

PSU School of Business Administration

2006-2007 Undergraduate Business Program

SURVIVAL GUIDE

What classes do I need?

Who can help me?

What do I need to register?

What's required for SBA admission?

Contact Us:

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SURVIVAL GUIDE: 2006-2007

Welcome to the PSU School of Business Administration! We are glad to have you join us. This booklet is intended as an overview of recommendations and requirements necessary for successful completion of your business degree.

For more information, visit the School of Business website at www.sba.pdx.edu.

General Requirements

Your business degree will consist of 3 components. You must complete the requirements for each:

1. Bachelor of Arts or Bachelor of Science requirements (aka General University Requirements) (See "BACHELOR OF ARTS/SCIENCE" at www.sba.pdx.edu/registration/course_info/)
2. University Studies program requirements (See "UNIVERSITY STUDIES" at www.sba.pdx.edu/registration/course_info/)
3. School of Business requirements (outlined below)

To earn a bachelor's degree in business from PSU, you must complete a minimum of 180 credits, including:

1. at least 72 upper division credits (300- or 400-level)
2. at least 82 business credits, 41 of which must be taken at PSU
3. at least 90 credits taken outside of business (effective 2002-2003 bulletin year. Prior bulletin years require 95.)

Business Requirements

The business portion of your degree consists of 5 parts:

1. Eligibility requirements for SBA admission
2. 300-level core courses
3. Business option(s) requirements
4. SBA electives
5. Business strategy course

Post-baccalaureate Students

(Students who have already completed a four-year bachelor degree)

- You must meet the Bachelor of Arts or Science requirements. This was generally completed during your first degree. You do not need to complete PSU's general education (University Studies) requirements.
- The following two courses are waived for post-baccalaureate students: BA 101 and BA 205. Please see your advisor for overrides when you register for classes that have either of these prerequisite courses.
- If you have completed courses at another institution that you want to count towards your PSU business degree, please contact our office.
- PSU residency requirement: 45 total credits must be completed at PSU (36 credits if first degree was from PSU).
- PSU residency business requirement: 41 business credits must be completed at PSU.

Eligibility Requirements for SBA Admission

Students may declare business as their major field of study at any time after admission to Portland State University. However, students must become formally admitted to the School of Business before they will be allowed to enroll in certain upper-division business courses or to graduate with a business degree. Instructions for how to apply to the School of Business are available online at www.sba.pdx.edu/programs/undergraduate/current/applying.html.

Prior to applying, the applicant must:

1. Be formally admitted to Portland State University (for PSU application, visit <http://www.pdx.edu/admissions/undergrad.html>)
2. Have a grade point average (GPA) of at least 2.75 in each category below:
 - all transfer credits **and**
 - all PSU graded credits **and**
 - all PSU graded business credits

Exception: Students who do not meet the GPA requirements listed above will be considered for admission **only** if their GPA for their most recent 28 graded credit hours at PSU is 3.0 or higher **and** their cumulative PSU GPA is at least 2.5 **and** their GPA for all completed business courses at PSU is at least 2.5.

3. Have completed each of the pre-business courses listed below with a grade of "C-" or better; P/NP grades are not accepted (effective for courses taken Fall 2002 or later):
 - BA 101 – Introduction to Business & World Affairs (4)
 - BA 205 – Business Communications Using Technology (4)
 - BA 211 – Fundamentals of Financial Accounting (4)
 - BA 213 – Decision Making with Accounting Information (4)
 - CS 106 – Computing Fundamentals II (4) (effective 2002-2003 bulletin year and after)
The prerequisite CS 105 is not required for business majors.
 - EC 201, 202 – Principles of Economics (8)
 - STAT 243 & 244 – Statistics I & II (8) *Students are recommended to take statistics sections for business majors, which have "BU" in the section number.*
 - SP 220 – Public Speaking (3 or 4)
 - WR 121 – English Composition (3 or 4) *OR* Freshman Inquiry (5, 5, 5)

300-Level Core Coursework

All business majors are required to pass all of the following 300-level core courses with a grade of "C-" or better. Students admitted to the School of Business have priority registration for these courses until Non-Admit Registration Day, the day when students not admitted to the SBA are first allowed to register (announced at www.sba.pdx.edu/registration/dates/). Students must have junior standing (having finished at least 90-quarter credits) to register for these courses.

