

CSUN

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

**2018 Best
Business Schools**
Princeton Review

**Top 3 Best Colleges
and Universities
in America for an
Accounting Degree**
CEOWorld 2017

DAVID NAZARIAN COLLEGE OF BUSINESS AND ECONOMICS





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CALIFORNIA STATE UNIVERSITY, NORTHRIDGE DAVID NAZARIAN COLLEGE OF BUSINESS AND ECONOMICS

"CSUN's David Nazarian College of Business and Economics provides its students with the exceptional technical and professional skills needed to positively impact the world of business in both Los Angeles and beyond. Graduates of our programs, especially at the master's level, advance their organizations using the skills, values, competencies and networks they develop as students in the Nazarian College. They depart with the practical ability and the conceptual thinking to not only meet the demands of today's business, but to innovate for the needs of tomorrow."

— Chandra Subramaniam, dean

At the David Nazarian College of Business and Economics, **excellence is a daily practice**. Everything – from our premier faculty and facilities to our professional connections and opportunities – is designed to ensure student success.

The reason for that is simple. It's in our shared interests to prepare leaders capable of embracing change and driving industry. Scholarships, entrepreneurial competitions, professional development, real-world classroom experiences – these form the Nazarian College promise.

And with more than **50,000 thriving alumni**, you don't have to look far to see it.

Presidents, managing partners, CFOs and independent business owners make up our faculty and College Advisory Board. And our students find themselves in close touch with business leaders ranging from OPI to Sony Music.

There's a reason the Nazarian College holds the prestigious accreditation of the AACSB (Association to Advance Collegiate Schools of Business). In fact, there are many. And we invite you, in these coming pages, to see them for yourself.



More than 7,000 students are enrolled in the David Nazarian College of Business and Economics ...

Like the larger campus, students in the college stem from broad points of origin. From the first-time international student to the full-time midcareer professional, the college's student body is a beacon of global diversity. A place where passion meets purpose, and where students meet the world.

... in seven departments ...

The college offers a superior selection of courses, methods and disciplines in seven distinct departments: Accounting & Information Systems; Business Law; Economics; Finance, Financial Planning, and Insurance; Management; Marketing; and Systems & Operations Management.

... all at CSUN.

CSUN's economic impact is nearly \$2 billion. In employment alone, the university is responsible for the creation of nearly 12,000 jobs. And according to the 2015 Beacon Economics Impact Study, CSUN students go on to graduate at higher rates and earn more as alumni than those at peer institutions.

The Los Angeles County Economic Development Corporation recently recognized CSUN with the Eddy Award for the uplifting effect the university has on the county's businesses and residents. And the scientific journal *Nature* named CSUN to its list of the **top 25 rising stars for research in North America**, with greater research gains than even NASA.

Taken together, these factors make one thing clear: at CSUN, success is no accident. It's simply what happens when the student is the priority. And nowhere is this more evident than in the David Nazarian College of Business and Economics.



Los Angeles is a world center of business, international trade, entertainment, culture, media, technology and education.

— Forbes





A VISION FROM THE VALLEY

In 2014, entrepreneur **David Nazarian made a \$10 million gift** to the College of Business and Economics, which now bears his name. Mr. Nazarian, himself an alumnus, graduated from the College of Business and Economics with his bachelor's degree in business administration in 1982. Nazarian is Chief Executive Officer and founder of Nimes Capital.

In 2017, **a \$5 million gift from alumni Harvey and Harriet Bookstein**, resulted in the renaming of the building that houses the College of Business and Economics to Bookstein Hall. Harvey Bookstein is recognized as one of California's most respected certified public accountants and is a senior partner of the prestigious national CPA firm Armanino LLP. Harriet Bookstein is a successful business manager who works with high-profile leaders in the business and entertainment industries. Her clients range from performers to executives.



"My passion for CSUN and our college of business is elevated by the thousands of students who exhibit hard work, determination and optimism to realize a brighter future for themselves, their families and their communities. Nazarian College students reflect Los Angeles and represent the future business leaders for our region and far beyond.

Education has always been a priority in my family, and I've seen firsthand how much of a difference you can make by investing in education. CSUN students deserve the very best, and we are working together to invest in our students and their success."

- David Nazarian



DAVID NAZARIAN
COLLEGE OF BUSINESS
AND ECONOMICS



WHERE KNOWLEDGE MEETS DISTINCTION

The David Nazarian College of Business and Economics provides students with an education recognized by small and large employers for its excellence and distinction. Our educational programs train graduates who are effective communicators, ethical decision makers and business practitioners.



- ★ U.S. News & World Report included CSUN in its 2019 ranking of Best Part-Time MBA Programs.
- ★ Recognized by the Princeton Review as a 2018 Best Business School.



