

# EBERHARDT SCHOOL OF BUSINESS

<https://www.pacific.edu/academics/schools-and-colleges/eberhardt-school-of-business.html>

Phone: (209) 946-2476

Location: Weber Hall

Lewis R. Gale, Dean and Professor of Business

## Undergraduate Degree Programs Offered

### Bachelor of Science in Business Administration

- Business Analytics
- Finance
- Hotel and Hospitality Management
- Management and Human Resources
- Marketing
- Sport Management and Analytics

### Bachelor of Science in Accounting

### Bachelor of Science in Accounting/Master of Accounting Dual Degree Program

### Bachelor of Science in Product Design and Entrepreneurship

## Minors Offered

Business Administration

Business Analytics

Leadership

Management

Marketing Analytics

Marketing Communications

## Graduate Degree Programs Offered

(see Graduate Catalog for information)

- Master of Accounting (MAcc)
- Master of Business Administration (MBA)
- Master of Science in Business Analytics (MSBA)
- Master of Science in Finance (MSF)
- Bachelor of Science in Accounting/Master of Accounting Blended Program

A professional school offering graduate and undergraduate programs providing the educational breadth and depth for tomorrow's leaders of business, government, and not-for-profit organizations.

## Mission

The Eberhardt School of Business develops knowledgeable, innovative business leaders in a personalized, experience-based learning environment and produces scholarship that contributes to disciplinary knowledge, informs teaching, and advances the practice of business. We share a set of underlying principles that govern our behaviors and our ability to achieve our mission. These include:

- Maintaining a student-centered learning environment
- Educating the whole person
- Stimulating intellectual growth

- Maintaining a mutually supportive community of faculty, staff and students
- Engaging external stakeholders
- Promoting excellence
- Being socially responsible
- Behaving ethically and with integrity
- Providing service to the university, community and profession

Degree programs offered by the Eberhardt School of Business are designed to fulfill this mission and to provide the educational breadth and depth tomorrow's leaders will need.

The Eberhardt School of Business was established in 1977 to fulfill the need for small, high quality management programs that could nurture the personal, professional and overall intellectual growth and development of talented women and men. The school currently has 21 full-time faculty and an enrollment of more than 650 undergraduate and graduate students.

Small classes and excellent instructional facilities reinforce a highly personalized learning environment that encourages one-on-one interactions between students and faculty. Faculty and administrators are committed to making teaching the most important activity in the School. Outside the classroom, students choose from a wide variety of activities, including internships, student clubs and student government to further develop their leadership skills. The success of this approach to business and management education is reflected in the excellent job placement record of graduates.

## Accreditation

The Eberhardt School of Business is accredited in business by AACSB International - The Association to Advance Collegiate Schools of Business.

## General Academic Regulations for BS in Business Administration

### Graduation Requirements

1. Students must fulfill the Eberhardt School of Business minimum residency requirement of at least 32 units taken in the Eberhardt School.
2. There is a limit on extension course credits for courses offered through the Center for Professional and Continuing Education. The total ceiling on such units is six, with a limit of 3 in any one semester.
3. All prerequisites must be met before students enroll in any course.
4. Except for BUSI 107, students who take any course numbered above BUSI 100 must have junior class standing (56 units).
5. A student must receive a grade of "C" or better in any core course which is a prerequisite before taking a related concentration course.
6. A student must receive a grade of "C" or better in MATH 045 and in MATH 037.

Deficiency points are a measure of how many credit points a student with a GPA below 2.0 needs to earn to raise his or her GPA to a 2.0. Deficiency points are removed by earning more points than the minimum needed to achieve a term GPA of 2.00. Grades of "C" earn 2.00 points, thus, to reduce or remove deficiency points, students must earn grades higher than a "C." Further clarification of these (or other) policies may be obtained from the Eberhardt School of Business Student Services Office.

## Grading Policies

All courses required of all business administration majors must be taken for letter grade. Eberhardt School of Business courses taken beyond those noted above may be taken on a P/NC basis, subject to the instructor's approval. The freshman-level Dean's Seminar and junior-level Career Development Seminar is offered P/NC only.

Students who receive a "P" in required courses that are taken before becoming a major in the Eberhardt School of Business must petition the Academic Standards Committee for these courses to be applied toward graduation requirements.

## Scholastic Actions - Probation and Disqualification

- a. If a student has a balance point deficiency up to -8 in the major or -10 in the University GPA, he or she is on probation.
- b. If a student has a balance point deficiency larger than -8 in the major and/or -10 in the University GPA, he or she is subject to disqualification. Disqualification decisions are usually made at the end of the Spring semester, but a student who begins the Fall semester already on probation with a balance point deficiency of -8 or -10 or more may be disqualified at the end of the Fall semester if still at -8 or -10 or more at the end of that semester.
- c. Any student who is on probation for three consecutive semesters is subject to disqualification.

## Transfer Students

Transfer courses must have a credit value of at least three semester units if they are to be applied to general education or major requirements. Courses from institutions on the quarter system must have a credit value of at least four quarter-units to be applied to the above categories.

Junior or community college students who plan to complete upper-division work in business at University of the Pacific should complete one year of introductory economics, one year of introductory accounting, a semester each of calculus and statistics, and a semester of business law. Students also should complete courses in expository writing, computer science, public speaking and the humanities. Not all community college courses are transferable, and each community college offers different courses. Please contact the Eberhardt School of Business Student Services Center for answers to questions regarding the transferability of specific courses.

## Admissions Information

Additional information and specific admissions requirements can be found in the section of this catalog entitled Admission Requirements (<http://catalog.pacific.edu/stocktongeneral/generalinformation/admissionrequirements/>) or by contacting the Eberhardt School of Business Student Services Center.

## Learning Outcomes

The specific outcomes for the Bachelor of Science in Business Administration degree are that each student will be able to:

1. Demonstrate functional knowledge of each business discipline.
  - a. For each business discipline, demonstrate knowledge of business principles, concepts, theories, and perspectives.
  - b. For each business discipline, demonstrate skills in the use of business procedures, methods, strategies, and approaches.

- c. The business disciplines include accounting, finance, management, marketing, operations management, management information systems, and the legal and ethical environment of business.

### 2. Demonstrate critical thinking skills.

- a. Identify problems and make recommendations based on an analysis of the information provided.
- b. Recognize the ethical dimensions of business decisions.
- c. Recognize cross-cultural components of business decisions.
- d. Demonstrate an understanding of the interrelationships among business disciplines.

### 3. Work effectively with others as a member of a team.

### 4. Communicate effectively.

- a. Each student can communicate orally in formats appropriate to the situation and audience.
- b. Each student can communicate in writing in formats appropriate to the situation and audience.

The specific outcomes for the Bachelor of Science in Accounting degree are the same as for the Bachelor of Business Administration with the additional outcome stated below:

5. Each student demonstrates technical proficiency in the areas of financial accounting, managerial accounting, financial statement auditing, and federal income taxation.

The specific outcomes for the Bachelor of Science in Accounting/Master of Accounting Dual Degree Program are:

### 1. Technical competency and professional knowledge.

Each student demonstrates technical proficiency and professional knowledge in the areas of financial accounting, managerial accounting, financial statement auditing, taxation, and financial statement analysis.

### 2. Critical thinking

Each student demonstrates the quantitative reasoning and critical thinking skills necessary to gather and analyze the information necessary to resolve complex business issues, with particular emphasis on issues facing financial statement preparers and users.

### 3. Ethics

- a. Each student recognizes ethical weaknesses in accounting situations and can propose effective solutions to those weaknesses.
- b. Each student understands how corporate governance, risk management, and internal controls impact ethical behavior.

### 4. Interaction and communication

- a. Each student can work effectively as part of a team either as a leader or participant, and can effectively collaborate and negotiate within the team.
- b. Each student can communicate effectively in formats appropriate to the situation and audience.

## Eberhardt School Of Business Faculty

Lewis R. Gale, Dean and Professor of Business, 2010, BA, California State University, 1989; MA, Ph.D., Arizona State University, 1994.

Thomas E. Brierton, Associate Professor of Business Law, 1989, BBA, University of Wisconsin, 1978; JD, Northern Illinois University, College of Law, 1983.

Bidisha Burman, Assistant Professor of Practice, 2022, PhD, Louisiana State University, 2004; MC, University of Calcutta, 1996; BC, University of Calcutta, 1994.