- BA 301 – Research and Analysis of Business Problems (4) (effective 2002-2003)
- BA 302 – Organizational Behavior (4)
- BA 303 – Business Finance (4)
- BA 311 – Marketing Management (4)
- BA 325 – Competing with Information Technology (4)
- BA 339 – Operations and Quality Management (4)
- BA 385 – Business Environment (4)

Business Strategy Course

BA 495 – Business Strategy (4 credits) is an interdisciplinary business capstone course that teaches students how to analyze the internal and external environment of a firm and develop a business strategy and business plan. A grade of “C-” or better is required. **This course should be taken during the student’s last quarter prior to graduation, after all 300-level core courses have been completed.** Prerequisites: BA 301, BA 302, BA 303, BA 311, BA 325, BA 339, and BA 385. Note: this business capstone is different from the university studies capstone. To find out more about university studies, visit www.sba.pdx.edu/registration/course_info/, and click on the link that says “university studies” under your catalog year.

SBA Electives

A total of 82 credits in business must be completed in order to obtain a business degree. If a student has not earned at least 82 credits after completing their pre-business, core, option and business strategy courses, additional business courses must be taken. Business electives include any course with the prefix ACTG, BA, FIN, ISQA, MKTG, MGMT, and USP (within the Real Estate Finance option).

Business Option Requirements

Business students must complete the requirements for one or more option area(s); a grade of “C-” or better must be earned in all required option courses.

The requirements for each of the option areas are as follows:

Accounting Option Requirements

Non-business requirements as follows:

- Political Science (PS) 101
- Political Science (PS) 102
- Philosophy (PHL) 308 or 309
- 3-4 credits in Anthropology (ANTH), Psychology (PSY), or Sociology (SOC)

A minimum of 36 credits as follows:

- ACTG 335 – Accounting Information Systems (4)
- ACTG 360 – Management Accounting (4)
- ACTG 381, 382 – Financial Accounting and Reporting (8)
ACTG 199 is not required, but highly recommended before taking ACTG 381.
- ACTG 421 – Introduction to Taxation (4)
- ACTG 430 – Governmental and Not-for-Profit Accounting (1)
- ACTG 492 – Auditing Concepts and Practices (4)
- ACTG 495 – Integrated Accounting Issues (4)
- 2 upper-division accounting courses to be chosen from ACTG 422, 460, 476, 485 (formerly 412), 490, 493

Finance Option Requirements

A minimum of 28 credits as follows:

- ACTG 381 – Financial Accounting and Reporting I (4)
- FIN 319 – Intermediate Financial Management (4)
- FIN 441 – Fundamentals of Derivative Securities (4)
- FIN 449 – Valuation (4)
- FIN 452 – Investments (4)
- FIN 456 – International Financial Management (4)
- FIN 465 – Finance Topics and Cases (4)

'Old' Real Estate Finance Option Requirements (through bulletin year 2006-2007)

A minimum of 31 credits as follows:

- FIN 319 – Intermediate Corporate Finance (4)
- FIN 333 – Foundations of Real Estate Analysis (3)
- USP 438 – Real Estate Law (3)
- FIN 439 – Real Estate Appraisal (3)
- USP 448 – Real Estate Marketing Analysis (3)
- FIN 447 – Valuation of Real Estate Investments (4)
- FIN 452 – Investments (4)
- FIN 499/USP 499 – Real Estate Finance and Investments (3)
- FIN 409 – Practicum (4) **or** USP 423 – Real Estate Development (4)

'New' Real Estate Finance Option Requirements (2007-2008 or later)

A minimum of 27 credits as follows:

- FIN 319 – Intermediate Financial Management (4)
- FIN 333 – Foundations of Real Estate Analysis (3)
- USP 423 – Real Estate Development and Finance (4)
- USP 438 – Real Estate Law (3)
- FIN 439 – Real Estate Valuation I – Formerly “FIN 439 – Real Estate Appraisal” (3)
- FIN 440 – Real Estate Valuation II – Formerly “FIN 447 – Valuation of Real Estate Investments” (4)
- USP 448 – Real Estate Marketing Analysis (3)
- FIN 453/USP 453 – Real Estate Finance & Investments – Formerly “FIN 499/USP 499” (3)

General Management Option Requirements

A minimum of 24 credits as follows:

- MGMT 351 – Human Resource Management (4)
- MGMT 445 – Organizational Design and Change (4)
- MGMT 448 – Team Processes (4) (Effective for bulletin year 2003 and later)
- MGMT 464 – Contemporary Leadership Issues (4)
- Electives (8)
 1. Four credits of upper-division Management course(s)
 2. One course from the following list; MKTG 376, ISQA 459, MKTG 464, or any 400 level MGMT course.