Undergraduate Programs

B.S. Accountancy with options in:

- Professional Accountancy
- Information Systems

B.S. Business Administration with options in:

- Business Law
- Global Supply Chain Management
- Insurance and Financial Services
- Real Estate
- Systems and Operations Management

B.A. Economics

B.S. Finance with options in:

- Financial Analysis
- Financial Planning
- Insurance

B.S. Information Systems with options in:

- Business Systems
- Information Technology

B.S. Management

B.S. Marketing

Graduate Programs

The Nazarian College offers graduate programs that greatly increase career opportunities and earning potential. Designed for midcareer professionals, these part-time, evening programs combine **academic rigor with real-world relevance**. Students learn the business theory behind the subject matter and put what they have learned into practical application. The Nazarian College is highly regarded, nationally accredited and provides students with an **exceptionally well-rounded business education** upon which to build their careers.

Master of Business Administration (MBA)

Few MBA programs can equal CSUN's in graduating MBAs prepared to work and lead in a diverse and global business environment. The Nazarian College's part-time evening MBA program improves management and leadership skills so that working professionals can advance in their careers, switch careers or become entrepreneurs.

Faculty, handpicked for excellent teaching, research and business credentials, facilitate active learning by integrating and applying rigorous academic and theoretical training to practical situations. Professors leverage students' business experience, lead their analysis of data, run business simulations and engage them in client-based projects. Small class sizes allow faculty and students to take full advantage of this active-learning approach.

Graduate Certificate in Business Administration (GCBA)

This one-year program provides a foundation in business education for those with an undergraduate degree in fields other than business, and it also serves as an entrée into the CSUN Nazarian MBA for those who wish to pursue that path.

Master of Professional Accountancy (MPAcc)

This program focuses on highly specialized accountancy skills and prepares students to take the CPA exam. It also helps them build a professional network and offers career support.

Master of Science in Real Estate (MSRE)

This programs provides graduates with the knowledge to advance their careers in real estate with emphasis in appraisal, investment, entrepreneurship, brokerage, development and related fields.

Master of Science in Taxation (MST)

This intensive program is taught by leading tax practitioners. Students learn about tax compliance, conduct research, and improve communication and critical thinking skills.

CSUN's M.S. in Taxation ranked #20 on Best Accounting School's 2018 list of the "Top 50 Taxation Science Schools".



CEO Magazine ranked CSUN's MBA program as a 2018 Tier One North American MBA.



The Master of Science in Taxation program ranked 18th nationally on Accounting Degree Review's "30 Best Value Master's in Taxation Degree 2018."



"Top 40 Values in Master of Taxation Degree Programs 2016. **"
*Online-Accounting-Degrees.net



ACCOUNTING AND INFORMATION SYSTEMS



This highly recognized department delivers the tools and thinking needed to excel in the fields of accounting and information systems.

The **Master of Professional Accountancy** is an excellent example of the department's professional focus. Designed to prepare students to succeed on the CPA exam, this program is a competitive and rigorous course of study that develops an understanding of accounting theory, technical procedures as well as professional standards and ethics. Likewise, the bachelor's in professional accountancy prepares students for practice in the field through a combination of hands-on instruction and robust classroom study.

There's also the **Master of Science in Taxation**. Inspired by the Bookstein Institute for Higher Education in Taxation, this 19-month program prepares participants for careers or career advancement as professional tax advisors and consultants in public accounting, industry, government and private practice.

Students in the department's **Information Systems (IS) option** learn to effectively use information technology (IT) – such as computers and telecommunications networks – to support management decision-making and corporate strategy. They also develop the skills needed to provide vital operational support for organizations. IS/IT professionals are uniquely qualified to develop technological solutions that help businesses compete and prosper. Careers in this field are among the fastest growing jobs in the nation.

CollegeChoice ranked CSUN's undergraduate program in accounting and information systems among the nation's top 25 "Best Bachelor's in Accounting Degrees 2017."

BUSINESS LAW

The law is an integral part of business. Every sector, from banking to technology, relies upon the knowledge of legal experts to drive growth, manage resources, and reduce risk.

For students, that means learning not only about the functional areas of business law but also how to think critically: how to ask the right questions, analyze problems, behave strategically, and forge solutions. The department focuses especially on the value of negotiation and ethics in business operations and transactions.

Professor Wade Chumney won the 2017 American Accounting Association's Outstanding Paper Award for his co-written article "Insider Trading and IRS section 6103(e)(1)(D)(iii) published in the Journal of Legal Tax Research."

Professor Nanci Carr was recently selected for an "Exceptional Levels of Service to Students Award" for 2018-19.

These topics factor heavily into the curriculum, giving students a real-world touchpoint on which to base their own body of legal knowledge and analysis. **All Business Law faculty are attorneys** dedicated to student success in their careers and professional practice.

The **Business Law option** is valuable preparation for careers in a variety of fields, including industries regulated by the government; for example, banking, insurance, securities and real estate. It's also ideal for entrepreneurs, as well as those pursuing careers in risk management, contract administration, public affairs, finance, management, legal and judicial support services, and employment relations.

