

fresno state business major

fresno state business major programs offer students a comprehensive education designed to prepare them for successful careers in various fields of business. Fresno State's Craig School of Business provides a range of undergraduate and graduate degrees that emphasize practical skills, critical thinking, and leadership development. This article explores the key aspects of pursuing a business major at Fresno State, including degree options, curriculum highlights, career opportunities, and resources available to students. Additionally, it delves into the benefits of studying business in the San Joaquin Valley region and how Fresno State's connections with local industries enhance student outcomes. The following sections provide an in-depth look at what makes the fresno state business major a valuable choice for aspiring business professionals.

- Overview of Fresno State Business Major
- Academic Programs and Curriculum
- Career Opportunities and Outcomes
- Student Resources and Support
- Fresno State's Business Community and Networking

Overview of Fresno State Business Major

The fresno state business major is housed within the Craig School of Business, which is accredited by the AACSB International, a prestigious accreditation held by fewer than 5% of business schools worldwide. This accreditation ensures a high standard of education, faculty expertise, and continuous improvement. The business programs at Fresno State are designed to equip students with foundational knowledge in business principles, analytical skills, and ethical decision-making.

Mission and Educational Approach

The Craig School of Business focuses on preparing students to become competent professionals capable of adapting to the dynamic global business environment. The curriculum integrates theoretical concepts with real-world applications, encouraging experiential learning through internships, case studies, and group projects. Emphasis is placed on developing communication skills, teamwork, and leadership qualities essential for business success.

Key Features of the Business Major

Students enrolled in the Fresno State business major benefit from small class sizes, personalized faculty attention, and access to modern facilities. The program offers flexibility with various concentrations and electives, allowing students to tailor their education to specific career goals.

Academic Programs and Curriculum

Fresno State offers a variety of degree options for business students, including Bachelor of Science degrees in Business Administration with multiple concentrations, as well as graduate programs such as the MBA. The curriculum is structured to provide a strong foundation in core business disciplines while encouraging specialization.

Undergraduate Degree Options

The Bachelor of Science in Business Administration is the primary undergraduate degree, with concentrations available in:

- Accounting
- Finance
- Marketing
- Management
- Information Systems
- International Business
- Business Analytics

Each concentration includes specialized courses designed to deepen students' expertise in their chosen field. Core courses cover topics such as economics, statistics, business law, and organizational behavior.

Graduate Programs

For those seeking advanced education, Fresno State offers a Master of Business Administration (MBA) program with options for full-time, part-time, and online study. The MBA curriculum emphasizes strategic management, leadership development, and advanced analytical skills, preparing graduates for executive roles.

Experiential Learning Opportunities

Students in the Fresno State business major have access to internships, cooperative education (co-op) programs, and business competitions. These opportunities provide hands-on experience, allowing students to apply classroom knowledge in professional settings and build valuable industry connections.

Career Opportunities and Outcomes

Graduates of the Fresno State business major are well-prepared for a wide range of careers across industries such as finance, marketing, consulting, technology, and entrepreneurship. The program's focus on practical skills and professional development enhances employability and career advancement.

Job Placement and Employer Connections

Fresno State maintains strong relationships with regional employers, facilitating job placement and internship opportunities for business majors. Companies in the Central Valley and beyond regularly recruit from the Craig School of Business, recognizing the quality of its graduates.

Common Career Paths

- Financial Analyst
- Marketing Coordinator
- Accountant
- Human Resources Specialist
- Business Consultant
- Operations Manager
- IT Business Analyst

Many alumni have advanced into leadership roles or started their own businesses, reflecting the program's effectiveness in fostering entrepreneurial skills and strategic thinking.

Student Resources and Support

The Fresno State business major is supported by a variety of student services designed to enhance academic success and professional growth. These resources contribute significantly to the overall student experience and achievement.

Academic Advising and Tutoring

Business students receive personalized academic advising to help with course selection, career planning, and graduation requirements. Additionally, tutoring services are available to support mastery of challenging subjects such as accounting and finance.