Human Resource Option Requirements *

A minimum of 20 credits as follows:

- MGMT 351 – Human Resource Management (4)
- MGMT 461 – Reward Systems and Performance Management (4)
- MGMT 471 – Staffing and Employee Selection (4)
- MGMT 493 – Human Resource Policies (4)
- Upper division management courses (4)

* NOTE: Students who wish to complete a double option in General Management and Human Resource Management cannot apply more than eight common credits to each program.

Information Systems Management Option Requirements

A minimum of 24 credits as follows:

- ISQA 360 – Computer Programming for Business Applications (4)
- ISQA 380 – Data Communications (4)
- ISQA 415 – Database Management (4)
- ISQA 420 – Systems Analysis and Design (4)
- Plus 8 credits of ISQA electives. Choose from the following:
 - ISQA 405 – Reading and Conference (credit to be arranged: 1-4)
 - ISQA 407 – Seminar (credit to be arranged: 1-4)
 - ISQA 409 – Practicum (credit to be arranged: 1-4)
 - ISQA 418 – Client-Server Application Development (4)
 - ISQA 419 – Web Application Development (4)
 - ISQA 424 – LAN Management (4)
 - ISQA 426 – Introduction to Decision Technologies (4)
 - ISQA 428 – Principles and Practices of Information Security (4)
 - ISQA 436 – Advanced Database Administration (4)
- Other non-ISM electives from the following approved list;
 - ACTG 335 – Accounting Information Systems (4)
 - ISQA 410 – Selected Topics: Selected Topics: Project Management (4)
 - MGMT 410– Selected Topics: Human Resources Information & Technology (4)
 - MKTG 455 – Technology Marketing (4)
 - MKTG 461 – eMarketing (4)
 - MKTG 462 – Customer Information & Relationship Management (4)

'Old' Marketing Option Requirements (through bulletin year 2002-2003)

A minimum of 20 credits as follows:

- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 460 – Marketing Research (4)
- MKTG 464 – Marketing Strategy and Management (4)
- MKTG 466 – International Marketing (4)
- Upper-division marketing elective(s) (4) (MKTG 376 highly recommended)

'New' Marketing Option Requirements (2003-2004 or later)

A minimum of 28 credits as follows:

- MKTG 363 - Consumer Behavior and Customer Satisfaction (4)
- MKTG 460 – Marketing Research (4)
- MKTG 464 – Marketing Strategy and Management (4)
- Upper-division marketing electives (8)
- Eight credits from one track below:

Marketing Information and Technology Track:

- MKTG 450 – Product Innovation and Management (4)
- MKTG 461 – E-Marketing (4)
- MKTG 462 – Customer Information and Relationship Management (4)

Food and Consumer Package Goods Marketing Track:

- MKTG 435 – Consumer Package Goods Marketing (4)
- MKTG 475 – Retailing (4)

Global Marketing Management Track:

- MKTG 376 – International Business and Trade Practices (4)
- MKTG 466 – International Marketing (4)

Advertising Management Option Requirements*

A minimum of 24 credits as follows:

- MKTG 340 – Advertising (4)
- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
- MKTG 441 – Media Strategy (4)
- MKTG 442 – Creative Strategy (4)
- MKTG 443 – Advertising Campaigns or NSAC (4)*
- MKTG 460 – Marketing Research (4)

*NOTE: Advertising Management students may contact the Student Services Office at (503) 725-3712 for a referral to the professor in charge of the National Student Advertising Competition.