While the **Real Estate option** is designed for students with career interests in the various functional fields of real estate – brokerage, appraisal, finance, investment, sales, development and asset management, as well as service areas such as escrow and title insurance – the program's lessons apply to virtually all fields of business.



Professor Kurt Saunders recently won a Faculty Publication Award by the Research and Grants Committee for his work, Intellectual Property Law: Legal Aspects of Innovation and Competition.



Professor Robert Krol's May 2017 article, "America's Highways and Bridges Aren't Exactly Crumbling," was syndicated by Tribune News Service and appeared in 26 newspapers, including Newsday, New York Daily News, and the Cleveland Plain Dealer.



ECONOMICS

It's through this field that we make sense of everything from consumer behavior and market psychology to production and distribution. Put simply, this is where the big, economic picture takes shape.

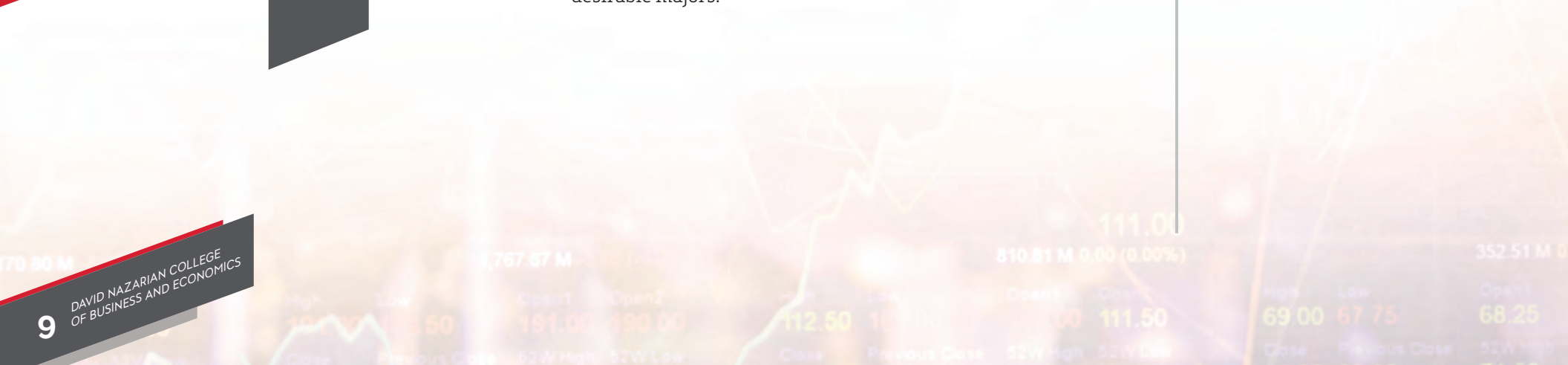
Students in this department learn to critically and objectively **analyze issues related to the economy, business, public policy and society**. That includes examining the impact of taxes, subsidies and government regulations on businesses and other financial systems.

Such analysis enables students to interpret large sets of economic data, and use it to help businesses make better, more informed decisions. By studying why economies grow, for instance, or the cause of business cycles, graduates of this department can identify growth opportunities or help mitigate losses.

A background in economics is particularly well suited for **careers in the financial services sector** – for example, in banking and insurance. It's also an excellent choice for those interested in public policy, law, consumer and international affairs, and, of course, economics.

Salaries earned by economics graduates are highly competitive, and employers consistently rank economics as one of the most desirable majors.

Shirley Svorny, professor of economics, is an Adjunct Scholar at the Cato Institute in Washington, D.C. She spoke at the Cato Health Policy Summit in Austin, Texas, in January 2018. In November 2017, the Cato Institute held a Capitol Hill briefing for the release of her paper, "Liberating Telemedicine."



FINANCE, FINANCIAL PLANNING, AND INSURANCE

This department trains students to plan and execute sound financial strategies and decisions. In addition to lessons on equity and fixed-income investments, students also develop a working knowledge of corporate finance. Included in that is course work on capital budgeting concepts and analysis as well as portfolio management.

Financial Planning Magazine cited the department's undergraduate curriculum in financial planning as one of the "great schools for financial planners."

The department offers **three options: Financial Analysis, Financial Planning, and Insurance**. Each presents its own unique benefits and career opportunities, and all three feature faculty with extensive experience in professions ranging from the corporate sector to government to consulting.

Not only is this major excellent preparation for those interested in the financial sector, including jobs in trading, but it's ideal for entrepreneurs as well.



Students Ashley Nobel and Bonnie Dang placed third at the 2018 National Financial Plan competition, after submitting a financial plan based on a real-world situation.



MANAGEMENT

From ethics and people skills to negotiations, tactics and strategies, the Department of Management prepares students for the challenges of managing today's complex business environment.