Benjamin Carlston, Associate Professor of Finance, 2013, BA, Brigham Young University, 2007; MA, 2008, Ph.D., 2013, Duke University.

Lin Chen, Assistant Professor of Accounting, 2024, MBA, Pittsburg State University, 2010; Ph.D., University of Texas at Arlington, 2020.

Cynthia Eakin, Associate Professor of Accounting, 1996, BS, 1986; MAcc, 1988; Ph.D., 1993, The Florida State University.

Vusal Eminli, Associate Professor of Finance, 2013, BA, Berea College, 2008 MS, 2010, Ph.D., 2013, Purdue University.

Sally A. Hamilton, Instructor of Accounting, 2016, Ph.D., University of California at Los Angeles, 1987; MBA, University of San Diego, 1983; BA University of California at Davis, 1979.

Albert Huang, Professor of Management Information Systems, 1998, BS, National Chiao-Tung University (Taiwan), 1986; MBA, Rochester Institute of Technology, 1990; PhD, University of North Texas, 1996.

Chong Huang, Instructor, 2023, BE, Central South University, 1997; ME, University of Science and Technology of Beijing, 2000; Ph.D., University of Texas, Austin, 2006.

Leili Javadpour, Associate Professor of Management Information Systems, 2016, Ph.D, Louisiana State University, 2013; MS, University of Liverpool, 2009; BS, Isfahan University of Technology, 2007.

Unro Lee, Professor of Finance, 1990, BA, University of Southern California, 1977; MA, Indiana University, 1981; PhD, Purdue University, 1986.

Jeffrey A. Miles, Professor of Management, 1990, BA, Ohio State University, 1984; M.P.S., Cornell University, 1986; MLHR, Ohio State University, 1992; PhD, 1993.

Charles T. Moses, Professor of Management, 2021, BS, Howard University, 1975; MBA, Baruch College, 1985; DBA, Case Western Reserve University, 2004.

Stefanie E. Naumann, Professor of Management, 1999, BS, Tulane University, 1993; PhD, Louisiana State, 1998.

Wenjing Ouyang, Associate Professor of Finance, 2012, BS, Shanghai Institute of Foreign Trade, 2001; MS, Shanghai Institute of Foreign Trade, 2004; PhD, Drexel University, 2012.

Cecilia Ruvalcaba, Instructor, 2015, BS De Vry University, 2003, MBA Loyola Marymount University, 2006, Ph.D. University of California at Irvine, 2015

Chris Sablynski, Associate Professor of Management, 2009, BS, University of Florida, 1986; MS, San Francisco State University, 1996; PhD, University of Washington, 2002.

Pete Schroeder, Associate Professor of Sport Management, 2007, BS, Truman State University, 1996; MA, University of the Pacific, 1998; EdD, University of Missouri, Columbia, 2003.

Dara M. Szyliowicz, Associate Professor of Management, 2006, BA, Columbia University, 1988; MA, University of California, Berkeley, 1990; PhD, University of Illinois, 1998.

Eric W. Typpo, Associate Professor of Accounting, 1998, BS, University of Missouri, 1986; MA, 1990; PhD, Florida State University, 1994.

Dylan Zorea, Instructor, 2022, BA, University of the Pacific, MA, San Francisco State University, ; JD, University of the Pacific, .

## Bachelor of Science in Business Administration

Students must complete a minimum of 128 units with a Pacific cumulative and school/program grade point average of 2.0 in order to earn the bachelor of science in business administration degree.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

#### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry
Social Inquiry
World Perspectives & Ethics

**Note: 1)** No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

#### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

#### D. Fundamental Skills

Students must demonstrate competence in:

Writing
Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Pre-professional Skills Requirements

#### Public Speaking

COMM 027	Public Speaking *	3
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## Mathematics <sup>1</sup>

MATH 037	Introduction to Statistics and Probability	4
MATH 045	Introduction to Finite Mathematics and Calculus *	3

## Computer Literacy

COMP 025	Computers and Information Processing *	4
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## Economics

ECON 053	Introductory Microeconomics *	4
ECON 055	Introductory Macroeconomics: Theory and Policy *	4

\* These courses are also part of the Pacific General Education Program, and can be counted toward the University General Education requirements.

<sup>1</sup> Students must complete MATH 037 and MATH 045 with a C or better.

## III. Major Core Courses

BUSI 010	Dean's Seminar	1
BUSI 031	Principles of Financial Accounting	4
BUSI 033	Principles of Managerial Accounting	4
BUSI 053	The Legal and Ethical Environment of Business	4
BUSI 100	Management Information Systems	4
BUSI 104	Operations Management	4
BUSI 105	Financial Management	4
BUSI 107	Marketing Management	4
BUSI 108	Introduction to Business Analytics	4
BUSI 109	Management and Organizational Behavior	4
BUSI 110	Career and Development Seminar	1
BUSI 181	Strategic Management and Policy	4

## IV. Experiential Learning

Complete a minimum of three units by selecting one or more of the following experiential learning courses:

BUSI 122	Student Investment Fund (SIF)
BUSI 143	Product Innovation
BUSI 147	Consumer Behavior
BUSI 171	Coaching Strengths and Developing Leaders
BUSI 173	Entrepreneurial Management Practicum
BUSI 183	Administrative Internship
BUSI 187A	Sport Management Internship

For experiences such as undergraduate research, or community-based consulting, students may arrange for an independent study course under the guidance of a faculty member.

BUSI 191	Independent Study
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When part of a study abroad experience, the following two courses fulfill the experiential learning requirement:

INTL 151	Cross-Cultural Training I
INTL 185	SIS Capstone

## V. Major

Complete one of the following majors:

**Note: 1)** A student is required to take at least four courses in a major, one of which must be an international concentration course. **2)** A number of majors require more than four courses.

## Core Area Concentrations

### Finance

BUSI 121	Financial Markets	4
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BUSI 123	Investment Analysis	4
BUSI 125	Intermediate Financial Management	4
BUSI 163	International Financial Management	4

## Marketing

BUSI 141	Marketing Research	4
BUSI 165	International Marketing	4
Select two of the following:		8

BUSI 142	Personal Selling and Sales Management
BUSI 143	Product Innovation
BUSI 147	Consumer Behavior
BUSI 148	Promotions Management
BUSI 149	Marketing Analytics
BUSI 151	Digital Marketing

## Business Analytics \*\*

BUSI 137	Database Management Systems	4
BUSI 146	Advanced Business Analytics	4
BUSI 150	Business Analytics Project	4
COMP 061	Introduction to Programming for Data Science	4
Select one of the following:		4

BUSI 163	International Financial Management
BUSI 165	International Marketing
BUSI 169	International Management
BUSI 178	International Commercial Law

## Management and Human Resources

BUSI 169	International Management	4
BUSI 170	Human Resources Management	4
Select two of the following:		8

BUSI 134	Conflict Management
BUSI 159	Employment Law
BUSI 171	Coaching Strengths and Developing Leaders
BUSI 174	Creating Effective Work Teams
BUSI 175	Leadership and Change

## Sport Management and Analytics

BUSI 106	Sport Analytics	4
BUSI 127	Sport Economics and Finance	4
BUSI 176	Managing Sport Enterprises	4

And one track:

Sport Management Track:	
BUSI 144	Sport Marketing and Promotions
BUSI 177	Sport Event and Facilities Management
BUSI 187A	Sport Management Internship

Sport Analytics Track:	
COMP 061	Introduction to Programming for Data Science
BUSI 137	Database Management Systems
BUSI 150	Business Analytics Project

## Hotel and Hospitality Management

BUSI 130	Hotel Management	4
BUSI 131	International Event Management	4
BUSI 152	Restaurant Management	4
BUSI 187C	Hotel & Hospitality Management Internship	4

Select two of the following:		8
BUSI 147	Consumer Behavior	
BUSI 151	Digital Marketing	
BUSI 154	Services Marketing Strategy	

BUSI 156	Hospitality Sales
BUSI 165	International Marketing
BUSI 170	Human Resources Management
BUSI 171	Coaching Strengths and Developing Leaders
BUSI 174	Creating Effective Work Teams
BUSI 175	Leadership and Change
BUSI 176	Managing Sport Enterprises

\*\* Business Analytics students are strongly encouraged to purchase an up-to-date laptop computer for use in classes.