Career Services and Professional Development

The Craig School of Business offers workshops, resume reviews, interview preparation, and networking events to assist students in launching their careers. The Business Career Center works closely with students to connect them with internships and full-time job opportunities.

Student Organizations and Leadership

Active student clubs and professional organizations provide platforms for leadership development, networking, and community engagement. Examples include the Accounting Society, Marketing Association, and Entrepreneurship Club, which host events and competitions throughout the academic year.

Fresno State's Business Community and Networking

One of the distinguishing features of the Fresno State business major is its integration with the local business community. The university's location in California's Central Valley offers unique advantages for networking and professional engagement.

Industry Partnerships and Collaborations

Fresno State collaborates with local businesses, government agencies, and non-profits to provide students with real-world projects and internship placements. These partnerships enhance learning and foster relationships that often lead to employment opportunities.

Alumni Network and Mentorship

The Craig School of Business boasts a robust alumni network that actively supports current students through mentorship programs, guest lectures, and career panels. This network helps students gain insights into various industries and build connections essential for career advancement.

Events and Conferences

Regularly scheduled events such as business expos, speaker series, and professional development seminars enrich the academic environment. These gatherings offer students the chance to engage with business leaders, learn about industry trends, and expand their professional networks.

Frequently Asked Questions

What business majors are offered at Fresno State?

Fresno State offers a variety of business majors including Accounting, Finance, Marketing, Management, Business Administration, and Supply Chain Management.

Is Fresno State's business program accredited?

Yes, Fresno State's Craig School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is a prestigious accreditation for business programs.

What career services are available for Fresno State business majors?

Fresno State provides career services such as internship placement, resume workshops, career fairs, and networking events specifically tailored for business majors to help them prepare for the job market.

Can Fresno State business majors participate in internships?

Yes, Fresno State encourages business majors to engage in internships to gain practical experience, and the university has partnerships with local businesses to facilitate internship opportunities.

What are the popular concentrations within the Fresno State business major?

Popular concentrations among Fresno State business majors include Finance, Marketing, Management Information Systems, International Business, and Entrepreneurship.

Does Fresno State offer graduate programs in business?

Yes, Fresno State offers a Master of Business Administration (MBA) program as well as other graduate-level business degrees for students seeking advanced education.

How does Fresno State support business students in entrepreneurship?

Fresno State supports entrepreneurship through specialized courses, business plan competitions, mentorship programs, and access to resources like the Bulldog Launchpad to help students start their own businesses.

Additional Resources

1. *Principles of Marketing*

This book provides a comprehensive introduction to marketing concepts and strategies, essential for any business major. It covers market research, consumer behavior, product development, pricing strategies, and promotion techniques. Fresno State business students will find it useful for understanding how to create value and build strong customer relationships in competitive markets.

2. *Financial Accounting: Tools for Business Decision Making*

An essential read for business majors, this book explains the fundamentals of financial accounting and reporting. It teaches students how to analyze financial statements, understand accounting principles, and use financial data for informed decision-making. The practical examples and exercises align well with Fresno State's business curriculum.

3. *Organizational Behavior: Managing People and Organizations*

This book explores the dynamics of individual and group behavior within organizations. It covers motivation, leadership, team dynamics, and organizational culture, helping students develop skills to manage and lead effectively. It's particularly relevant for Fresno State business students interested in human resources and management.

4. *Operations Management: Sustainability and Supply Chain Management*

Focusing on the efficient production and delivery of goods and services, this book addresses key concepts in operations management. It emphasizes sustainability and ethical supply chain practices, aligning with modern business values taught at Fresno State. Students will gain insights into process improvement, quality control, and logistics.

5. *Business Law: Text and Cases*

This text provides a thorough overview of the legal environment in which businesses operate. It covers contracts, torts, intellectual property, and regulatory issues, critical for business majors to understand legal compliance and risk management. Fresno State students will benefit from its case studies and real-world applications.

