ABOUT THE COLLEGE OF BUSINESS ADMINISTRATION AT SDSU

The College of Business Administration at San Diego State University is focused on creating an atmosphere that invests in our students by offering them the means and academic programs that contribute to their success. Some of the outstanding resources available to SDSU’s graduate business students include:

- The Graduate Career Management Center, whose staff is committed to locating and presenting career opportunities
- Flexible academic schedules for both full-time and part-time students
- The Lavin Entrepreneurship Center and the Wells Fargo Financial Markets Laboratory which allow students to experience real-world learning scenarios
- Outstanding faculty that are dedicated to providing students with a best-in-class academic experience

The strides SDSU has made in educational excellence has gained national attention as SDSU is one of only a few business schools in the nation whose MBA program is ranked among the best by Forbes, U.S. News & World Report, Bloomberg/Businessweek, and Military Times.

Furthermore, U.S. News & World Report ranked SDSU among the top “10 MBAs With The Most Financial Value at Graduation.”

If you are considering a university that combines a best-in-class business education with outstanding value, this is the place: San Diego State University’s College of Business Administration.

– Dennis Cradit, Dean, SDSU College of Business Administration

GRADUATE BUSINESS DEGREE PROGRAMS:

Master of Business Administration (MBA)
Juris Doctor/MBA
MBA/MA Latin American Studies
Master of Science in Accountancy (MSA)
Master of Science in Information Systems (MSIS)
Master of Science in Business Administration with a Concentration in Financial & Tax Planning (MSBA)

WHY CHOOSE SDSU:

- Class schedules to meet the needs of full-time students and working professionals
- Ability to customize programs of study to align with career goals
- Wide range of electives and specializations
- Faculty are award-winning teachers and outstanding researchers
- Opportunities to work with the San Diego business community
- The Charles W. Lamden School of Accountancy was the first AACSB-accredited accounting program in the state of California
- 45,000+ College of Business Alumni

Marketing professor Dr. Claudiu Dimofte teaches in the MBA program. Photo by diFrance Photography.
The Master of Science in Information Systems (MSIS) degree prepares you for a leadership career in information systems. The job of the information-systems professional is to understand and improve the ways organizations derive value from information. Information-systems professionals have a variety of roles and responsibilities. Business leaders (including Chief Information Officers, or CIOs) focus on ways to nurture and exploit information assets to gain a competitive advantage in their industries. Technical practitioners focus on the specification, development, and deployment of new information-related capabilities.

**CAREER DIRECTIONS**

The MSIS degree can ready you for a career path that suits your passions. If you are interested in technical practice, you can focus on areas such as software, networking, security, and databases. If you are interested in information strategy, you can learn how to enhance competitiveness through smarter and faster decision making, improved productivity, and process integration with business partners. You also have career options in the middle: systems analysts work with users to define their requirements, and work with technical people to design and implement systems that will meet those needs. Because information is the fuel that runs the modern enterprise, well-trained information-systems professionals are always in high demand.

Technical careers in information systems often lead to job titles such as system architect, web developer, data security specialist, digital forensic analyst, network administrator, or chief staff scientist. Strategic careers in information systems may lead to titles such as systems analyst, chief information officer, supply chain manager, chief security officer, or chief technology officer.

**RECOGNIZED CREDENTIALS**

The MSIS is an internationally recognized credential. The SDSU degree program is modeled after a curriculum jointly published by the Association for Computing Machinery (ACM) and the Association for Information Systems (AIS).

[www.sdsu.edu/msis](http://www.sdsu.edu/msis)  
e-mail: gradbusiness@sdsu.edu

“The MSIS program has provided me with a mix of technical and field projects, which made my educational experience more meaningful and close to real world applications. The skills I gained over the last year of coursework helped me understand the alignment of IT with business management and offered me tools to be a well versed professional in the sphere of information management.” – Puneet Kaur, MSIS student

**GRADUATE CAREER MANAGEMENT CENTER**

The Graduate Career Management Center (GCMC) partners with graduate business students to assist them in developing their career, and pursuing their professional goals. The GCMC works closely with alumni, recruiters, faculty, and other campus and community members to offer students a range of opportunities and resources:

- Professional development workshops on topics such as personal branding, job search, interviewing, networking, and salary negotiation
- Career fairs, job and internship postings, and management consulting projects
- Individual counseling and professional development advising tailored for graduate business students
- Corporate panels, speaker events, mixers, and an alumni mentoring program
- Self-assessment tools and online interview training
1. Management must guide the firm’s transition from startup to growth to a long-lived publicly-traded or privately-held enterprise, i.e., manage the firm’s life cycle.

