
  - d. Mathematics 114.
  - e. Mathematics 115B.
  - f. Philosophy 160 or 170 (Accounting majors must take 160).
2. A minimum of 51-54 units in business administration and related courses to include:
  - a. Lower Division Core Requirements: Nine units
    1. Accounting 201
    2. Finance 222
    3. Quantitative Systems 240
  - b. Upper Division Core Requirements: 27 units
    1. Accounting 310 (accounting majors must substitute Accounting 320)
    2. Economics 333
    3. Finance 324
    4. Finance 362
    5. Human Resources Management 360 or 361 (Management majors and operations management majors must take HRM 361)
    6. Management 300
    7. Management 425 (senior status)
    8. Marketing 300
    9. Quantitative Systems 310
  - c. Completion of at least one option of 15 to 18 units as selected from General Accounting, Professional Accounting, Administrative Systems, Business Computer Methods, Finance, Real Estate and Law; Human Resources Management, Management, Marketing, Operations Management or Quantitative Methods. Business Administration majors who complete two options may be regarded as having completed a double major, and appropriate notation can be made.
3. Elective units to total 124. Professional Accounting must total 128 units. Elective freedom will vary from 0 to 23 units depending upon transfer credit. Each student is encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment. The School of Business Administration offers many specialized courses in the varied disciplines which may be utilized for elective credit. Students may consult the Counseling Office, School of Business Administration, for advisement in selection of electives.
4. Additional requirements: Accounting majors must complete English 303, finance majors must complete either Quantitative Systems 402 or English 303.

#### **Option in General Accounting (code 3-2705)**

#### **Option in Professional Accounting (code 3-2706)**

The accounting curriculum offers study in the nature, theory and general problems of accounting with the objective of providing responsible leadership for a dynamic business environment. On a broad base of general education and business

administration courses, the accounting program develops an understanding of an organization's management information system. The general accounting program provides a background for the student interested in accounting as a career in business enterprises, and for the person planning on entering the field of public accounting. The professional accounting program provides somewhat more flexibility for the student interested in employment in the business enterprises, not-for-profit organizations, or in the field of public accounting.

**General Accounting Option Requirements:**

1. Accounting 300A-B, 400, 450, 470.
2. Philosophy 160.
3. English 303.

**Professional Accounting Option Requirements:**

1. Accounting 300A-B.
2. Philosophy 160.
3. English 303.
4. Concentration in public accounting: Accounting 400, 470, and six units selected from the 400-level accounting courses.
5. Business or not-for-profit accounting: Accounting 410, 475 and six units selected from the 400-level accounting courses.

**Option in Administrative Systems (code 3-2720)**

This option, administered within the Quantitative Systems Department, prepares its majors for positions of responsibility as administrative managers and managers of office services in business, industry, education and government. It is designed to give an understanding of the problems of administrative management and a perception of the principles, procedures and abilities needed to solve these problems. The program includes a substantial number of competencies measured by the Certified Administrative Manager examination of the Administrative Management Society.

**Administrative Systems Option Requirements:**

Quantitative Systems 302, 331, 402, 432, 433.

**Option in Business Computer Methods (code 3-2725)**

This option, administered within the Quantitative Systems Department, provides preparation for computer-oriented careers in business, industry, education and government. It provides a foundation for problem-solving and decision making using the computer technology in such positions as data processing managers, systems analysts, data base managers or other administrative positions.

**Business Computer Methods Option Requirements:**

Quantitative Systems 402, 413, 432, 442, 445, 466.

**Option in Finance, Real Estate and Law (code 3-2710)**

The finance, real estate and law curricula offer education in the administration, techniques and regulations applicable to business finance, investments, insurance, risk management and real estate. The study of the institutions of American finance, their customs, practices and legal framework gives a basis from which the student builds an understanding of the demand function of finance. The supply function is studied through offerings in investments including analysis of securities and commodities coupled with analysis of their price trends and turning points. Special concentration is directed toward the study of acquisition, administration and distribution of funds for the individual business firm as well as the supply of funds by individuals and institutions for investment in private enterprise. The finance, real estate and law major may direct the concentration toward financial management, investments, or real estate.

**Option Requirements:**

1. Finance 382.
2. Finance 302 or 342.
3. Three courses in one of the following areas of concentration:  
*Financial Management:* Finance 360, 464, 484, 490.  
*Investment:* Finance 464, 484, 486, 488.  
*Real Estate:* Finance 444, 446, 448, 449, 450, 452.
4. Either Quantitative Systems 402 or English 303.

**Option in Human Resources Management (code 3-2740)**

The human resources management option offers education in theories, policies and practices relevant to the manager's crucial task of influencing others to work toward organizational goals. The curriculum is designed both for students who wish to specialize in the personnel or industrial relations field and for those who wish to obtain a background which will permit them to function more effectively in any management position. The courses offered provide an in-depth study of interpersonal relations such as those between management and labor. Major objectives of this option are (1) to acquaint students with the types of management problems encountered in modern society, (2) to encourage them to develop an analytical approach to defining and solving those problems, and (3) to acquaint students with theories and practices on which effective courses of action can be based. Human resources management majors may direct their concentration toward either personnel management or labor relations.

**Human Resources Management Option Requirements:**

1. Human Resources Management 360 or 361 (whichever is not taken in the core).
2. Human Resources Management 362.
3. Three courses from either:  
*Personnel Management:* Human Resources Management 446, 463, 464, 465.  
*Labor Relations:* Human Resources Management 440 and two courses chosen from Human Resources Management 445, 464, 465.

**Option in Management (code 3-2745)**

The objective of the management curriculum is to prepare students for a successful career in management of the business enterprise. Attention is given to the need to create and maintain a desirable internal environment. Interface of that environment with the external environment in relation to success of the enterprise is considered. Philosophical bases for the practice of management, ethical considerations and human values are stressed. With the educational background developed and with appropriate experience, the management graduate should find success and satisfaction in a management role.

**Management Option Requirements:**

1. Management 326 and 426.
2. Three of the following: Management 401, 405, 421, 422.

**Option in Marketing (code 3-2750)**

Marketing is a socially-oriented discipline. Within our economic system, the justification for a business enterprise, as with any other social institution, is best viewed as service through need satisfaction. Determination of the needs and wants of society or of a segment of society and provision of goods and services to satisfy those needs and wants is a function of marketing. Application of this consumer oriented marketing concept appears to result in both improved societal welfare and success of the individual business enterprise. The option in marketing is based on this concept.