6. *Managerial Economics*

Managerial Economics bridges economic theory and business practice, helping students apply economic concepts to decision-making. The book covers demand analysis, cost behavior, pricing strategies, and market structures. It's an important resource for Fresno State business majors aiming to enhance their strategic thinking skills.

7. *Strategic Management: Concepts and Cases*

This book offers insights into the formulation and implementation of business strategies. It includes case studies and frameworks for competitive analysis, corporate strategy, and innovation management. Fresno State students will find it valuable for understanding how to create and sustain competitive advantage.

8. *Entrepreneurship: Starting and Operating a Small Business*

Ideal for students interested in launching their own ventures, this book covers business planning, financing, marketing, and managing small businesses. It highlights real-world challenges and opportunities faced by entrepreneurs. Fresno State business majors can use this book to develop practical skills for entrepreneurial success.

9. *Business Analytics: Data-Driven Decision Making*

This book introduces methods and tools for analyzing business data to support decision-making. Topics include data visualization, predictive analytics, and statistical techniques relevant to business problems. Fresno State students will gain important skills in leveraging data to improve business outcomes.

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fresno state business major: **It Was a Good Road All the Way** Elvin C. Bell, 2020-02-13
Elvin C. Bell, a retired USAF colonel and public official, has lived a full life. In the second volume of his entertaining autobiography, he brings more stories to life that detail his memorable encounters with such iconic personalities as former Presidents Jimmy Carter and Ronald Reagan, rock legend John Lennon, Walt Disney, and a few scoundrels who also crossed his path. Bell begins by sharing fascinating anecdotes about a variety of political and military figures such as senators and congressmen from multiple states, four Medal of Honor recipients, and General Alexander Haig. Also included are animated stories about John Wayne, Karen and Richard Carpenter, Eleanor Roosevelt, O.J. Simpson, and many others as well as little known facts about Gregory Peck's secret philanthropic efforts and Senator Barry Goldwater's military accomplishments during the Second World War and his monetary gifts to Native American tribes. In the conclusion to a captivating autobiography, a former military and public figure shares anecdotes that reveal his conversations with and unknown facts about a variety of iconic personalities.

fresno state business major: **Commencement** University of California, Berkeley, 1949

fresno state business major: **A Life Beyond Infinity** Elvin C. Bell, 2017-02-28 Author Elvin C. Bell began life as the fifth of ten children in a migrant farm labor family. From a one-room cabin in a cotton camp to the White House, and everything in between, he has lived a rich and colorful life. In *A Life beyond Infinity*, he shares a collection of essays of the people he has met from his experiences in

the US Air Force, his assignments in the White House, as a reporter and writer, and as an elected representative. Bell mixes sparkling smiles, smarts, sass and sorrow in describing his visits, conversations, and friendships to provide close-ups of everyone from Presidents Kennedy, Nixon, Johnson, and Carter, to Elvis Presley, Marilyn Monroe, John Lennon, John Wayne, Gregory Peck, Milton Berle, and many other notables. In *A Life beyond Infinity*, Bell describes his encounters with some of the most well-known movers and shakers of the times.

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fresno state business major: Antiracist Writing Assessment Ecologies Asao B. Inoue, 2015-11-08 In *Antiracist Writing Assessment Ecologies*, Asao B. Inoue theorizes classroom writing assessment as a complex system that is “more than” its interconnected elements. To explain how and why antiracist work in the writing classroom is vital to literacy learning, Inoue incorporates ideas about the white racial habitus that informs dominant discourses in the academy and other contexts.

fresno state business major: Cultural Change from a Business Anthropology Perspective Elizabeth K. Briody, Maryann McCabe, 2017-11-09 This book offers keen insight and useful lessons underscoring the value of practice to theory. Conceived by two anthropologists who lead consulting practices, McCabe and Briody selected contributors to explore how cultural change happens in a variety of consumer and organizational contexts. The 12 case studies illustrate the explanatory potential and the problem-solving strengths of assemblage theory, and the role of human agency in provoking cultural change. The case studies are compelling due to connections between the case narratives and graphics, and researcher engagement in the pragmatics of implementation—both of which shape and encourage learning. This volume will be markedly useful to practitioners engaged in research and implementation. It will also appeal to students and faculty in a variety of fields including anthropology, business management, marketing, sociology, cultural studies, and industrial design.

