



Channel Islands
CALIFORNIA STATE UNIVERSITY

TRANSFER TO THE **Martin V. Smith School of Business & Economics**





AN INTRODUCTION TO

The MVS School of Business & Economics

If you believe that graduating from college means more than just a diploma-in-hand, and that a college degree should let the world know that you have the skills, experience, and resumé to be ready to impress on Day 1: **we agree**. That's why we – the faculty of the Martin V. Smith School of Business & Economics (MVS) – have designed an educational experience that prioritizes your success after graduation. A school within a school, located on the California State University's Channel Islands (CSU-CI) campus, MVS has been producing exceptional graduates for over 20 years. During that time our graduates have gone on to out-earn other graduates from the same majors across both the CSU and UC systems,*and they do so with remarkably little debt.**

If you're curious about what makes MVS special, reach out to us on our socials, and read on in this booklet to learn about some of the ways we help our students succeed, including:

> SMALL CLASS SIZES

With a student-to-instructor ratio resembling a small private college more than a typical UC or CSU, we've built a reputation for offering "private-school vibes at a public-school price." Maybe that's part of why we're ranked as a top university in terms of value.**

> EXPERIENTIAL LEARNING

Through internships and applied projects, our curriculum emphasizes hands-on learning to help students graduate job-ready.

> ENTREPRENEURSHIP & SMALL BUSINESS INSTITUTE (ESBI)

Whether you're dreaming of launching your own startup, growing a side hustle, or supporting your family's small business, ESBI is here to help you make it happen.

> EXCEPTIONAL FACULTY

MVS faculty are research and industry active, which mean more opportunities for student internships, apprenticeships, and industry connections to help launch student careers.

Admission into the MVS, of course, is not guaranteed, but if you have a drive to succeed in business/economics and are willing to work hard alongside us to expand your boundaries and broaden your horizon, apply today.

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*Turn page for details.

**See below for details, including information about the MVS Scholars Program which offers scholarships specifically for business and economics majors at CSUCI.



BY THE NUMBERS

How does MVS stack up?

> GRADUATES EARN A LIVING WAGE

Data shows that MVS graduates can expect these average earnings, two years post-graduation:

\$70,932* **\$79,379***

BUSINESS GRADUATES

ECONOMICS GRADUATES

> TOP RANKED FOR RETURN ON INVESTMENT

CSUCI ranked in the top 15% for Return on Investment among 4-year colleges by Georgetown's Center on Education and the Workforce.

TOP 15% on ROI

(RANKED 257 OF 1682)

GEORGETOWN
UNIVERSITY
McCourt School of Public Policy

CENTER ON
EDUCATION AND
THE WORKFORCE

> TOP RANKED REGIONAL UNIVERSITY – WEST

CSUCI ranked 22nd out of 118 regional universities by U.S. News and World Report.



22nd in the West

(RANKED 22 OUT OF 118 UNIVERSITIES)

> RANKED FOR INCREASED SOCIAL MOBILITY

CSUCI offers a better future without crushing debt according to CollegeNET Social Mobility Index Rankings.

14th in Mobility

(RANKED 14 OUT OF 1206 UNIVERSITIES)



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KNOW YOUR INSTRUCTOR

The CSUCI average class size in 2025 is **19 students.**



HELP IS AVAILABLE

80% of
CSUCI students
received
financial aid
in 2025.

*Based on 2022 earnings two years post graduation, reported by CSU Institutional Research and adjusted to 2025 dollars.

IN THEIR WORDS

MVS alumni go far with their business experience from CSUCI



KALYEE RODRIGUEZ '25
LITIGATION LEGAL ASSISTANT,
CAPPELLO & NOËL LLP

“The Martin V. Smith School of Business & Economics gave me the space to fall in love with learning again. [A contact through a career event] offered mentorship, career insight, and ultimately a job while I was still finishing school. It was a moment that reminded me just how deeply **CSUCI invests in its students.**”

“The **low student-to-faculty ratio** means you’re more than just a face in a lecture hall; you’re part of a community where faculty know your name and genuinely care about your success. You’ll build meaningful relationships with professors who are invested in helping you grow — professionally and personally.”



RUDY MEZA '18
DMG REPORTING MANAGER,
MACHINIFY



TYLER PLAZA '16
CHANNEL MANAGER
(SOCIAL MEDIA), BUTLER/TILL

“CSUCI and the MVS School of Business and Economics provided me with the foundational knowledge needed to start my career post-graduation. My Principles of Marketing class presented me with **opportunities for real-world experience** by working with a local brand on their marketing plan. This is an experience not many undergraduate students at larger universities are offered.”