Through psychology, sociology and economics, students learn to connect the resources they manage to the larger systems in which they exist. Students also develop the knowledge and skills necessary to effectively manage people and organizations.

What's more, faculty in the department are chosen for their unique backgrounds in business, industry and academia. Some come from the corporate sector; others are scholars in the field, consultants to businesses or successful entrepreneurs. Whatever the case, **management faculty bring a wealth of real-world experience into the classroom.**

A management education is preparation for the full range of business opportunities. Management careers are available in human resources, operations, strategic planning, proprietorship, entrepreneurship and more.

CSUN hosted the 2018 United States Association for Small Business and Entrepreneurship (USASBE) Conference. Held at the Loews Hollywood Hotel, the event stressed the value and relevance of an education in entrepreneurship. Dr. Lois Shelton, professor of management, chaired the event's sponsorship.

MARKETING

A product's journey – from research and product placement to promotion and sales – is guided largely by the world of marketing.

Understanding how consumers think, or why they buy particular goods or services, is central to this field of study. With that aim in mind, the department works across media and disciplines to help students construct a clearer image of what sells, what doesn't and why.

Using that information, students learn to facilitate exchanges between organizations and customers.

The department also trains students to discover, measure and analyze markets; develop and manage products and services; create and manage advertising, promotion and sales; establish coherent pricing policies; and maintain positive customer relations.

In addition to a bachelor's in marketing, the department offers **two minors**: one in **Interactive Marketing**, and the other in **Marketing**.

A degree in this field provides a variety of career opportunities, including work in digital marketing, analytics/metrics, management, research, marketing communications and advertising, copy writing and editing, social media, international marketing, sales and more.

Professor Joy Griffin's business honors team took second place nationally at the 2018 Small Business Institute Conference for developing a comprehensive business plan for a local pizza company. This is the sixth consecutive year that a team from CSUN under Professor Griffin's guidance has earned first, second, or third place honors in the national Project of the Year competition.

The International Marketing Educators Association (MEA) awarded the "2017 MEA Marketing Educator of the Year Award" to Professor David S. Ackerman at the organization's annual conference.



The Marketing Educators Association (MEA) awarded the **2018 "Lifetime Contribution Award"** to Professor Curt Dommeyer.



A **\$193,000 Digital Trust Foundation grant** to Professors Kristen Walker and Tina Kiesler helped them create the Youth-Driven Information Privacy Education Campaign in 2016. The initiative helps young people and their parents safeguard their privacy online.





SYSTEMS AND OPERATIONS MANAGEMENT

In this department, students develop skills for problem-solving, critical thinking, communication and the use of constantly changing technology. Such skills are needed to deal with a variety of decisions made by managers in manufacturing, service and public organizations.

The department's **two options of study** – **Systems and Operation Management** and **Global Supply Chain Management** – offer versatile, professionally focused curricula.

The option in Systems and Operations Management prepares students for rewarding careers in a variety of industries, such as aerospace, electronics, automotive, health care, airlines, transportation, biotechnology, software and banking.

The Global Supply Chain Management Option prepares students for every area of supply chain activity. Job opportunities in supply chain management are anticipated to increase significantly during the next decade. These include sourcing and procurement, demand planning and distribution, logistics management, transportation, warehousing, materials handling, order processing and customer value analysis.

The department also offers a **minor in Quality Management and Assurance**. The Quality Management and Assurance minor allows non-Bachelor of Science in Business (BSBA) majors the opportunity to pursue secondary interests in Quality Management and Assurance. This minor is appropriate for both service and manufacturing organizations.



Programs Offered

Majors, Options and Minors

- Minor
- Bachelor of Science
- Bachelor of Arts

Accountancy		●	
Information Systems*			
Professional Accountancy*			
Business Administration		●	
Business Law*			○
Global Supply Chain Management*			
Insurance and Financial Services*			
Real Estate*			○
Systems and Operations Management*			
Business Ethics			○
Economics	●		○
Entrepreneurship			○
Finance		●	○
Financial Analysis*			
Financial Planning*			
Insurance*			
Human Resource Management			○
Information Systems		●	○
Business Systems*			
Information Technology*			
Interactive Marketing			○
Management		●	○
Marketing		●	○
Quality Management Assurance			○

Information subject to change

*Options

GRADUATE PROGRAMS

Master of Business Administration (MBA)

Master of Professional Accountancy (MPAcc)

Master of Science in Real Estate (MSRE)

Master of Science in Taxation (MST)

Graduate Certificate in Business Administration (GCBA)

“My best and most enriching experience in the MBA program was managing the Student Investment Fund. I gained practical experience and enjoyed the ‘freedom with guidance’ that we had while managing the portfolio. I owned the responsibility of conducting meaningful research that drove sound stock-trading recommendations.”