## Bachelor of Science in Accounting

Students must complete a minimum of 128 units with a Pacific cumulative and school/program grade point average of 2.0 in order to earn the bachelor of science in accounting degree.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

#### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry
Social Inquiry
World Perspectives & Ethics

**Note: 1)** No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

#### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

#### D. Fundamental Skills

Students must demonstrate competence in:

Writing
Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Pre-professional Skills Requirements

### Public Speaking

COMM 027	Public Speaking *	3
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### Mathematics <sup>1</sup>

MATH 037	Introduction to Statistics and Probability	4
MATH 045	Introduction to Finite Mathematics and Calculus *	3

### Computer Literacy

COMP 025	Computers and Information Processing *	4
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### Economics

ECON 053	Introductory Microeconomics *	4
ECON 055	Introductory Macroeconomics: Theory and Policy *	4

<sup>1</sup> Students must complete MATH 037 and MATH 045 with a C or better.

## III. Major Core Courses

BUSI 010	Dean's Seminar	1
BUSI 031	Principles of Financial Accounting	4
BUSI 033	Principles of Managerial Accounting	4
BUSI 053	The Legal and Ethical Environment of Business	4
BUSI 100	Management Information Systems	4
BUSI 104	Operations Management	4
BUSI 105	Financial Management	4
BUSI 107	Marketing Management	4
BUSI 108	Introduction to Business Analytics	4
BUSI 109	Management and Organizational Behavior	4
BUSI 110	Career and Development Seminar	1
BUSI 181	Strategic Management and Policy	4

## IV. Experiential Learning

Complete a minimum of three units by selecting one or more of the following experiential learning courses:

BUSI 122	Student Investment Fund (SIF)
BUSI 143	Product Innovation
BUSI 147	Consumer Behavior
BUSI 171	Coaching Strengths and Developing Leaders
BUSI 173	Entrepreneurial Management Practicum
BUSI 183	Administrative Internship
BUSI 187A	Sport Management Internship

For experiences such as undergraduate research, or community-based consulting, students may arrange for an independent study course under the guidance of a faculty member.

BUSI 191	Independent Study
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When part of a study abroad experience, the following two courses fulfill the experiential learning requirement:

INTL 151	Cross-Cultural Training I
INTL 185	SIS Capstone

## V. Accounting Requirements

BUSI 111	Accounting Information Systems	4
BUSI 113A	Intermediate Accounting I	4
BUSI 113B	Intermediate Accounting II	4
BUSI 113C	Advanced Accounting	4
BUSI 115	Tax Accounting	4
BUSI 117	Cost Accounting	4



BUSI 119	Auditing	4
BUSI 157	Commercial Law	4

## Bachelor of Science in Accounting/Master of Accounting Blended Program

Students must complete a minimum of 150 units with a Pacific cumulative and school/program grade point average of 2.0 in order to earn the bachelor of science in accounting degree and a 3.0 in the master of accounting degree.

### Admission to the Dual Degree Program

Current Pacific students, or admitted transfer students who have completed the Junior Core with a 3.0 overall GPA and a 3.0 Accounting GPA are eligible to begin the dual degree program. Students receiving a C- or below in any of the Junior Core courses do not qualify for admission into the dual degree program. The Junior Core consists of:

ECON 053	Introductory Microeconomics	4
ECON 055	Introductory Macroeconomics: Theory and Policy	4
MATH 037	Introduction to Statistics and Probability	4
MATH 045	Introduction to Finite Mathematics and Calculus	3
BUSI 023	Business Communications	4
BUSI 031	Principles of Financial Accounting	4
BUSI 033	Principles of Managerial Accounting	4
BUSI 100	Management Information Systems	4
BUSI 105	Financial Management	4
BUSI 113A	Intermediate Accounting I	4
BUSI 113B	Intermediate Accounting II	4

Students should apply for admission into the dual degree program at the beginning of the spring semester of their junior year.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

#### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry
Social Inquiry
World Perspectives & Ethics

**Note: 1)** No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

### D. Fundamental Skills

Students must demonstrate competence in:

Writing
Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Pre-professional Skills Requirements

#### Public Speaking

COMM 027	Public Speaking *	3
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#### Mathematics <sup>1</sup>

MATH 037	Introduction to Statistics and Probability	4
MATH 045	Introduction to Finite Mathematics and Calculus *	3

#### Computer Literacy

COMP 025	Computers and Information Processing *	4
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#### Economics

ECON 053	Introductory Microeconomics *	4
ECON 055	Introductory Macroeconomics: Theory and Policy *	4

\* These courses are also part of the Pacific General Education Program, and can be counted toward the University General Education requirements.

<sup>1</sup> Students must complete MATH 037 and MATH 045 with a C or better.

## III. Core Requirements

BUSI 010	Dean's Seminar	1
BUSI 031	Principles of Financial Accounting	4
BUSI 033	Principles of Managerial Accounting	4
BUSI 053	The Legal and Ethical Environment of Business	4
BUSI 100	Management Information Systems	4
BUSI 105	Financial Management	4
BUSI 107	Marketing Management	4
BUSI 108	Introduction to Business Analytics	4
BUSI 109	Management and Organizational Behavior	4
BUSI 110	Career and Development Seminar	1

**Note: 1)** BUSI 228 below is substituted for BUSI 104. **2)** BUSI 281 below is substituted for BUSI 181. **3)** BUSI 218 below is substituted for BUSI 113C.

## IV. Experiential Learning

Complete a minimum of three units by selecting one or more of the following experiential learning courses:

BUSI 122	Student Investment Fund (SIF)
BUSI 143	Product Innovation
BUSI 147	Consumer Behavior
BUSI 171	Coaching Strengths and Developing Leaders
BUSI 173	Entrepreneurial Management Practicum

BUSI 183 Administrative Internship

BUSI 187A Sport Management Internship

For experiences such as undergraduate research, or community-based consulting, students may arrange for an independent study course under the guidance of a faculty member.

BUSI 191 Independent Study

When part of a study abroad experience, the following two courses fulfill the experiential learning requirement:

INTL 151 Cross-Cultural Training I

INTL 185 SIS Capstone

## V. Accounting Requirements

BUSI 111 Accounting Information Systems 4

BUSI 113A Intermediate Accounting I 4

BUSI 113B Intermediate Accounting II 4

BUSI 115 Tax Accounting 4

BUSI 117 Cost Accounting 4

BUSI 119 Auditing 4

BUSI 157 Commercial Law 4

## VI. Master of Accounting Requirements

A minimum of 30 graduate units with a Pacific grade point average of 3.0 is required. All courses must be completed with a C (2.0) or higher.

BUSI 213 Ethics and Corporate Social Responsibility 3

BUSI 215 Taxation of Business Entities 3

BUSI 216 Professional Accounting Research 3

BUSI 217 Ethics for Professional Accountants 3

BUSI 218 Advanced Financial Accounting Graduate Level 3

BUSI 226 Financial Statement Analysis 3

BUSI 227 Forensic Accounting and Fraud Investigation 3

BUSI 228 Supply Chain Financial Management 3

BUSI 277 Management Skills 3

BUSI 281 Strategic Management 3

## Bachelor of Science Major in Product Design and Entrepreneurship

Students must complete a minimum of 120 units of academic work in order to earn the bachelor of science in product design and entrepreneurship.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001 Problem Solving & Oral Comm 3

CORE 002 Writing and Critical Thinking 4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation

Civic & Global Responsibility

Language & Narratives

Quantitative Reasoning

Scientific Inquiry

Social Inquiry

World Perspectives & Ethics

**Note: 1)** No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

### D. Fundamental Skills

Students must demonstrate competence in:

Writing

Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Major Requirements

Students must complete all the required courses and five courses from a selected track.