LESLIE CORTES '23
ASSOCIATE PROJECT MANAGER,
THE TRADE DESK

“CSUCI’s dedication to experiential learning meant I graduated with a portfolio of projects and practical experiences, and its active ties with local companies continue to support alumni in forging meaningful career paths. For anyone looking to transfer, CSUCI is an environment where the effort you invest directly shapes the success you achieve.”

“Two key moments solidified my sense of belonging: receiving the MVS School of Business and Economics scholarship and presenting my senior capstone project. That project, a cost-benefit analysis for the restoration of the Malibu Creek Watershed, **sparked my passion for data-driven problem solving** and continues to inform my work today.”



EMILY MACDONALD '19
SALES OPERATIONS ANALYST,
LOGIX FEDERAL CREDIT UNION

“I highly recommend pursuing a degree from Channel Islands. The small class sizes foster an environment of independence and teamwork simultaneously. I felt included by my professors and my peers and **I felt comfortable asking for help** when I needed it.”



MICHAEL BROWN '17
ENVIRONMENTAL/GIS ANALYST,
ENVICOM

EXPERIENTIAL LEARNING

Learn inside and outside the classroom with workshops and business clubs

MVS students have many opportunities for experiential learning inside and outside the classroom. Examples include:

> CAREER AND INTERNSHIP FAIR

Students have the opportunity to network with 60+ organizations actively looking to recruit talent. Connections made here can lead directly to internships, full-time jobs, and future careers for our students. Indeed, many of the recruiters are former alumni themselves who know the value of a CI education and are looking to keep the degree-to-career pipeline flowing.

> PLOT-A-THON WITH THE WRITING AND MULTILITERACY CENTER

The annual Plot-A-Thon offers training workshops in data analysis, visualization, and storytelling alongside a two-day “hack-a-thon” competition.

> THE ENTREPRENEURSHIP & SMALL BUSINESS INSTITUTE

The Entrepreneurship & Small Business Institute prepares students to launch their own startups or compete in startup competitions.

> STUDENT CLUBS & PROFESSIONAL DEVELOPMENT

Students can join clubs such as the Business, Accounting, and/or Finance clubs, to gain leadership experience and connect with peers, alumni, and employers. These student run organizations host guest speakers, field trips, and networking events.

> CAREER READINESS

All business majors complete a Career Readiness course specifically designed to help match graduates with careers. Career readiness modules are embedded across the curriculum to ensure every student develops the skills needed for career success.



CURRICULUM

Core courses for all business majors
and emphases

Business Lower division classes



ACCT 210 - Financial Accounting
ACCT 220 - Managerial Accounting
BUS 110 - Business Law
BUS 111 - Introduction to Business through Writing
ECON 110 - Principles of Microeconomics
ECON 111 - Principles Of Macroeconomics
MATH 201 - Elementary Statistics

Complete one from the following:

*(If not already completed at
your community college)*

MATH 140 - Calculus for Business Applications
MATH 150 - Calculus I

Foundation classes

BUS 309 - Quantitative Foundations for
Business *(cross listed as ECON 309)*
BUS 310 - Business Discourse for the
21st Century Professional
MGT 326 - Business Ethics

Upper division classes

ACCT 300 - Applied Managerial Accounting
BUS 301⁺ - Business Planning
BUS 320 - Business Operations
FIN 300 - Business Finance
MGT 307 - Management of Organizations
MIS 310 - Management Information Systems
MKT 310 - Principles of Marketing
BUS 411 - Career Readiness
ENT 490⁺ - Special Topics in Entrepreneurship
BUS 499 - Capstone

Sample Emphasis-level Courses*

Accounting



ACCT 310 - Intermediate Accounting
 ACCT 320 - Federal Taxation
 ACCT 330 - Accounting Information Systems and Data Analytics
 ACCT 420 - Auditing and Analytics
 ACCT 430 - Advanced Accounting

Finance



FIN 410 - Financial Markets & Institutions
 FIN 411 - Corporate Finance Management
 FIN 413 - Investment Analysis
 FIN 414 - Derivatives and International Finance
 FIN 490 - Special Topics in Finance

Management



MGT 325+ - Entrepreneurial Management
 MGT 410 - Management of International Business
 MGT 421 - Human Resource Management
 MGT 424 - Organizational Behavior
 MGT 431 - Digital Advertising (*cross listed with MKT 431*)
 MGT 471 - Project Management

Marketing



MKT 320 - Marketing Strategy
 MKT 409+ - Marketing Research
 MKT 411+ - New Product Development and Management
 MKT 415 - Brand Management
 MKT 431 - Programmatic Advertising
 (*cross listed with MGT 431*)
 MKT 432 - Search Engine Advertising

*Entrepreneurship

BUS 301, MGT 325, MKT 409, MKT 411, ENT 490

*Emphases provide additional recognition to students who have completed 15 units in their desired field of focus.