— Jaime Favela, class of 2017



Tax Talent ranked CSUN in the top 25 nationally in its “2017–2018 Undergraduate Accounting Program” ranking.



Statement of Nondiscrimination and Disability Services Information: CSUN does not discriminate on the basis of age, color, disability, national origin, race, religion, sex, sexual orientation or veteran status, as monitored by the Department of Labor (Office of Federal Contract Compliance) and the Department of Education, or in violation of section 504 of the Rehabilitation Act of 1973 and the regulations adopted thereunder.

Students Needing Classroom Accommodations or Auxiliary Aids: Students requiring classroom accommodations should contact either the Center on Disabilities or the National Center on Deafness (for those who are deaf or hard of hearing) for assistance as soon as the decision to enroll has been made.

MORE THAN AN EDUCATION

The David Nazarian College of Business and Economics offers a number of premier resources, centers and institutes to both its students as well as the greater Los Angeles business community. These amenities are the culmination of decades of hard work and commitment by the college's prestigious faculty, stakeholders and administrators.

Centers and Institutes



The Wells Fargo Center for Small Business and Entrepreneurship links CSUN business students to small businesses that are facing real-world challenges. Small businesses in the San Fernando Valley work with undergraduate student teams who act as consultants to improve the firms' performance. Alumni and successful entrepreneurs share their insights and often guest lecture in business classes.

The Bookstein Institute for Higher Education in Taxation is devoted to education, scholarship and community service in the field of taxation. It provides advanced studies in taxation, research, offers controversy resolution for low-income taxpayers, publishes the Tax Development Journal, awards scholarships and service learning. The VITA clinic, its free tax preparation service for low-income taxpayers in the community, has earned widespread recognition. Hundreds of students, supervised by professionals, provide free tax preparation services annually to thousands of low-income taxpayers.





CSUN hosted the annual **Art of Innovation Conference** to showcase technology, entrepreneurship and the future of innovative thinking. The 2017 conference featured keynote speaker Matt Peterson, president and CEO of Los Angeles Cleantech Incubator. The event focused on the future of technology, transportation, and augmented and virtual reality.



The Career Education & Professional Development Center

is a centralized career center in the Nazarian College staffed by professionals who assist students and alumni with their experiential learning, career exploration and career networking needs. The center focuses on business-specific career development, experiential learning, employer relations and connections with the community. In the 2017–18 academic year, the center placed more than 850 students into internships. The center also hosts Industry Night, the Nazarian College’s career fair, which attracts around 50 employers and close to 500 student attendees.



The Business Honors Program recognizes students who show high academic standards and offers courses that emphasize communication, critical reasoning, problem-solving and teamwork.



InnovateLA celebrates innovation and creativity for business and industry. Hosted by the Los Angeles County Economic Development Corp., the event features forums, conferences, lectures and entrepreneurs who meet at various locales in Los Angeles County, including CSUN.



CSUN VITA Clinic site was ranked as the number one site in California and number two in the country among academic institutions. Our students brought back to our local community more than \$11 million and earned income tax credit by providing more than 20,000 hours of community service assisting more than 7,500 low-income tax payers in Los Angeles County.



CSUN hosted the VARJAM Showcase, where student teams developed artificial intelligence or virtual reality projects. Teams submitted multimedia presentations as part of the competition. CSUN Appjam invited students to compete in a mobile app competition to solve a real-life problem, with cash prizes given. **Bixel Exchange sponsored several CSUN initiatives**, including VarJam 2017.

CSUN hosted the **2018 United States Association for Small Business and Entrepreneurship (USASBE) National Conference** at Loews Hollywood Hotel. The event was titled, "Lights. Camera. Entrepreneurship!"

CSUN launched the **I-Corps program**, where students gain skills in moving innovative ideas into production. This National Science Foundation program prepares students to identify product opportunities and turn them into commercial opportunities.

The annual **Bull Ring New Venture Competition** encourages students to put their entrepreneurial and innovation skills to work by creating a product or service and making a pitch for funding, with a \$20,000 grand prize. The competition partners with multiple community sponsors and partners to host a series of workshops, office hours, a mentoring period, and two distinct qualifying rounds: the "trade show" style Semi-Finals and the "investor pitch" style Final Event.





The Alexa Innovation Fellowship provides funding for student entrepreneurs to use voice technology to turn their business ideas into real-world products and solutions to societal needs.



More than 800 students work or intern at major businesses and firms such as 20th Century Fox, NBCUniversal, Warner Bros, Entertainment Inc., Goldman Sachs, and KPMG.

The EY Center for Careers in Accounting and Information Systems provides specialized career and job search services to CSUN students and alumni. As a bridge from college life to the world of work, this center helps students explore their options, both professionally and academically, and helps them develop job search skills. It also facilitates connections between employers and students that lead to successful and satisfying futures. The center coordinates the Nazarian College's Meet the Firms event, which is the largest of its kind in Southern California.