PDEP 010 Product Design and Entrepreneurship Seminar 2

PDEP 057 AI for Designers 4

MATH 045 Introduction to Finite Mathematics and Calculus 3  
or MATH 051 Calculus I

MATH 037 Introduction to Statistics and Probability 4

BUSI 031 Principles of Financial Accounting 4

BUSI 053 The Legal and Ethical Environment of Business 4

BUSI 090 Introduction to Entrepreneurship 4

BUSI 105 Financial Management 4

BUSI 109 Management and Organizational Behavior 4

BUSI 107 Marketing Management 4

BUSI 141 Marketing Research 4

ECON 053 Introductory Microeconomics 4

PDEP 195 Capstone I 4

BUSI 173 Entrepreneurial Management Practicum 4

BUSI 180 Entrepreneurship and Business Strategy 4

Select one of the following:

HIST 080 Digital Narratives 4

COMM 050 Digital Communication 3

DATA 101 Data Visualization and Storytelling 4

COMM 155 Persuasion 4

Select one of the following:

PSYC 050 Introduction to Research Methods in Psychology 4

INTL 101 Social Science Research Methods 4

POLS 133 Political Science Research 4

COMM 043 Introduction to Interpersonal Communication 3

ENGL 039	Introduction to Digital Humanities	4
Select one of the following:		
PSYC 031	Introduction to Psychology	4
PHIL 015	Introduction to Cognitive Science	4
PSYC 079	Sensation and Perception	4
PSYC 053	Behavioral Psychology	4
Select one of the following:		
IDEA 040	Engineering Design Thinking	3
ARTH 101	Design Thinking	4
Select one of the following:		
EMGT 142 & 142L	Design and Innovation and Design and Innovation Lab	4
BUSI 143	Product Innovation	4
Select one of the following:		
BUSI 124	Entrepreneurial Finance	4
BUSI 125	Intermediate Financial Management	4
<b>For Physical Design + Manufacturing Track</b>		
ARTS 009	Principles of 3-D Design	4
MECH 015	Mechanical Engineering Graphics	3
PDEP 046	Material Processing and Selection	4
Select one Manufacturing electives:		
MECH 100 & 100L	Manufacturing Processes and Manufacturing Process Lab	4
ARTS 037	Sculpture	4
or EMGT 145	Product Design & Additive Manufacturing	
<b>For Digital User Experience + AI Track</b>		
ARTS 010	Introduction to Digital Design	3
COMP 051	Introduction to Computer Science	4
or COMP 061	Introduction to Programming for Data Science	
COMP 135	Human-Computer Interface Design	3
PDEP 157	UI Techniques and Applications	4
Select one UX Design elective:		
BUSI 151	Digital Marketing	4
MPRO 003	Media Tools	3
MPRO 005	Principles of Storytelling	3
PHIL 126	Digital Well-Being	4
Electives - select two out of the following:		
PHIL 142	Business Ethics	4
BUSI 142	Personal Selling and Sales Management	4
BUSI 149	Marketing Analytics	4
BUSI 169	International Management	4
BUSI 134	Conflict Management	4
BUSI 175	Leadership and Change	4
BUSI 181	Strategic Management and Policy	4
BUSI 124	Entrepreneurial Finance	4
BUSI 125	Intermediate Financial Management	4
HIST 080	Digital Narratives	4
COMM 050	Digital Communication	3
DATA 101	Data Visualization and Storytelling	4
COMM 155	Persuasion	4
PSYC 050	Introduction to Research Methods in Psychology	4
INTL 101	Social Science Research Methods	4
COMM 043	Introduction to Interpersonal Communication	3
POLS 133	Political Science Research	4

ENGL 039	Introduction to Digital Humanities	4
PSYC 031	Introduction to Psychology	4
PHIL 015	Introduction to Cognitive Science	4
PSYC 079	Sensation and Perception	4
PSYC 053	Behavioral Psychology	4
IDEA 040	Engineering Design Thinking	3
ARTH 101	Design Thinking	4
EMGT 142 & 142L	Design and Innovation and Design and Innovation Lab	4
BUSI 143	Product Innovation	4
PHIL 126	Digital Well-Being	4
MPRO 003	Media Tools	3
MPRO 005	Principles of Storytelling	3
IDEA 130	Introduction to Mobile Robotics	4
BUSI 151	Digital Marketing	4
ARTS 037	Sculpture	4
EMGT 145	Product Design & Additive Manufacturing	3

## Bachelor of Science Major in Sustainability

Students must complete a minimum of 120 units with a Pacific cumulative and major/program grade point average of 2.0 in order to earn the bachelor of science in sustainability.

### I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

#### A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

**Note: 1)** CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

#### B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry
Social Inquiry
World Perspectives & Ethics

**Note: 1)** No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

#### C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

**Note: 1)** Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.



## D. Fundamental Skills

Students must demonstrate competence in:

Writing

Quantitative Analysis (Math)

**Note: 1)** Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

## II. Breadth Requirement

Students must complete 60 units outside the primary discipline of the first major, regardless of the department who offers the course(s) in that discipline. (This includes general education courses, transfer courses, CPCE/EXTN units, internships, etc.).

## III. Major Requirements

Students must complete all Sustainability core courses and four courses from a selected concentration.

### Sustainability Core

SUST 010	Sustainability Seminar	1
SUST 044	Introduction to Sustainability	4
SUST 101	Systems of Sustainability	4
SUST 151	Methods in Sustainability	4
SUST 185	Capstone in Sustainability 1	3
SUST 186	Capstone in Sustainability 2	3
DATA 010	Excel	1
DATA 011	Tableau	1
DATA 012	Power BI	1
COOP 188	Career Search Essentials	1
GESC 103	Earth's Changing Climate	4
MATH 037	Introduction to Statistics and Probability	4

Select one of the following:

GESC 102 Introduction to Geographic Information Systems (GIS) and Spatial Analysis

DATA 053 Applications of Data Science

Select one of the following Human- Environment Interactions courses: 3-4

BIOL 035 Environment: Concepts and Issues

CIVL 171 Water and Environmental Policy

ENGL 126 Environmental Health and Literature

GESC 043 Environmental Science for Informed Citizens

HIST 052 John Muir and the Environmental Movement

POLS 174 Global Environmental Policy

Select one of the following Economic Drivers of Sustainability Decisions courses: 3-4

