BA in Business Administration  
ONLINE

Degree Completion Program

Earn your degree from Cal State Fullerton, home of Mihaylo College of Business and Economics, the largest accredited business school on the West Coast.

Complete your degree online, while continuing to work

Apply your previously earned credits to complete your degree (requires 63 transferable credits to begin)

Complete a second Bachelor’s degree in Business Administration

The Program

Cal State Fullerton’s online Bachelor of Arts in Business Administration, with a Professional Business Concentration is:

- A broad based degree for those interested in an overview of business principles and practices
- A three-year program of 19 required courses, each 8 weeks in length
- A cohort-based program where students stay with the same learning group throughout the program for maximum success
- Perfect for those with a non-business degree who want an undergraduate degree in Business

This business degree is targeted toward students who wish to gain a solid understanding of fundamental business disciplines, rather than specializing in one area. Students will be exposed to core elements of business and will be prepared for careers such as general management, international business, financial operations, general consulting and government.

This online degree is the equivalent of earning a degree in-person – same curriculum, and faculty, with the same end result – a Bachelor of Arts degree from California State University, Fullerton.

Be the First in Line

Students can apply to start the program in Fall or Spring term. Fall term application period begins October 1. Spring term application period begins July 31.

Get Started Today

To get started, review the admission requirements on the website. Then contact a Cal State Online Coach at 855-278-1882 to look over your transcripts and help you understand your readiness for applying to the program. Students with a bachelor’s degree will still be required to complete the lower division business core classes prior to admission. When you’re ready, apply at CSU Mentor (www.csumentor.edu).

The University

California State University, Fullerton is one of the largest of the 23 campuses in the CSU system. We are a long established public university, dating back to 1957, and have a great reputation for quality, accessibility and an award-winning baseball team.

As an online student you will be a vital part of our campus and will have access to most campus services.

As a student in this program, you will become a part of the Mihaylo College of Business and Economics, the largest accredited business school on the West Coast, nationally recognized for accreditation in both its business and accounting programs.
The Courses

This 57-unit program is cohort-based and takes three years to complete. There are 19 courses in the program and each class is 8 weeks in length. The convenient online program is ideal for students who are working fulltime.

ACCT 301A: Intermediate Accounting (3 UNITS)
Accounting theory; preparation of income statements, balance sheets, and statements of cash flows and comprehensive income; IFRS (International Financial Reporting Standards); present value concepts; assets, revenue recognition and investments.

ANTH 304: Traditional Cultures of the World (3 UNITS)
Comparative, worldwide survey of traditional, selected and well-studied ways of life using ethnographic writings and films. Examines diverse ways of life, with an emphasis on small-scale societies.

BUAD 301: Advanced Business Communication (3 UNITS)
Expands knowledge of business communication and develops written and oral communication skills. Study a variety of business cases that understand the function of communication in the modern business world. Analyze real-life business problems and determine when and how to communicate corporate decisions to employees, business partners and the public.

ECON 315: Intermediate Business Microeconomics (3 UNITS)
Business decisions in alternative market structures with special emphasis on problem-solving in a business context using economic concepts and methods.

ECON 335: The International Economy (3 UNITS)
Theory, practice and institutions of the international economy. International trade and investment, balance of payments, foreign exchange rates, multi-national enterprise, international economic policy.

ECON 340: Economic Research Methods (3 UNITS)
Basics of applied economic research. How to access existing economic knowledge, locate and compile economic data, and analyze economic problems using theory and quantitative methods.

FIN 320: Financial Management I (3 UNITS)
Financial statement analysis. Interest rates and valuing cash flows (TVM; valuing stocks and bonds). Investment decision rules and capital budgeting. Risk and return (CAPM) and cost of capital.

FIN 321: Financial Management II (3 UNITS)
Brief review of valuing cash flows, risk/return and capital budgeting. Long-term financing, capital structure and payout policy, financial planning and forecasting, with a focus on firm valuation.

HESC 342: Stress Management (3 UNITS)

ISDS 351: Principles of Information Systems (IS)
How business professionals can leverage Information Systems (IS) through planning, oversight and management. Understanding the implications of IS, learning to identify and evaluate potential opportunities to employ IS, understanding the role of IS as a major facilitator of the fundamental business activities and learning to manage IS projects.

ISDS 361A: Business Analytics I (3 UNITS)
Statistical data analysis and inference techniques within the context of business analytics. Selecting statistical tools that are appropriate for a given application. Develop a high level of proficiency in Microsoft Excel.

ISDS 361B: Business Analytics II (3 UNITS)
Advanced concepts and applications of business analytics. Developing analytical thinking, applying business analytics solutions, and communicating insights based on the solutions to decision makers in an organization.

ISDS 442: Business Modeling Using Spreadsheets (3 UNITS)
Use Microsoft Excel to implement business models. Excel will be used to effectively organize, analyze and present information. Examples include operations, production, marketing and finance. Macros, goal seek, solver, simulation and data tables.

MGMT 339: Managing Operations (3 UNITS)
Integrates selected general management concepts with operations management concepts and techniques. Emphasizes the development of competencies required for effective planning, designing, operating, controlling and improving processes that produce and deliver quality goods and services.

MGMT 340: Organizational Behavior (3 UNITS)

MGMT 343: Human Resource Management (3 UNITS)
Human resource management functions in organizations. Topics include selection, recruiting, training, compensation and performance appraisal.

MGMT 449: Seminar in Strategic Management (3 UNITS)
Integrative cases from top management viewpoint. Administrative processes, ethical-legal-economic implications of business decisions, international applications; organization theory and policy formulation. Individual and team efforts.

MKTG 351: Principles of Marketing (3 UNITS)
Applying current theories and concepts in effectively marketing goods and services to define target customers from a domestic and global perspective. Includes market research, identifying target customers, developing product offers, branding, pricing, marketing communications and distribution channels.

MKTG 379: Marketing Research Methods (3 UNITS)
Marketing research process. Problem formulation, identifying data sources, data collection, analysis techniques, preparing research reports and application of these concepts to marketing research projects.

For additional information, visit the program website at: baba.fullerton.edu