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fresno state business major: The Insider's Guide to the Colleges, 2010 The Staff of the Yale Daily News, 2025-09-23 The Straight-Talking Student's Guide to the Best Colleges For more than thirty-five years, *The Insider's Guide to the Colleges* has been the favorite resource of high school students across the country because it is the only comprehensive college reference written and researched by students for students. In interviews with hundreds of peers on campuses from New York to Hawaii and Florida to Alaska, our writers have gotten the inside scoop on every school on topics ranging from professors and campus life to dorms and student activities. This thirty-sixth edition has been completely revised and updated to stay on top of campus trends and attitudes. Each school profile in *The Insider's Guide* cuts through the veneer of brochures and common stereotypes to reveal colleges as they're seen through the eyes of their students. This comprehensive guide includes: - Revealing profiles of more than 330 top schools in the United States and Canada - Essential statistics for every school, from acceptance rates to the most popular majors - An insider's packing list detailing what every college student really needs to bring - A college quiz that helps students find the type of school that is right for them - FYI sections with candid student opinions and outrageous advice

fresno state business major: Career Journeys of Diverse Leaders in Higher Education George Blumenthal, Josefina Castillo Baltodano, Ding-Jo H. Currie, 2024-06-03 This book provides a study of diverse leadership development through the extraordinary journeys of ten retired presidents and chancellors who have left an indelible impact on higher education. Representing a rich multicultural background, each chapter tells a personal story of transformation and triumph, highlighting the various, non-traditional paths to senior leadership. Hailing from both private and public, two- and four-year institutions across the United States, these trailblazers showcase that excellence knows no bounds. Contributors reflect on the struggles and engagements with racialized ethnic realities and

growing awareness of gender inequities. Discussion questions supply rich ground for meaningful engagement in book clubs, leadership classes, workshops, and institutes, prompting readers to plumb the depths of their own experiences in confronting justice, equity, and inclusion. Filled with captivating narratives touching on the common threads of shared values and invaluable life lessons that weave through diverse experiences, this book is a testament to the power of inspiration and motivation for those considering or dismissing their aspirations to achieve leadership roles in higher education.

fresno state business major: The Business of Sports Agents Kenneth L. Shropshire, Timothy Davis, N. Jeremi Duru, 2016-03-22 Successful sports agents are comfortable with high finance and intense competition for the right to represent talented players, and the most respected agents are those who can deal with the pressures of high-stakes negotiations in an honest fashion. But whereas rules and penalties govern the playing field, there are far fewer restrictions on agents. In *The Business of Sports Agents*, Kenneth L. Shropshire, Timothy Davis, and N. Jeremi Duru, experts in the fields of sports business and law, examine the history of the sports agent business and the rules and laws developed to regulate the profession. They also consider recommendations for reform, including uniform laws that would apply to all agents, redefining amateurism in college sports, and stiffening requirements for licensing agents. This revised and expanded third edition brings the volume up to date on recent changes in the industry, including: —the emergence and dominance of companies such as Creative Artists Agency and Wasserman Media Group —high-profile cases of agent misconduct, principally Josh Luchs, whose agent certification was revoked by the NFLPA —legal challenges against the NCAA that may fundamentally change the definition of amateurism —changes to agent regulations resulting from new collective bargaining agreements in all of the major professional sports —evaluation of the effectiveness of the Uniform Athlete Agents Act (2000) to regulate agent conduct —issues faced by the increasing number of agents representing athletes who work abroad as well as athletes from abroad who work in the United States. Whether aspiring sports agent, lawyer, athlete seeking an agent, or simply interested in understanding the world of sports representation, the reader will find in *The Business of Sports Agents* the most comprehensive overview of the industry as well as a straightforward analysis of its problems and proposed solutions.

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