BUSI 107 Marketing Management

CIVL 173 Sustainable Engineering

ECON 157 Environmental and Natural Resource Economics

Select one of the following Social Challenges in Sustainability courses: 3-4

HLTH 080 Foundations of Public Health and Community Wellness

PHIL 035 Environmental Ethics

SOCI 041 Social Problems

SOCI 051 Introduction to Sociology

SOCI 111 Environmental Health & Justice

SOCI 172 Diversity, Equity and Inequality

Select one of the following Storytelling courses: 3-4

COMM 050 Digital Communication

COMM 155 Persuasion

DATA 101 Data Visualization and Storytelling

ENGL 039 Introduction to Digital Humanities

ENGL 106 Content Engineering

HIST 080 Digital Narratives

MPRO 005 Principles of Storytelling

**Communicating for Change Concentration (complete 4 courses)\* 14-16**

BUSI 175 Leadership and Change

COMM 045 Communication & Health

COMM 050 Digital Communication

COMM 117 Public Advocacy

COMM 134 Documentary Film Production

COMM 143 Intercultural Communication

COMM 155 Persuasion

DATA 101 Data Visualization and Storytelling

ENGL 039 Introduction to Digital Humanities

ENGL 106 Content Engineering

MPRO 003 Media Tools

MPRO 117 Film Production

HIST 080 Digital Narratives

**Healthy Futures Concentration (complete 4 courses)\* 14-16**

BIOL 148 Emerging Infectious Diseases

COMM 045 Communication & Health

ENGL 126 Environmental Health and Literature

GESC 043 Environmental Science for Informed Citizens

HLTH 080 Foundations of Public Health and Community Wellness

HLTH 180 Epidemiology

HLTH 183 Global Health and Policy

POLS 174 Global Environmental Policy

SOCI 041 Social Problems

SOCI 051 Introduction to Sociology

SOCI 111 Environmental Health & Justice

SOCI 125 Sociology of Health and Illness

**Sustainable Communities Concentration (complete 4 courses)\* 14-16**

COMM 117 Public Advocacy

COMM 143 Intercultural Communication

ECON 125 Economic Development

HLTH 080 Foundations of Public Health and Community Wellness

HLTH 183 Global Health and Policy

POLS 104 Urban Government

POLS 174 Global Environmental Policy

SOCI 041 Social Problems

SOCI 051 Introduction to Sociology

SOCI 125 Sociology of Health and Illness

SOCI 161 Urban Society

SOCI 165 Social Organizations

**Sustainable Design Concentration (complete 4 courses)\* 14-16**

ARTH 101 Design Thinking

ARTS 171	Advertising and Commercial Design
CIVL 132	Environmental Engineering
CIVL 136	Design of Water Quality Control Facilities
CIVL 138	Solid Waste Systems Design and Management
CIVL 164	Structural Timber Design
CIVL 165	Structural Steel Design
CIVL 166	Reinforced Concrete Design
CIVL 173	Sustainable Engineering
ECON 157	Environmental and Natural Resource Economics
ECPE 163	Energy Conversion
EMGT 142 & 142L	Design and Innovation and Design and Innovation Lab
EMGT 174	Engineering Project Management
EMGT 176	Systems Engineering Management
ENGR 045 & 045L	Materials Engineering and Materials Engineering Lab
IDEA 040	Engineering Design Thinking
PDEP 046	Material Processing and Selection
PDEP 057	AI for Designers
<b>Sustainable Infrastructure Concentration (complete 4 courses)* 14-16</b>	
CIVL 132	Environmental Engineering
CIVL 136	Design of Water Quality Control Facilities
CIVL 138	Solid Waste Systems Design and Management
CIVL 164	Structural Timber Design
CIVL 165	Structural Steel Design
CIVL 166	Reinforced Concrete Design
CIVL 173	Sustainable Engineering
ECPE 163	Energy Conversion
EMGT 142 & 142L	Design and Innovation and Design and Innovation Lab
EMGT 174	Engineering Project Management
EMGT 176	Systems Engineering Management
<b>Sustainable Planet Concentration (complete 4 courses)* 14-16</b>	
BIOL 035	Environment: Concepts and Issues
BIOL 175	Ecology
BIOL 176	Ecology and Conservation Biology
CIVL 171	Water and Environmental Policy
CIVL 173	Sustainable Engineering
GESC 043	Environmental Science for Informed Citizens
GESC 093	Special Topics
GESC 148	Critical Zone Science
HIST 052	John Muir and the Environmental Movement
HLTH 180	Epidemiology
PHIL 035	Environmental Ethics
POLS 174	Global Environmental Policy
<b>Sustainability in Business Concentration (complete 4 courses)* 14-16</b>	
BUSI 053	The Legal and Ethical Environment of Business
BUSI 107	Marketing Management
BUSI 141	Marketing Research
BUSI 147	Consumer Behavior
COMM 143	Intercultural Communication
ECON 071	Global Economic Issues
ECON 121	International Trade
ECON 125	Economic Development

ECON 157	Environmental and Natural Resource Economics
EMGT 142 & 142L	Design and Innovation and Design and Innovation Lab
EMGT 170	Project Decision Making

**Design your own Concentration (select 4 courses in any of the concentrations):Design your own Concentration (select 4 courses in any of the concentrations) Experiential Learning:**

Select one of the following:\*\* 4

SUST 187	Internship
SUST 197	Independent Research

\* Courses taken in the Sustainability core may not count for concentrations.

\*\* Students can also complete the Civic Action or Sustainability Fellows program.

**Note:** Only courses graded with a C- or better will count in the major.

## Minor in Management

The minor in management provides an exposure to general management principles and some functional area technical skills for students majoring in disciplines outside of the Eberhardt School of Business. The minor is not intended as a substitute for the broad in-depth coverage found in the business degree.

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 in order to earn a minor in management. All courses in minor must be taken at Pacific.

### Minor Requirements

BUSI 031	Principles of Financial Accounting	4
BUSI 109	Management and Organizational Behavior	4

Three BUSI Electives Courses Offered by the School of Business 12  
(excluding BUSI 010, BUSI 023, BUSI 110, and most BUSI 191 and BUSI 193)

## Minor in Business Administration

The minor in business administration covers a wide range of the basic principles used in business administration and is intended for non-business majors. The minor is not a substitute for the broad in-depth coverage found in the business degree.

Students must complete a minimum of 24 units with a Pacific minor grade point average of 2.0 in order to earn a minor in business administration. All courses in minor must be taken at Pacific.

### Minor Requirements

BUSI 031	Principles of Financial Accounting	4
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Select four of the following:

BUSI 033	Principles of Managerial Accounting
BUSI 053	The Legal and Ethical Environment of Business
BUSI 105	Financial Management
BUSI 107	Marketing Management
BUSI 109	Management and Organizational Behavior

One BUSI Electives Course Offered by the School of Business 4  
(excluding BUSI 010, BUSI 023, BUSI 110 and most BUSI 191 and BUSI 193)

## Minor in Business Analytics

The minor in Business Analytics provides a basic knowledge in business analytics and is intended for non-business majors. The minor is not a substitute for the broad in-depth coverage found in the business degree.

Students must complete a minimum of 24 units with a Pacific minor grade point average of 2.0 in order to earn a minor in business information systems. All courses in minor must be taken at Pacific.

### Minor Requirements

COMP 061	Introduction to Programming for Data Science	4
BUSI 100	Management Information Systems	4
BUSI 108	Introduction to Business Analytics	4
BUSI 137	Database Management Systems	4
BUSI 146	Advanced Business Analytics	4
BUSI 150	Business Analytics Project	4

**Note: 1)** All courses are taken for a letter grade at the Eberhardt School of Business. **2)** Students who minor must fulfill all prerequisites and junior class standing requirements for ESB courses. **3)** Students must exercise caution to not violate the University's restriction which allows only 30 units of BUSI courses that can be credited toward the degree requirements of non-business majors.

## Minor in Leadership

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 to earn the minor in leadership. All courses in the minor must be taken at Pacific

### Minor Requirements

All five of the following courses must be taken to complete the minor in leadership

BUSI 109	Management and Organizational Behavior	4
BUSI 134	Conflict Management	4
BUSI 170	Human Resources Management	4
BUSI 174	Creating Effective Work Teams	4
BUSI 175	Leadership and Change	4

## Minor in Marketing Analytics

The minor in Marketing Analytics provides a pathway for students majoring in disciplines outside of the Eberhardt School of Business to learn the principles of marketing analytics and data analysis for informed decision making in a wide variety of industries. The minor is not intended as a substitute for the broad in-depth coverage found in the Bachelor of Science in Business Administration.

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 to earn the minor in marketing. All courses in the minor must be taken at Pacific.

### Minor Requirements

All five of the following courses must be taken to complete the minor in Marketing Analytics

BUSI 107	Marketing Management	4
BUSI 108	Introduction to Business Analytics	4
BUSI 141	Marketing Research	4

BUSI 143	Product Innovation	4
BUSI 149	Marketing Analytics	4

## Minor in Marketing Communications

The minor in marketing communications provides a pathway for students majoring in disciplines outside of the Eberhardt School of Business to learn the principles of marketing communications. The minor is not intended as a substitute for the broad in-depth coverage found in the Bachelor of Science in Business Administration.

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 to earn the minor in marketing communications. All courses in the minor must be taken at Pacific.

### Minor Requirements

All five of the following courses must be taken to complete the minor in Marketing Communications

BUSI 107	Marketing Management	4
BUSI 148	Promotions Management	4
BUSI 147	Consumer Behavior	4
BUSI 151	Digital Marketing	4
BUSI 165	International Marketing	4

## Business Administration Courses

### BUSI 010. Dean's Seminar. 1 Unit.

This course is a general survey of the programs and methodologies of the Eberhardt School of Business that include, but not limited to educational requirements, professional orientation, career opportunities and School and University regulations. It is required of all ESB freshmen. (Grading is P/NC only).

### BUSI 023. Business Communications. 4 Units.

This course develops the written and oral communication skills necessary to succeed in a business environment. Using a suitable writing style, students prepare the types of documents commonplace in business organizations, such as business letters, reports, interoffice memoranda, sales proposals, and business plans. Students apply their understanding of word processing, spreadsheet, and presentation software to communicate business data and information. Prerequisite: COMP 025.

### BUSI 031. Principles of Financial Accounting. 4 Units.

Students analyze the recording and reporting of business transactions, use of financial statements, and the use of accounting information in management decision-making. (PLAW)

### BUSI 033. Principles of Managerial Accounting. 4 Units.

Students use and analyze accounting information management decision-making in planning, production, evaluation and control decisions. Prerequisite: BUSI 031.

### BUSI 053. The Legal and Ethical Environment of Business. 4 Units.

This course is designed to acclimate students to the American legal system and regulatory law. The student will be exposed to a variety of statutory and regulatory law areas as well as torts, contracts, product liability, ethics and international law. The course is intended to broaden the student's awareness of legal issues. The emphasis of the course will be on solving issues utilizing legal reasoning. (GE1B, GEGR, PLAW)

**BUSI 090. Introduction to Entrepreneurship. 4 Units.**

This course provides students with an introduction to entrepreneurship and the contexts in which it applies. First, it introduces students to the nature of entrepreneurship and its role and effects on markets and societies. Next, it offers an overview of the entrepreneurial process, from the initial stages of opportunity recognition and assessment to growth and exits. Finally, it explores the many organizational contexts in which entrepreneurship is applicable, including startups, large corporations, social ventures, cultural and academic institutions, and the public sector.