Additional Centers and Institutes:

- Center for China Finance and Business Research
- Center for Financial Planning and Investment
- Center for Risk and Insurance
- Center for Quality and Productivity Education



In early 2018, CSUN was named an Innovation and Economic Prosperity University by the Association of Public and Land-grant Universities (APLU).

Institutions that earn the designation are recognized for their efforts to promote innovation and entrepreneurship, excellence in technology transfer, leadership in talent and workforce development, establishing strong government-university-industry partnerships, and fostering community and "place" development through public service, engagement and outreach.

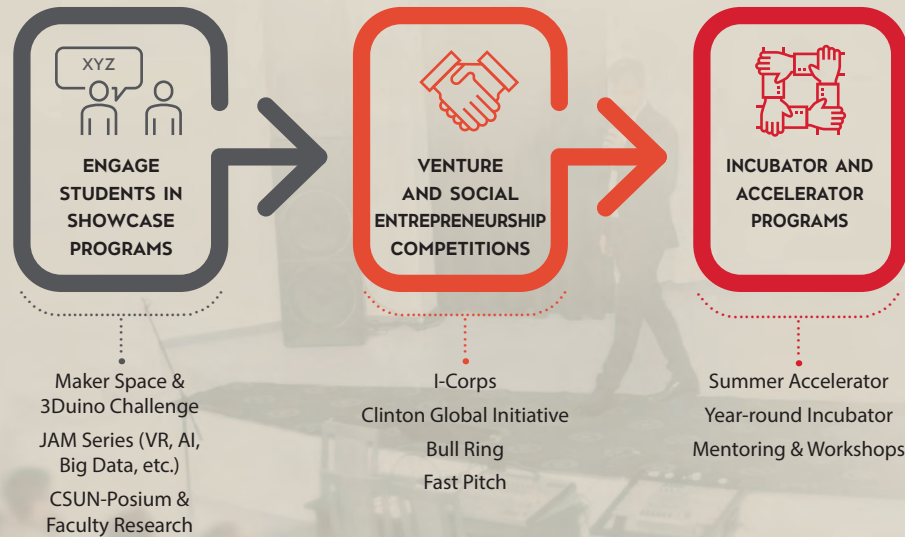


Entrepreneurship Program

The Entrepreneurship Program at the Nazarian College complements our students' inherent energy and creativity with the skills and knowledge necessary to evaluate the feasibility of an idea and ultimately pitch, **launch and grow a new venture**. Whether planning to create a business or bring the entrepreneurial mindset to a larger organization, the program prepares students to confidently present to an audience while developing a strong action-bias and a willingness to experiment.

CSUN Innovation Incubator

CSUN Innovation Incubator participates in a number of **campus activities, organizations and events**, helping to answer the question "What's next?" and providing a consistent philosophical framework for approaching the challenges of each successive phase. Although housed in, and supported by, the David Nazarian College of Business and Economics, its scope extends to the entire CSUN community.

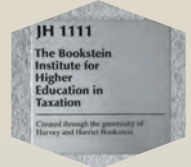


The Bookstein Institute

The Bookstein Institute promotes and supports activities that encourage a greater understanding of the dynamic field of taxation. Established by Harvey and Harriet Bookstein, the Institute provides professional growth and development opportunities through advanced studies in taxation, scholarly research, networking events and service learning projects. It also provides much needed advocacy and education related services to low income taxpayers in the Greater San Fernando Valley and beyond.

Harvey Bookstein is a founding partner of the prestigious national CPA firm Armanino LLP, California's largest independent accounting and business consulting firm. A CSUN alumnus, Bookstein has nearly 50 years of public accounting experience and specializes in providing tax, accounting and business consulting services to clients in the real estate and high-net-worth practice areas. He is recognized as one of California's most respected certified public accountants.

Harriet Bookstein is a successful business manager who works with high-profile leaders in the business and entertainment industries. Her clients range from performers to executives.



"I am in the business of ensuring that my clients succeed and prosper. I hope that by establishing this Chair and Institute, which supports resources for the faculty and scholarships for the students, I can help Cal State Northridge business faculty and students to do the same."

*— Harvey Bookstein
B.A., Accounting ('70)
Founding Partner, Armanino LLP*



CSUN takes part in the CSU5, a network of five CSU's in Los Angeles county. CSU5 supports business, economic and community development in Greater Los Angeles.



Student Involvement

With **more than 300 student clubs and organizations**, as well as popular seasonal activities, such as The Big Show and Mata Nights, it's easy to see how CSUN students remain so busy. The following offer a glimpse of the university's many clubs and organizations:



The American Marketing Association chapter won multiple awards at the 2018 International Collegiate Conference in New Orleans, Louisiana.