2. Management must choose the firm’s corporate strategy – corporate structure combination that best fits its operating environment.

3. Management of strategy – structure – environment nexus requires management to continually address the following three sets of questions:

   **Business Strategy:** Which markets should the firm serve? How should it compete in its served markets?

   **Financial Strategy:** What is the firm’s funding need to compete in its served markets? What are the sources, composition, and terms on which funds are acquired?

   **Implementation Strategy:** How does the firm design its organization, i.e. coordinate its people, organization architecture, routines, and culture to successfully implement its business and financial strategy?

The courses in the MBA Program are designed to address these questions. They are taught both in lecture and case study formats. Both formats draw upon examples and case studies that span different markets and industries – both domestic and international – and different stages of the firm’s life cycle.
The SDSU Master of Science in Accountancy (MSA) program provides a curriculum which prepares students to meet the challenges and demands of careers in professional accountancy. The flexible MSA curriculum allows students to deeply explore accounting practice areas of their professional interest. Students pursue one of the three MSA Specializations (accounting information systems; financial reporting; taxation) to meet their specific professional needs and goals.

**PROGRAM STRUCTURE**
The MSA degree is open to students with bachelor’s degrees in any discipline. The program requires students to complete at least ten courses (i.e. a minimum of 30 semester units). Students without an undergraduate degree in accounting are required to complete additional core accounting courses. The curriculum breakdown is as follows:
- Specialization Requirements: 9 units
- Electives: 18 units
- Capstone: 3 units
- Total: 30 units

**ACCOUNTING INFORMATION SYSTEMS (AIS)**
MSA-AIS students are generally interested in pursuing careers in accounting information systems related positions in internal audit, assurance services, information technology auditing, and consulting. The MSA-AIS specialization prepares students to take the Certified Information Systems Auditor (CISA) exam, the Certified Internal Auditor (CIA) exam, and the Certified Public Accountant (CPA) exam.

**FINANCIAL REPORTING (FR)**
MSA-FR students have the flexibility to explore topics such as financial statement analysis, accounting theory and research, accounting information systems, corporate finance, and assurance services that transcend traditional financial statement audits. The MSA-FR specialization is designed primarily for students interested in pursuing financial reporting careers in assurance services and corporate industry, although it is flexible enough to allow students to customize their graduate accounting coursework to meet specific career objectives. The MSA-FR specialization prepares students to take the Certified Public Accountant (CPA) exam, the Certified Management Accountant (CMA) exam, and the Chartered Financial Analyst (CFA) exam.

**TAXATION (TAX)**
MSA-TAX provides in-depth specialization in taxation in order to prepare students for a successful career as a tax professional with a public accounting firm, a corporate tax department, or governmental agency. The program develops the skills and expertise tax professionals need in order to assist clients with a variety of federal, state, and international tax issues. MSA-TAX also emphasizes developing student research, communication, and problem-solving skills so that they can dependably assist clients with business transactions. MSA-TAX prepares students to take the Certified Public Accountant (CPA) exam and the Enrolled Agent (EA) exam.

**“SDSU has a well-respected accounting program whose students are heavily recruited by the top accounting firms. I also found that SDSU’s MSA program is well-suited to those without an accounting background wishing to change careers.” – Katie Williams, MSA student**

**msa.sdsu.edu**  
email: accounting@sdsu.edu

“The MSA program is an ideal place for me to start building the skills necessary for the accounting profession. The flexible coursework has given me a solid understanding in fundamental accounting concepts while allowing me to gain specialized knowledge in the financial reporting practice.” – Aya Hirao, MSA student
“My favorite part about getting my MBA at San Diego State is the relationships that I’m building within the school and the San Diego business community. These relationships are what really enrich the student experience because they not only help jump start careers now, but they also lay the groundwork for future success. It’s easy to see that our fellow classmates are the future of corporate leadership in San Diego and other cities around the world.” – Eric Sweeney, MBA student

“What I really loved about SDSU was that most of my professors were from industry. When I walked into a classroom, I was walking into a place where the professor was one of the best, or the best in his/her field. They actually brought real life experience into an academic setting.”

– Kelly Lindley, MBA Spring 2014