**BUSI 100. Management Information Systems. 4 Units.**

This course is an introduction to the concepts and skills needed to utilize information systems resources. The course focuses on the role of information systems in management function with an emphasis on end-user computing, that includes the role of users in information system planning and design. Topics include information systems technology, applications and development. Students gain experience with spreadsheet, data base and network applications. Prerequisite: COMP 025 or COMP 051 or COMP 061.

**BUSI 104. Operations Management. 4 Units.**

Students analyze the production and operations systems in the organization and application of quantitative methods in solution of production and operations problems. A major emphasis is on managerial and economic implications. Prerequisites: MATH 037 and MATH 045, both with a "C" or better, BUSI 031, BUSI 033, ECON 053, and ECON 055, and an acceptable computer course. Junior standing.

**BUSI 105. Financial Management. 4 Units.**

This course introduces financial instruments and institutions from the perspective of the financial management of the firm. Tools of financial analysis and planning as well as principles of short-term and long-term financing are developed as they relate to profit-ability and liquidity. ECON 055 or program permission for interdisciplinary majors. Junior standing. Prerequisites: MATH 037 with a "C" or better and MATH 045 with a "C" or better, BUSI 031 and ECON 053.

**BUSI 106. Sport Analytics. 4 Units.**

Analytics is the discovery, interpretation, and communication of meaningful patterns in data. Sports Analytics refers to the use of data and quantitative methods to measure performance and make decisions to gain advantage in the competitive sports arena. Teams in basketball, football, ice hockey and soccer have followed baseball's lead and developed analytics departments to support a myriad of decision-making on and off the field. This course explores recent trends in sport analytics from a practical point of view. Students will learn the skills and ideas to create analytics of potential value to sport organizations. The course content will cover topics such as data management, statistic data analysis, modeling, and decision making in various sport settings. Prerequisites: BUSI 108 and junior standing.

**BUSI 107. Marketing Management. 4 Units.**

BUSI 107 is an introduction to the institutions, techniques, policies and procedures utilized in the planning and performance of the activities which direct the flow of goods and services from producers to consumers. An emphasis is placed on the managerial process of decision-making in the setting of marketing strategy. Prerequisite: ECON 053. Sophomore standing.

**BUSI 108. Introduction to Business Analytics. 4 Units.**

This course is designed as an introduction to the field of business data analytics. Analytics involves the extensive use of computer applications, data (both "big" and "small"), and quantitative methods to help drive business decisions. Students will learn essential theories, concepts, methodologies, and use leading computer tools to preform analysis on real world data. Prerequisites: MATH 045 and MATH 037 both with a grade of "C" or better, BUSI 100, Junior standing.

**BUSI 109. Management and Organizational Behavior. 4 Units.**

This course provides students with 1) a broad understanding of the factors that affect human behavior in organizations and 2) a set of tools managers can use to influence the attitudes and behaviors of employees at the individual, group, and organizational levels. Junior standing required.

**BUSI 110. Career and Development Seminar. 1 Unit.**

This course is designed to enable business students to clearly define their career objectives and available opportunities. Through the course business students understand the connection between internships and full-time careers, are trained in the methods of conducting a successful job search and prepare for on-going career development. Topics include career assessment, resumes and related correspondence, interviewing, career planning, and job search resources. The course also discusses opportunities available in graduate studies. Junior standing.

**BUSI 111. Accounting Information Systems. 4 Units.**

The course emphasizes the use of accounting software and the interaction of accountants with information systems. It also covers assessment of internal and computer controls in order to identify key risks within accounting cycles, and it reviews the latest computer architectures used in ERP. Prerequisites: BUSI 033 and BUSI 100. Junior standing.

**BUSI 113A. Intermediate Accounting I. 4 Units.**

Students study the income measurement and asset valuation under generally accepted accounting principles. The course emphasizes current procedures, form and content of financial statements and critical evaluation of alternative accounting practices. Prerequisite: BUSI 031 with a "C" or better. Junior standing.

**BUSI 113B. Intermediate Accounting II. 4 Units.**

Students continue to study generally accepted accounting principles. Topics include owners' equity, dilutive securities, pensions, leases, income taxes, statement of cash flows and inflation accounting. Prerequisite: BUSI 113A with a "C" or better. Junior standing.

**BUSI 113C. Advanced Accounting. 4 Units.**

Students study advanced accounting theory and practice that includes accounting for inter-corporate investments, partnerships, foreign currency transactions, government and nonprofit organizations and current topics. Prerequisite: BUSI 113B with a "C" or better. Junior standing.

**BUSI 115. Tax Accounting. 4 Units.**

This course emphasizes federal tax laws, regulations and legal doctrines that significantly affect businesses, property transactions, and individuals. Tax planning techniques and tax research skills are emphasized. Prerequisites: BUSI 031 and BUSI 033 both with a "C" or better. Junior standing.

**BUSI 117. Cost Accounting. 4 Units.**

This course emphasizes skills used by management accountants or other decision makers within an organization for planning and control. Topics include analysis of cost structures, profit planning, product cost systems, cost estimation, budgeting, and the behavioral implications of management accounting systems. Prerequisites: BUSI 031, BUSI 033, and MATH 037 with a "C" or better. Junior standing.

**BUSI 119. Auditing. 4 Units.**

This capstone course in accounting studies the integration of financial and management accounting systems. Topics include the attest function and ethics, generally accepted auditing standards, systems of internal control, evidence and audit reports. Prerequisite: BUSI 113A with a "C" or better. Junior standing.



**BUSI 121. Financial Markets. 4 Units.**

Students examine the monetary transmission mechanism with emphasis on its implications for financial management of the individual firm. Topics include the institutions of money and credit creation, the flow-of-funds accounts and financial market subsection interconnection. Prerequisite: BUSI 105 with a "C" or better. Junior standing.

**BUSI 122. Student Investment Fund (SIF). 4 Units.**

Operated entirely by students, this course allows students to gain hands-on, real world experience in managing an investment fund with substantial market value. Students perform sector analyses as well as financial analyses of a wide array of securities. As a group they determine the fund's sector allocation and stock/bond/cash allocation. SIF, while maintaining a well-diversified profile, strives to outperform the market (S&P 500). Prerequisites: BUSI 105 with a "C" or better and permission of instructor. Junior standing. May be taken twice for credit.

**BUSI 123. Investment Analysis. 4 Units.**

Students examine the nature of securities markets and the characteristics of various types of securities for institutional and personal investment. Sources of investment information, security valuation and investment planning are introduced. Prerequisite: BUSI 105 with a "C" or better. Junior standing.

**BUSI 124. Entrepreneurial Finance. 4 Units.**

Entrepreneurial Finance discusses the financial issues facing a business start-up and those of a growing enterprise. Specific attention is paid to the acquisition of financing for new ventures, financial management of new and growing businesses, and the harvest of the entrepreneurial venture. Prerequisite: BUSI 105 with a "C" or better. Junior standing.

**BUSI 125. Intermediate Financial Management. 4 Units.**

This is an intermediate financial management course in which students learn about topics such as project analysis and evaluation, cost of capital, capital structure, dividend policy, and both short-term and long-term financial planning. Additionally, students are required to complete a semester-long financial analysis project, where they will use the WRDS database to collect financial data and analyze a company's financial performance and decisions. Junior standing Prerequisite: BUSI 105 with a "C" or better.

**BUSI 126. Topics in Finance. 4 Units.**

This course is an in-depth examination of special topics of current interest in the field of finance. Students and faculty together explore empirical and theoretical issues in such areas of finance as investment analysis, financial management, financial markets and other related areas. Prerequisites: BUSI 105 with a "C" or better and BUSI 121. Junior standing.

**BUSI 127. Sport Economics and Finance. 4 Units.**

This course focuses on providing students with the tools to understand how financial decisions are made within the sport industry. It examines basic financial concepts and issues related to the sport industry, and provides an overview of ownership, taxation, financial analyses, analytics, salary structures, and economic impact studies within the sport industry.

**BUSI 130. Hotel Management. 4 Units.**

This course will address the distinct needs and challenges that arise in the management of hotel operations. Topics covered include front office operations, housekeeping, food/beverage, and personnel among others. Prerequisites: BUSI 107; BUSI 109; Junior Standing.