CURRICULUM

Core courses for Economics majors

Lower division classes

ECON 110 - Principles of Microeconomics
 ECON 111 - Principles Of Macroeconomics
 MATH 201 - Elementary Statistics
Complete one from the following:
 MATH 140 - Calculus for Business Applications
 MATH 150 - Calculus I

Upper division classes

ECON 310 - Intermediate Microeconomics
 ECON 311 - Intermediate Macroeconomics
 ECON 312 - Econometrics
 ECON 312L - Econometric Applications
 ECON 313 - Seminar in Economic Analysis
 ECON 499 - Capstone

Electives

*Complete a minimum of three 400-level
 economics courses*

SCHOLARSHIP OPPORTUNITIES

Martin V. Smith Scholars program supports business and economics majors

The Martin V. Smith Scholars is a scholarship program for incoming students who are interested in studying business or economics at CSU Channel Islands.* MVS Scholars receive a renewable, merit-based scholarship of up to \$7,000 per academic year that can be used for any educational expenses including tuition and fees.

Applicants must reside or attend high school/community college in Ventura County. Renewal requires that recipients maintain high academic standards and participate in several MVS Scholars activities each year.

* Students must be enrolled in the stateside Business and/or Economics Program.





MVS GRADUATE PROGRAMS

Continuing your education

> MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)

- Hybrid, cohort-based program designed for working professionals and recent graduates
- AI-powered curriculum emphasizes advanced analytics, machine learning, and real-world business applications
- STEM-designated degree that prepares students for leadership roles in data-driven decision making across industries



> MASTER OF BUSINESS ADMINISTRATION (MBA)

- Hybrid program designed for working professionals
- Strong focus on international business and entrepreneurial innovation, including Short-Term Study Abroad international experience

> MS BIOTECHNOLOGY & MBA (DUAL DEGREE)

- One of only four of this kind within the United States
- Prepares students for leadership in the biotechnology industry
- Two types of Internships are available within the MS Biotechnology & Bioinformatics program, based on the student's selected emphasis



> POSTBACCALAUREATE CERTIFICATE IN BUSINESS ADMINISTRATION (CBA)

- Fully online, one-year program provides a strong foundation in key areas such as management, marketing, and finance
- Fulfills the prerequisite course requirements for the MBA Program at CSUCI

APPLYING AS A TRANSFER STUDENT

go.csuci.edu/TransferAdmissions

WHAT ARE CSUCI'S ADMISSION REQUIREMENTS?

Upper Division Transfer

1. A minimum of 60 transferable semester units or 90 transferable quarter units; AND
2. Have a cumulative GPA of 2.0 (C) or better in all transferable units attempted; AND
3. Be in good standing at the last institution you attended; AND
4. Complete the following courses with a grade of C- or better:
 - A1. Oral Communication
 - A2. Written Communication
 - A3. Critical Thinking
 - B4. Mathematics/Quantitative Reasoning*

Lower Division Transfer

1. Meet the freshman admission requirements as described in the column to the right; AND
2. Have a cumulative GPA of 2.0 (C) or better in all transferable units attempted; AND
3. Be in good standing at the last institution attended; AND
4. Complete the following courses with a grade of C- or better:
 - A2. Written Communication
 - B4. Mathematics/Quantitative Reasoning

* College Algebra is acceptable in meeting the B4 requirement ONLY if the course meets that institution's GE math requirement.

Note: If you have taken coursework from an institution outside the United States, your transcript must be evaluated by a credentials evaluation service, such as the International Education Research Foundation (www.ierf.org). A detailed report by the credentials evaluation service is required in order for us to determine admissibility.

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WHEN ARE APPLICATIONS ACCEPTED?

Fall Admission

October 1 -
November 30*

Spring Admission

August 1 -
August 31*

WHEN DO I NEED TO HAVE MY ADMISSIONS REQUIREMENTS COMPLETED?

For Fall Admission

By the end
of the Spring
semester prior
to the Fall term
entry.

For Spring Admission

By the end of
the Fall semester
prior to the
Spring term
entry.

* Deadlines subject to
change. Visit go.csuci.edu/Admissions for up-to-date
information.



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