Business-Based Clubs and Organizations

- Accounting Association
- ALPFA
- American Marketing Association
- American Society for Quality
- Association of Latino Professionals in Finance and Accounting
- Association for Supply Chain and Operations Management
- Beta Alpha Psi
- Beta Gamma Sigma
- Business Honors Association
- CSUN APICS: Association for Operations Management
- CSUN Accounting Association
- CSUN American Society for Quality
- CSUN Blockchain Society
- CSUN Startup Founders
- Delta Sigma Pi
- Financial Planning Association
- Human Resources Matador Club
- Latino Business Association
- Leaders in Alliance
- Management Association CSUN
- Management Information Systems Association
- National Society of Leadership and Success
- Pre-Law Association
- Real Estate Club
- Student Finance Association

Alumni Chapters

- Accounting & Information Systems
- Attorney Networking Group
- Business Honors Chapter
- Finance, Insurance & Real Estate
- Master of Business Administration



CSUN Alumni

When students graduate from CSUN, they join an extensive network of alumni – in California, across the nation and around the globe – who thrive on helping Matadors find personal and professional success.

Tony Barth '84

(B.S., Accountancy) President and CEO of Delta Dental of California.

Scott Beiser '81, MS '83

(B.S., M.S. Finance), CEO, Houlihan Lokey, a publicly traded international investment banking firm.

Harvey Bookstein '70, Hon.D. '16

(B.S., Accounting), Founding Partner, Armanino LLP, the largest independent accounting and business consulting firm based in California; author, *Wake-Up Call*.

Carl Carande '87

(B.S., Organizational Systems Management), Vice Chair, Advisory at KPMG.

Bruce Gersh '91

(B.S. Accounting), President of People Magazine, Entertainment Weekly and People en Español.

Michael Grillo '71

(B.S., Business Administration), Academy Award winning producer for some of the biggest movies in Hollywood.

Amber Hilken '98

(B.S., Finance and Business Law), Partner and Head of Investor Relations, AnaCap Financial Partners, a leading sector specialist private equity firm in European financial services.

Paul Jennings '85

(B.S., Marketing), Founder, Public Communications Services Inc., and entrepreneurial leader in real estate and telecommunications.

Wendi Deng Murdoch '93

(B.A., Economics), actress, producer, businesswoman. Deng Murdoch won the Chinese American Film Festival's Golden Angel Award and also served as chief of strategy for MySpace China.

David Nazarian '82

(B.S., Business Administration), Founder and CEO of Nimes Capital (Nimes Capital is the holding company for SBE and other hospitality related businesses. Nimes also owns various businesses, including a restaurant chain, solar thermal electric generation power plants, etc.).

Fred Nigro '74

(B.S. Accounting), Founding Partner of Nigro Karlin Segal Feldstein & Bolno, one of the largest business management firms in the country.

Charles "Chuck" Noski '73, MS '95, Hon.D. '07

(B.S., Business Administration, M.S., Accountancy), Chairman of the Financial Accounting Foundation which oversees FASB and GASB financial accounting and reporting standards.

Steve Rabuchin '85

(B.S., Organizational Systems Management), Head of Alexa at Amazon.

Wayne Stelmar '76

(B.S., Business Administration), Co-founder of The New Home Company.

Laura Yamanaka '78

(B.S., Business Administration, Accountancy), president and a founder of teamCFO Inc., a financial and accounting firm.

Alex Yemenidjian '77

(B.S., Business Administration, Accountancy), former chairman of the board and CEO of Metro-Goldwyn-Mayer Studios Inc.; board member of Regal Entertainment Group.

Andrea Zoeckler '83

(B.S., Business Administration), COO and CFO of Epson America.

Los Angeles
Mayor Eric Garcetti honored CSUN alumna Raquel Orochena for her leadership as a minority business owner at the 2017 Women's Entrepreneurship Day in Los Angeles.



Alumnus Jon Georgio's ('83) family-owned business, Gothic Landscape, was named the #1 Family-Owned Business by the San Fernando Valley Business Journal.



LA UP CLOSE



There's a reason the world flocks to Los Angeles — and it's not just the year-round sunshine. One look at the city is enough to convince anyone that a life spent here is more aptly called an investment. That's because what's available already — a booming tech sector, a thriving business community and a legendary entertainment industry — is only half the story. The rest is in a future still being written by the prominent institutions that call the city home.

The Silicon Beach area is home to an array of companies, including

- ★ Hulu
- ★ ZipRecruiter
- ★ Edmunds.com
- ★ Activision
- ★ IMAX
- ★ Netflix
- ★ The Honest Company
- ★ Snapchat
- ★ Sony Pictures Studios
- ★ ICANN
- ★ Belkin

Of the nearly **700 tech firms** in Los Angeles, 86 percent are located in **Santa Monica's "Silicon Beach."** This innovation district of tech companies, start-ups and venture capital firms features the headquarters of Snapchat, Hulu, and TrueCar, as well as the offices of other industry giants, such as Google, YouTube, and Facebook.