Supply and Logistics Management Option Requirements

A minimum of 21-24 credits as follows:

- ISQA 429 – Transportation and Logistics Management (4)
- ISQA 439 – Purchasing and Supply Chain Management (4)
- ISQA 479 – Integrated Supply and Logistics Management (4)
- Three elective courses (at least one must be ISQA from below):
 - ISQA 449 – Process Control and Improvement (4)
 - ISQA 454 – Supply and Logistics Negotiations (4)
 - ISQA 459 – Production Planning and Control (4)
 - ISQA 458 – Purchasing and Logistics within the Food Industry (4)
 - ISQA 469 – Productivity Analysis (4)
 - ISQA 410 Selected Topics (3-4)
 - ACTG 360 – Management Accounting (4)
 - MGMT 351 – Human Resource Management (4)
 - MKTG 452 – Business-to-Business Marketing (3)
 - Other electives as approved by Supply and Logistics Faculty

Other Business Programs

Weekend Business Degree Program

The School of Business has designed a Weekend Business Degree Program tailored for the returning student who is working full-time. The program allows students to complete their junior and senior years of the business program on Wednesday evenings and Saturdays over a two-year period at the OIT/Metro Center in Clackamas. Students enrolled in the Weekend Business Degree Program will complete the full curriculum of standard business courses required for a bachelor's degree in business with an option in general management through a combination of class lectures, web-based instruction, video, e-mail and chat rooms. Admission and major requirements for this program are identical to the traditional undergraduate program. For additional information, contact Jozette Hunzeker, Program Advisor, at 503-725-3089 or Alan Zeiber, Program Director, at 503-725-3700.

Food Industry Management Certificate

The Food Industry Management Certificate provides undergraduate students with an educational foundation in the field of food distribution, marketing, and management. Certificate requirements include the study of the overall competitive business marketplace of the food industry from a cross-industry perspective, consumer trends, trade relationships, supply and logistics issues, retailing and distribution, electronic commerce and an industry practicum. Combined with an undergraduate degree concentration such as human resources, accounting or finance, the Food Industry Management Certificate prepares students to work in a variety of fields within the highly specialized and growing field of food industry management.

Students are required to gain admission to the School of Business Administration through the regular admission process and must complete degree requirements specified for a business administration major. Students must also complete their option(s) requirements, and all certificate requirements.

For certificate requirements, visit www.sba.pdx.edu/programs/undergraduate/current/fimc.html. For more information on the Food Industry Leadership Center, visit www.foodleadership.pdx.edu/.

International Business Studies Certificate

The International Business Studies Certificate provides undergraduate students with an educational foundation in the field of international business. Certificate requirements include the study of cultural, economic, social, and political aspects affecting business operations.

Students must gain admission to the School of Business Administration through the regular admission process and must complete degree requirements specified for a Business major. Students must also complete their option(s) requirements, and all international studies and foreign language requirements necessary for the certificate. For specific requirements, visit www.sba.pdx.edu/programs/undergraduate/current/ibsc.html.

Study Abroad

The School of Business participates in several study abroad programs in France, Italy, Germany, Japan and more. For information, visit www.sba.pdx.edu/programs/undergraduate/abroad/index.html.

Business Minor

Six classes. Three terms. All the basics. For more information, visit www.sba.pdx.edu/programs/undergraduate/minor/index.html.

SBA Honors Program

The School of Business Honors Program is a series of academic, career and co-curricular activities designed to challenge and polish outstanding business majors.

The program, which requires four consecutive terms of participation and results in the Honors designation on the diploma, is open to any student who meets the criteria. For more information and the application, visit www.sba.pdx.edu/programs/undergraduate/honors/index.html.

Student Resources

SBA Admission

SBA Admission: Admission to the School of Business is **required** in order to obtain a business degree. While there is no application deadline for the SBA, students are encouraged to apply as soon as they have met all eligibility requirements in order to benefit from their admission privileges, including:

- Exclusive access to 400-level business courses
- Priority registration for 300-level business courses
- Access to SBA scholarships, internships and job postings
- Full access to SBA Career Services, including individualized career counseling, help with resume and interviewing skills, and specialized career workshops
- The ability to participate in the SBA Mentor Program and Honors Program

Application Procedure: Instructions for how to create and submit an application are available on our website at www.sba.pdx.edu/programs/undergraduate/current/applying.html.

Registration

Course Descriptions and Prerequisites: The business school strongly enforces prerequisites. Prerequisites for business courses are included in course descriptions published in the PSU Bulletin. To see the latest Bulletin, visit www.sba.pdx.edu/registration/course_info/.