**BUSI 131. International Event Management. 4 Units.**

International event management is designed to help students develop the expertise necessary to plan, implement and evaluate a variety of international events. Attention will be given to ceremonies, trainings, corporate retreats, competitions, and conventions. Students will also learn to identify and collaborate with the diversity of stakeholders necessary to execute events in the U.S. and other countries. This course places special emphasis on experiential learning and small group communication. Prerequisites: BUSI 107; BUSI 109; Junior standing.

**BUSI 134. Conflict Management. 4 Units.**

Conflict is inevitable in organizational, inter-organizational and international settings. This course deals with conflict in concept and in practice and is designed to provide insights into its causes and its productive and destructive consequences. It also focuses on providing tools for managing conflict productively, and particularly emphasizes negotiation. Prerequisite: BUSI 109 with a "C" or better. Junior standing.

**BUSI 137. Database Management Systems. 4 Units.**

Students learn to develop database management systems to design and build business applications. The course teaches database design (normalization), queries (SQL), development of business applications that use forms and reports, and an introduction to database administration. Prerequisite: BUSI 100 with a "C" or better. Junior standing.

**BUSI 138. Networking and Telecommunications Management. 4 Units.**

Students examine design, implementation, and management of local area networks. Studies include design issues in wide area networks and telecommunications with emphasis on Internet connectivity in addition to network server setup and administration that includes Web site administration. Prerequisite: BUSI 100 with a "C" or better. Junior standing.

**BUSI 139. Electronic Commerce Project. 4 Units.**

Students design and build applications for electronic commerce. Students use databases and programming to build interactive Web sites and Apps. Prerequisite: BUSI 137 with a "C" or better. Junior standing.

**BUSI 140. Business Systems Analysis. 4 Units.**

Students study systems development life cycle, methods and tools for systems analysis and design, human factors, user interface, and systems integration issues. Prerequisite: BUSI 136. Junior standing.

**BUSI 141. Marketing Research. 4 Units.**

Students study the concepts and techniques useful in the solution of marketing problems and in the identification of marketing opportunities. This course emphasizes the design of information acquisition and the evaluation and interpretation of research findings. Prerequisites: BUSI 107 and MATH 037 with a "C" or better. Junior standing.

**BUSI 142. Personal Selling and Sales Management. 4 Units.**

Personal Selling and Sales Management examines the sales function from strategic competitive importance to the firm to required direct sales skills of individual salesperson. Major subject areas covered are: the sales process, recruitment and training, organization and focus, "territories", evaluation and compensation. Prerequisite: BUSI 107 with a "C" or better.



**BUSI 143. Product Innovation. 4 Units.**

Maintaining competitiveness in the contemporary marketplace requires that companies focus increasingly on the management of product and service innovation. This course addresses the innovation process-technology-based and otherwise-from the identification of new ideas through the development of innovations and eventual introduction of novel products to consumers. Topics include sources of innovation, identification and screening of product innovations, business planning for new products, technological forecasting, integrating innovation with business objectives and organizational models for fostering innovation. Prerequisites: BUSI 107 and BUSI 141 with a "C" or better. Junior standing.

**BUSI 144. Sport Marketing and Promotions. 4 Units.**

This course focuses on four aspects of sports marketing: 1) marketing of sport products, 2) using sport as a marketing tool, 3) sport organizations' use of public relations, and 4) the role of technology in sport marketing and public relations. Prerequisites: BUSI 107 with a "C" or better and sophomore standing.

**BUSI 146. Advanced Business Analytics. 4 Units.**

This course covers advanced techniques for predictive analytics related to business problems. Emphasis will be given to approaches appropriate for large data sets. Enterprise level software will be used to analyze large real-world data. Students will also learn to write computer programs to obtain data not readily available in package software. The prerequisite for this course is BUSI 108 with a "C" or better.

**BUSI 147. Consumer Behavior. 4 Units.**

Students study the bases for consumer behavior, which include relevant information from social psychology, sociology, and cultural anthropology. Topics include the application of analysis of consumers' behavior and attitudes to marketing management decisions. Management decision areas that are discussed include advertising, product development, marketing research and pricing. Prerequisite: BUSI 107 with a "C" or better. Junior standing.

**BUSI 148. Promotions Management. 4 Units.**

Students study the theory and practices used in the promotions component of the marketing mix. Students are exposed to a number of techniques employed by marketing departments, advertising firms and public relations professionals to advertise and promote products and or services. Prerequisite: BUSI 107 with a "C" or better. Junior standing.

**BUSI 149. Marketing Analytics. 4 Units.**

Using case studies, data simulations, data analysis techniques and examples from both for-profit and non-profit organizations, students will learn how marketing analytics can be used to optimize all areas of marketing, including consumer behavior prediction, target market reach and expansion, advertising targeting and optimization, social media and new platforms, and consumers' mobile experience and outreach. Prerequisites: BUSI 107 and BUSI 108 both with a grade of "C" or better, Junior standing.

**BUSI 150. Business Analytics Project. 4 Units.**

The Business Analytics Project is the capstone course that allows students to apply various data processing and analysis techniques in marketing, management, finance, accounting, operations, and other business disciplines. Students will use real-world data to produce analytics reports that facilitate data-driven business decision making. The prerequisite for this course is COMP 61 & BUSI 146 with a "C" or better.

**BUSI 151. Digital Marketing. 4 Units.**

In this course, students will learn how digital marketing has revolutionized the interactions between firms and consumers. The course is designed to get students to think like a digital marketing professional, and to give them experience with industry-relevant hands-on assignments and exercises. Prerequisites: BUSI 107 Marketing Management with a grade of C or better; junior standing.

**BUSI 152. Restaurant Management. 4 Units.**

This course is an overview of the principles and practices of restaurant management. Students will explore key restaurant concepts including restaurant classifications and services styles, core values and restaurant operating procedures, financial reports and cost control, planning and forecasting, legal compliance, and human resources management. Current trends, marketing strategies, and operational technologies will be analyzed. The course also involves a project as an opportunity to apply theory to a real-world setting. Prerequisites: BUSI 107; BUSI 109; Junior standing.

**BUSI 153. Entertainment Law. 4 Units.**

This course explores legal relationships between entertainment entities and individuals involved in music management, film production, publishing, distribution, and the internet business. The course will expand the students' understanding through leading judicial decisions that have had an impact on the entertainment industry. The subject matter includes; copyright, trademark, contracts, torts, first amendment, anti-trust, state statutory law, agency and international law. Prerequisite: BUSI 053 with a "C" or better. Junior standing.

**BUSI 154. Services Marketing Strategy. 4 Units.**

Service organizations (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services) require a distinctive approach to marketing strategy – both in its development and execution. This course will address the distinct needs, challenges and unique approach to the marketing strategy of service. Prerequisites: BUSI 107 with a C or better; Junior Standing.

**BUSI 156. Hospitality Sales. 4 Units.**

This course provides an in-depth understanding of sales principles and practices within the hospitality industry. Students will explore various sales strategies, techniques, and tools used by hospitality professionals to attract and retain customers. The course combines theoretical knowledge with practical applications through case studies, role-plays, and real-world projects. Prerequisites: BUSI 107; BUSI 109: Junior standing.

**BUSI 157. Commercial Law. 4 Units.**

This course is an in-depth study of commercial transactions between entities and individuals in the business environment. The topics that are covered include contracts, commercial paper, sales, secured transactions, bankruptcy, personal property, securities regulation and other related topics over the semester. Case materials and problems are used extensively in the course. Prerequisite: BUSI 053 with a "C" or better. Junior standing. (PLAW)

**BUSI 159. Employment Law. 4 Units.**

This course examines major labor-management relations legislation and its interpretation and treatment by administrative agencies and the courts. Primary emphasis is on the National Labor Relations Act as amended, but attention is also given to law concerning public sector labor relations, employment discrimination and other related law. Prerequisite: BUSI 053 with a "C" or better. Junior standing. (PLAW)

**BUSI 160. Advanced Sport Analytics. 4 Units.**

This course will address the theory, development, and application of analytics in sports, with an emphasis on performance and player evaluation analytics. Students will learn about game theory, ranking and rating systems, data visualization, data analysis, and modeling in the context of sports analytics. They will gain an advanced understanding of analytics in sports including, but not limited to, football, baseball, hockey, basketball, soccer, and Olympic sports. Classwork will consist of readings, lectures, discussions, presentations from guest speakers, and hands-on activities. Students will complete a capstone sports analytics project. Prerequisites: BUSI 106, BUSI 108, COMP 061, BUSI 137, MATH 133.