On Hollywood's Sunset Boulevard, from its new 92,000-square-foot, five-story headquarters, video streaming giant Netflix broadcasts its exclusive digital content.

South of downtown, in Inglewood, the city is building a new home for the **Los Angeles Rams**. This **80,000-seat stadium**, dubbed "NFL Disneyworld" for its massive size, will include a 6,000-seat performance venue, more than 1.5 million square feet of retail and office space, 2,500 homes, a 300-room hotel and 25 acres of parks.



The venue also played a huge part in the International Olympic Committee's decision to award **Los Angeles the 2028 Summer Olympic Games.**

Just a few miles from the Los Angeles International Airport (LAX), Elon Musk and his fleet of Mars-minded engineers are busy at work in **SpaceX's** Hawthorne headquarters. There, among many other projects, the private aeronautics company designs and manufactures re-usable rocket technology in a bid to revolutionize space travel.

And, of course, at CSUN's stunning performing arts center, **The Soraya**, visitors can attend world-class productions of live theatre, music and dance. The Los Angeles Times recently cited the \$125 million, **1,700-seat theatre** as "a hub for live music, dance, drama and culture."

These institutions, among countless others, are within close reach of CSUN's Transit Center. On the city's fleet of clean-air buses or via the vast subway system, visitors and students have easy public access to the region's many cultural assets.



California contributed one out of every six jobs that the nation gained over the February 2010 to July 2016 expansion period.

— State of California, Employment Development Department



From autonomous vehicles and other forms of intelligent transport, to alternative fuels, smart grids and hyper-speed rail. L.A is leading the pack.

"The convergence between the technology, gaming and entertainment industries is creating new opportunities, new businesses and new investments."

— Los Angeles County Economic Development Corp.



A DEGREE IN A GLOBAL CAPITAL

With the **fifth-largest economy in the world**, California more than lives up to its 'Golden State' promise. And L.A. plays no small part in that. Behind the city's glistening, rosy exterior are some of the planet's highest per capita earners — both personally and commercially.



California is a leader in

- ★ Business
- ★ Technology
- ★ Entertainment
- ★ Aerospace
- ★ Manufacturing
- ★ Engineering

The 2017 Fortune 500 lists **53 firms headquartered in California**, putting the state in second place nationally. Los Angeles County has the two largest sea ports in the Western Hemisphere, handling more than 40% of the inbound U.S. containerized freight; a world hub airport; and more 163,600 workers supporting the international trade sector.

With industry clusters that serve markets nationally and internationally, Los Angeles County thrives in fields such as **trade, business services, entertainment, education, hospitality and tourism, fashion, marketing, aerospace, financial services, food processing and manufacturing, and IT.**

It's no wonder the tech industry is positioning itself so aggressively in the region. Getting in now means taking advantage of resources only bound to grow.

And even better, being a CSUN student means being a part of it — all of it. From the big name places, to the big name people, it's all just part of the territory. There is no place better to get a degree than in an environment built on big city excitement and possibility.



Students Outside California

Attending CSUN lets out-of-state and international students live the L.A. lifestyle as they earn the degree they need. And the best part is, by choosing CSUN, they can do it all from the comfort, safety and prestige of one of the nation's largest and most respected public universities.

Accompanying the vast local culture is the institutional prowess of CSUN. Being a university of such size, the many resources at our disposal allow us to design programs and services that tap deeply into the student experience. That's as true for those from another state as it is for those from another country.

CSUN recently **ranked number one** among peer institutions for the **highest number of international students** in the United States, with a total enrollment of **more than 3,900**. Along with students, the university hosts visiting scholars from institutions in China, India, Korea, Mexico, Italy, France and more.

CSUN offers a distinct set of services, designed specifically to meet the needs of the international community.

These programs include

- International Pathway Programs (IPP)
- Semester at CSUN (SAC)
- English Language and Cultural Experience (ELCE)
- University Transition Program (UTP)

In addition to receiving academic and administrative support, international students also gain access to free tutoring and can participate in cultural expeditions that enable them to experience life in Los Angeles more fully.

OUTSTANDING VALUE

By choosing the David Nazarian College of Business and Economics, students receive an **exceptional education** from a highly respected leading California public university.

With more than **85 post-baccalaureate programs**, including **doctoral degrees** and **professional certificates**, CSUN is the fourth largest university in California.

According to the Social Mobility Index, CSUN students go on to **graduate at higher rates** and earn more as alumni than those from peer institutions.

Through CSUN's extensive working relationships with accounting firms and banks, as well as start-ups, media organizations, tech companies and more, students gain unique access to internships, job opportunities and other professional work.

The costs to attend CSUN are also moderate in comparison with similar programs from Southern California private universities or the University of California.



CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

CSUN MBA teams
have won first place
three times since 2010 in
the National Small Business
Institute's Experiential
Learning Project of the
Year Competition.