Open/Closed Lists: To find open course sections or determine how many students are on a wait list, visit our Open/Closed List online at www.sba.pdx.edu/registration/open_closed/index.html.

Class Restrictions: Many business courses are restricted according to class standing. A student must have 90 credits or more to take junior-level courses, and 135 credits or more to take certain senior-level courses. Pre-junior registration assistance is available for those students seeking admittance into junior-level courses who will not reach junior standing until the current quarter ends. For more information, contact the SBA Undergraduate Programs Office in SBA 240.

College Restrictions: All 300-level business courses are restricted to students admitted to the School of Business until Non-Admit Registration Day. After Non-Admit Day, any junior with the appropriate prerequisites may register for 300-level courses. All 400-level business courses are restricted to SBA admitted students at all times.

Waitlists and Class Attendance Can Be Critical: Demand for many SBA classes is high and those classes fill quickly. Pay close attention to the directions for adding yourself to a waitlist via the web. Students are admitted from the wait list in the order in which they registered, and only if there is available room in the class. If you are on the waitlist for a class, you must attend the first class to determine if you will be allowed to formally add the class. Only the instructor can make this determination. Note: If you fail to attend the first day of class and have not notified your instructor, you may risk losing your seat to someone on the waitlist.

Grades

GPA is the primary factor in becoming and staying admitted to the SBA. Once you've been admitted to the SBA, you must maintain a minimum GPA of 2.5 in all business classes and all PSU classes. If either your business or PSU GPA falls below a 2.5, you will be placed on academic probation. If are placed on probation and fail to restore both GPAs to at least 2.5, you will be academically disqualified from the SBA, and must raise your GPAs to 2.75 to re-apply to the SBA. Remember: you must be admitted to the SBA to graduate with a business degree.

For directions on how to calculate your GPA, visit www.sba.pdx.edu/programs/undergraduate/current/calculating_gpa.html.

Advising

New Student Orientation: The Office of Admissions, together with SBA advisors, offer comprehensive orientation sessions over the summer for new freshmen and transfer students. Call 503-725-5555 or visit www.pdx.edu/orientation to sign up for an orientation. SBA advisors and faculty also periodically offer other orientations. Call 503-725-3712 for updates.

SBA Preview Day for Undergraduates is held on the second Friday of Fall term from 3-5 p.m. Current students, faculty and staff provide valuable information as well as answer questions about advising and available student resources. To find out when the next Preview Day is going to be, visit the SBA Events Calendar: www.sba.pdx.edu/glance/school/eventscalendar.html.

Open Advising is available throughout the term and is intended to assist students with most questions. To see the current Open Advising schedule, visit the following website: www.sba.pdx.edu/resources/advising/open.html. Be sure to bring a copy of your DARS Report.

DARS Report: The DARS (Degree Audit Reporting System) Report is an individualized comprehensive report that reflects a student's academic progress toward their degree. It utilizes all course work the student has taken, including both PSU and transfer work. Visit the following site for more information: www.sba.pdx.edu/registration/dars/index.html