**BUSI 163. International Financial Management. 4 Units.**

This course is an analysis of management problems that arise in an international financial environment. Specific consideration is given to financial risk (s), management and international financial markets. Prerequisite: BUSI 105 with a "C" or better. Junior standing.

**BUSI 165. International Marketing. 4 Units.**

Students examine the environment for marketing across borders. The course covers marketing practice, policies and strategies in the multinational setting. Students complete a global screening of countries and draw up a marketing plan and strategy for a given product. Prerequisite: BUSI 107 with a "C" or better. Junior standing. (ETHC)

**BUSI 166. Global Sport Business. 4 Units.**

This course examines the interaction between sport and business outside of the United States. Globalization and its underlying forces are explored as are the manners in which sport and these global forces interact. The course provides an overview of the governance, labor, events, and facilities used to conduct global sport business. Attention will be given to the unique ways in which athletes and teams are used in the marketing process as well as the economic impact of global sporting events like the Olympics and the World Cup. (GEGR)

**BUSI 169. International Management. 4 Units.**

Develops cross-cultural awareness through understanding of social, political, economical, and historical influences on managerial practice. Methods include lectures, readings, videos, role-plays, and reports (written and oral). Prerequisite: BUSI 109 with a "C" or better. Junior standing.

**BUSI 170. Human Resources Management. 4 Units.**

This course introduces the P/HR management area with its core of activities that include job analysis, performance evaluation, employee acquisition, employee and management development, and compensation and benefits. The influences of the equal employment and civil rights laws, wage, and hour laws, labor law and labor unions in organizational operations are studied. Prerequisite, may be taken concurrently: BUSI 109 with a "C" or better. Junior standing. (DVS, GEDI)

**BUSI 171. Coaching Strengths and Developing Leaders. 4 Units.**

Coaching is a powerful approach to performance management that enhances employee engagement, helps achieve higher levels of productivity, and creates empowered cultures. By using coaching skills to lead people and manage performance, you can help individuals and employees generate better ideas, take action, and increase their self-accountability. Moreover, effective coaching motivates others to take responsibility for their growth and reach important goals. This course is designed to be highly experiential where students have the opportunity to learn the theoretical foundations underlying coaching, as well having both the experience being coached and coaching others. Prerequisites: BUSI 109.

**BUSI 173. Entrepreneurial Management Practicum. 4 Units.**

This course serves as the capstone in the Entrepreneurial Management concentration. Students will integrate what they've learned in the program and apply it to a major project under the guidance of the instructor. Project can include business plan development for the student's own idea or experiential consulting project for a company, nonprofit, or agency that involves some aspect of new business development. Prerequisites: BUSI 031, BUSI 090. Junior standing.

**BUSI 174. Creating Effective Work Teams. 4 Units.**

The purpose of the course is to provide students with an understanding of work team dynamics that enable them to develop skills to participate in and lead teams in the workplace. Because the focus is on teams, the course takes a "learning by doing" approach and involves numerous group activities designed to reinforce the material. Prerequisite: BUSI 109 with a "C" or better. Junior standing.

**BUSI 175. Leadership and Change. 4 Units.**

Students examine the processes of deliberate organizational change as adaptations to both internal and external developments. The course covers criteria for effective change programs, strategic variables that affect change (e.g., power, communication, conflict), and technologies that produce change (e.g., consulting, training, research). Prerequisite: BUSI 109 with a "C" or better. Junior standing.

**BUSI 176. Managing Sport Enterprises. 4 Units.**

The purpose of this class is to introduce students to management and leadership in the sport industry. The unique attributes and structures of sport organizations will be explained. The course then covers multiple frames of organizational analysis and applies these to sport settings. In addition, students learn managerial and leadership skills and develop a management philosophy suited to the sport industry. Prerequisites: BUSI 109 and junior standing.

**BUSI 177. Sport Event and Facilities Management. 4 Units.**

This course is a comprehensive investigation into the principles needed to design, implement, and manage all types of sport events and facilities. Planning, logistics, risk management, human resource management, and marketing of events and facilities are given special attention. Opportunities for the application of these principles are also provided. Prerequisite: Junior standing.

**BUSI 178. International Commercial Law. 4 Units.**

This course provides students with the opportunity to study the law that governs international contracts. The course reviews the legal environment of international business, international sales and commercial transactions, trade laws, and the regulation of the international market place. Ethical considerations in international contracting, commercial dispute resolutions, and import and export transactions are also examined. The emphasis of the course is on the recognition of legal problems and the discovery and application of appropriate principles of international and domestic law that may assist in resolving these problems. Prerequisite: BUSI 053 with a "C" or better. Junior standing.

**BUSI 180. Entrepreneurship and Business Strategy. 4 Units.**

This course provides students with a comprehensive foundation in entrepreneurship, emphasizing the critical factors that drive business growth and success. Students will learn how to integrate the functional knowledge acquired in other courses and apply it to entrepreneurial and innovative business environments. The course focuses on key concepts, techniques, and practical knowledge essential for a career in global business management and entrepreneurship. Drawing from case studies and experiences of both small and large firms across the manufacturing and service sectors, the course explores new venture creation, adaptation, and business development in diverse global markets. Through a combination of theoretical frameworks and real-world examples, students will gain insight into the challenges and opportunities faced by entrepreneurial firms in an international context. Prerequisites: BUSI 090, Junior Standing.

**BUSI 181. Strategic Management and Policy. 4 Units.**

This course is an integrated analysis of the major functional areas of an enterprise, viewed primarily from the upper levels of management. The strategic management process provides the framework that formulates and implements objectives, policies and programs through which a company gains sustainable competencies and competitive advantage in the marketplace. Students participate in computer simulations, case analysis, and experimental exercises in order to develop skills in executive teamwork, to solve strategic problems and to present and defend recommendations. Prerequisites: BUSI 031, BUSI 033, BUSI 053, BUSI 100, BUSI 104, BUSI 105, BUSI 107, BUSI 108, BUSI 109.

**BUSI 183. Administrative Internship. 1-8 Units.**

The internship affords students the opportunity to combine administrative practice and classroom theory. Interns are placed with private, public or third sector agencies for a period of at least 40 hours per earned credit hour. In addition, the supervising instructor assigns academic work to complement the hands-on portion of the internship. Interested students contact the ESB Career Services Office or the office of the Associate Dean located in Weber Hall.

**BUSI 186. Firm, Markets, and Environment: Theory and Application. 3 Units.**

This course provides in-depth exposure to both the theory of the firm and a set of quantitative techniques that managers need to utilize in order to facilitate decision making and problem solving. The topics include demand theory and estimation, forecasting with econometric and time-series techniques, production and cost theory, theory of markets, capital budgeting, fiscal and monetary policy, and the global economic and financial environment. Prerequisites: ECON 053, ECON 055, and permission of the MBA Program Director. Senior standing.

**BUSI 187C. Hotel & Hospitality Management Internship. 4 Units.**

The internship in Hospitality and Hotel Management at the University of the Pacific is an experiential learning opportunity for upper division majors who have successfully completed at least one of the three Hospitality and Hotel Management core classes. Students will have the opportunity to apply knowledge from the major in industry settings under the supervision of a faculty advisor and site supervisor. This course fulfills ESB's experiential learning requirement. Prerequisites: Grade of C or better in BUSI 130, BUSI 131, or BUSI 132 Junior standing.

**BUSI 188. Data and Decisions. 3 Units.**

This course introduces the fundamental concepts and techniques that analyze risk and formulate sound decisions in uncertain environments. The course examines statistical methods which interpret and analyze data that include sampling concepts, regression analysis, and hypothesis testing. Applications include investor management, portfolio analysis, quality control and inventory management, portfolio analysis, quality control and inventory management. This course emphasizes analytical techniques that are broadly applicable to business problems. Prerequisites: MATH 037, MATH 045 and permission of the MBA Program Director. Senior standing.

**BUSI 191. Independent Study. 1-4 Units.**

This course is primarily for advanced majors in business administration. An independent study proposal is submitted to and is approved by the student's faculty adviser, the instructor and the ESB Academic Standards Committee. Independent study is self-directed study by the student.