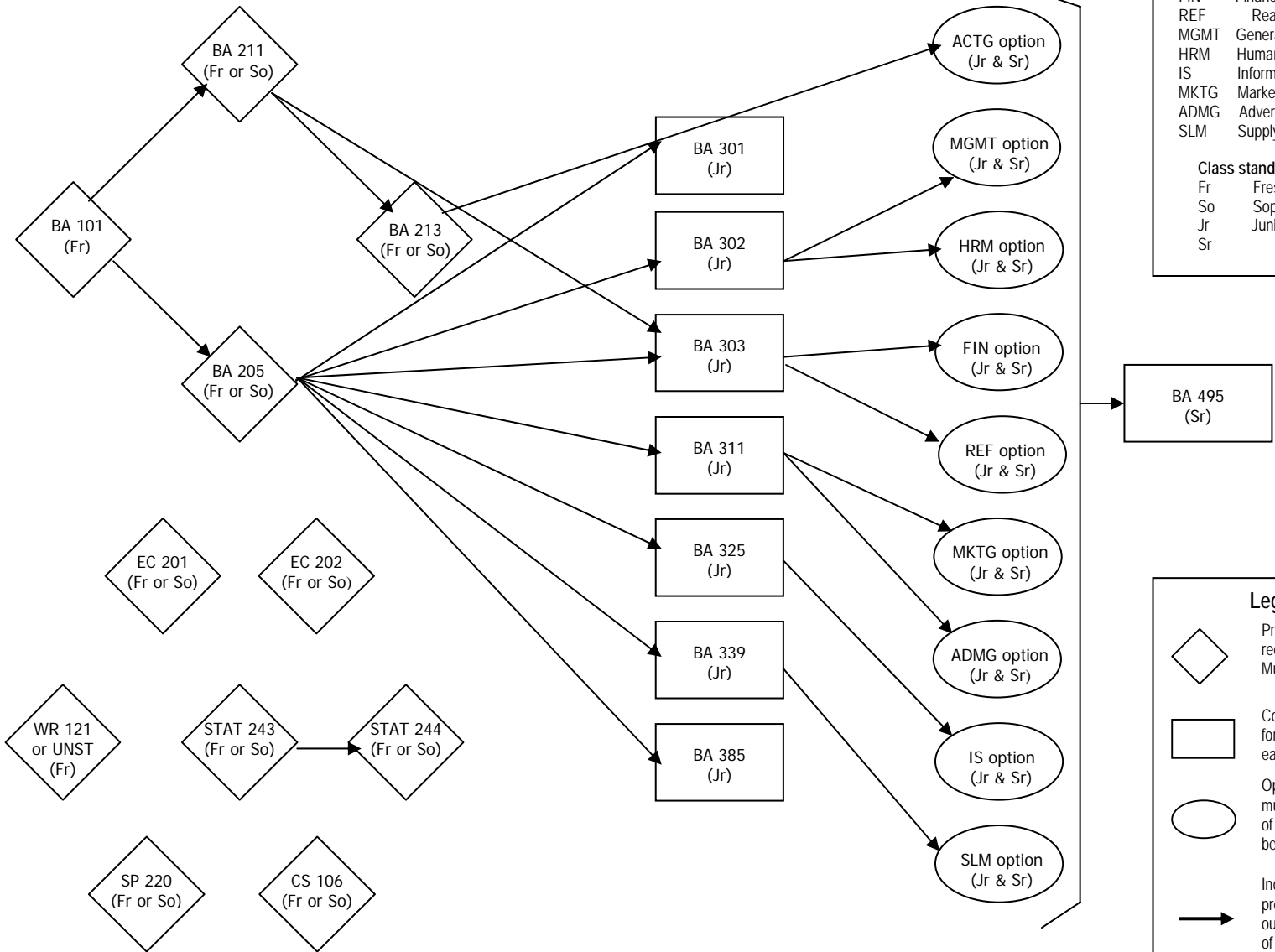
Individual Advising Appointments are also available for help picking your classes, planning your major, or discussing issues too complex to be handled during Open Advising. To make an appointment with one of our academic advisors, call 503-725-3712 or stop by room SBA 240.

Website: Visit our web site for program information and advising resources: www.sba.pdx.edu.

Listserv: Are you on the UG Listserv? If not you should be. The listserv is the first place we go to communicate with students about schedule and program changes, academic opportunities and upcoming events. To begin receiving weekly e-mail updates, send your e-mail address to info@sba.pdx.edu and ask to be added.

2006-07 SBA Flowchart

A minimum of 82 business credits must be completed



Legend of Abbreviations

Option areas:
 ACTG Accounting
 FIN Finance
 REF Real Estate Finance
 MGMT General Management
 HRM Human Resource Management
 IS Information Systems
 MKTG Marketing
 ADMG Advertising Management
 SLM Supply and Logistics Management

Class standing:
 Fr Freshman year (0-44 credit hours)
 So Sophomore year (45-89 credit hours)
 Jr Junior year (90-134 credit hours)
 Sr Senior Year (135+ credit hours)

Legend of Symbols

◇ Pre-business courses required for SBA Admission. Must earn a C- or better.

▭ Core coursework. Required for ALL business majors. Must earn a C- or better.

○ Option areas. A student must choose a minimum of one. Must earn a C- or better.

→ Indicates the order of prerequisites. Taking courses out of order will result in a loss of credits.