



**CSUN**<sup>®</sup>

CALIFORNIA  
STATE UNIVERSITY  
NORTHRIDGE

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BACHELOR OF ARTS IN

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# PUBLIC SECTOR MANAGEMENT

**A degree-completion program designed for working professionals**





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*CSUN's PSM program has been recognized with an "Outstanding Program Award" from the University Professional and Continuing Education Association (UPCEA), a national organization that promotes excellence in higher education.*

## Program Overview

Designed for working professionals who have completed their lower-division General Education (GE) requirements, this program is offered in collaboration with the university's Mike Curb College of Arts, Media and Communication; David Nazarian College of Business and Economics; and College of Social and Behavioral Sciences.

CSUN's 60-unit Bachelor's degree completion in Public Sector Management (PSM) program takes approximately two and a half years to complete and prepares graduates for career advancement by developing and refining their competencies in the following areas:

- Effective written and oral communication,
- Leadership, management and staff development,
- Problem solving and decision making,
- Critical thinking,
- Team building, and
- Budgeting and fiscal management.

**Watch:**

**Public Sector  
Management  
at CSUN**



## Why Choose This Program?

- Taught by distinguished public-sector management professionals, CSUN's bachelor's degree completion in PSM provides an essential knowledge base for career development and advancement in today's fast-paced public-sector environment.
- This program prepares students to address managerial and administrative challenges skillfully and successfully in public-sector organizations of all sizes and kinds.
- 100% guaranteed enrollment in all courses.
- Students can maintain their personal and professional responsibilities while completing their degree.
- Cohort format encourages networking among peers and faculty members within the public sector.
- Offered fully online.

## Distinction in Accreditation

California State University, Northridge is accredited by The Western Association of Schools and Colleges (WASC), a regional institutional accrediting body, recognized by the U.S. Council of Higher Education and Accreditation. In 2012, the WASC Commission stated, "The Commission commends CSUN for becoming a model learning organization characterized by collaborative and evidence-based planning, decision making and problem solving. Among its accomplishments during this review are its deep understanding of the characteristics and needs of CSUN students, which has led to programs and activities that promote student success. As noted by the team, the foundation at CSUN could not be stronger." Visit the [University Accreditation](#) web page for more information.

*"Working 40+ hours a week it was difficult to attend college full-time. This program made it much easier and provided me with all the tools to graduate in a timely manner."*

*Kathryn English  
Chief Business Official  
Pleasant Valley School District*





*"Convenience, cost and curriculum. Completing the Public Sector Management program motivated me to pursue my MPA with CSUN, and now I'll be graduating with my masters Spring 2016. This has been the best thing I could have done for myself."*

*Mayra Gonzalez  
Assignment Technician  
Los Angeles Unified School District*



## Program Features Designed to Meet the Needs of Working Professionals

- **Delivery modes** – for the convenience of working adults, this program is delivered fully online.
- **Work-friendly scheduling** – Students take courses at a pace that enables them to meet their professional and personal responsibilities while completing their B.A. degree.
- **A community of peers** – Students enter and progress through the course of study as a group or cohort. CSUN's cohort format not only ensures on-time completion and maximizes interaction with faculty but also encourages the development of valuable professional relationships among classmates who share similar career interests and goals.
- **Group activities** – Weekly group sessions provide opportunities for student interaction in "real time."
- **Structured learning** – Scheduled assignments, activities and due dates make planning and time management easier for working adults.
- **Exceptional support services** – including the personal assistance of a program coordinator whose attention to program-related administrative matters frees students to focus on their studies and careers.
- **Federal financial aid** – Many of our students access financial aid to help pay for their education. A team of financial-aid specialists dedicated specifically to our professional students is available to help process applications and distribute funding for those who qualify.





*Each year, CSUN's online programs receive national recognition for their innovative curriculum, instruction and methods.*



## CSUN: A Leader in Online Graduate Education

CSUN is a model institution for cultural diversity and rigorous scholarship in Greater Los Angeles and beyond. Here, students combine academic pursuits with hands-on experience to assemble the robust skills needed to thrive in today's global economy.

Each year, CSUN's online programs receive national recognition for their innovative curriculum, instruction and methods. All online curriculum is designed by the same distinguished faculty and leading practitioners as on-campus programs. This approach ensures that each course, whether on-campus or online, is held to the same high standards of academic excellence and student achievement.

CSUN's award-winning online programs are developed through a strong collaboration between faculty, instructional design teams and technical professionals. This partnership creates an engaged online learning community and adds enormous flexibility to the demanding personal and professional lives of participants.

Faculty receive individualized training and ongoing support to ensure smooth and effective use of online educational technology. CSUN's professional distance-learning staff also provides training and start-to-finish technical support to students in online degree programs.

Education-technology specialists, assigned to each online program and cohort, develop strong working relationships with those enrolled. This real-world support comes from actual people on the CSUN campus, and not just at a "virtual help desk," who remain fully committed to student success from day one until graduation.

## Alumni

CSUN alumni create a network of connections in California, across the nation, and around the globe. When choosing a university, it is useful to know that others who have earned their degree at that university have achieved success and often rise to leading roles in their chosen fields. Graduating from CSUN will make you a part of an extensive network of over 200,000 alumni that will build relationships for continued professional success.

## Advantages of the Carefully Crafted Curriculum

CSUN's Public Sector Management degree features a carefully crafted curriculum, specifically designed to meet the career-development needs of current or aspiring public-sector professionals. The faculty, working as a creative team with leading practitioners, develop programs in a cohort format. Faculty look at the program as an educational whole from start to finish to ensure the educational experience is powerful, comprehensive, and focused on the essentials that will lead to success in public sectors after graduation.

### REQUIRED COURSES (48 units)

- COMS 309 Advanced Public Speaking (3)
- COMS 323 Group Communication (3)\*\*
- COMS 356 Intercultural Communication (3)\* or
- SOC 307 Ethnic Diversity in America (3)\*
- COMS 454 Communication and Technology (3)
- COMS 494/L Internship in Communication Studies and Lab (1/2)
- POLS 360 Management and Organizational Behavior (3)
- MGT 370 Management Skills Development (3)
- MGT 454 Leadership, Power and Politics (3)
- MGT 460 Strategic Human Resources Management (3)
- POLS 360 Public Administration (3)
- POLS 361 Introduction to Public Policy (3)
- POLS 406 Fundamentals of Policy Analysis (3)
- POLS 407 Policy Implementation and Program Evaluation (3)
- POLS 462 Ethics in Politics and Administration (3)
- POLS 466 Politics of Public Spending (3)
- SBS 320 Social Science Research Methods (3)\*

### TYPICAL ELECTIVE COURSES OFFERED RECENTLY (12 units)

Elective courses are pre-selected for each cohort.

- POLS 380 Los Angeles: Past, Present, Future (3)\*
- URBS 310 Growth and Sustainable Development of Cities (3)
- POLS 403 State and Local Government (3)\*
- SOC 400 Organizational Theory (3)
- SOC 350 Population Dynamics (3)
- SOC 356 Social Welfare Institutions (3)
- SOC 401 Class, Status and Power (3)
- SOC 426 Social Legislation and Social Policy (3)

\*Course meets Upper-Division General Education Requirements.

\*\*Course meets General Education Information Competence Requirements.

Note: Not all courses listed are offered.

*The program coordinator assigned to each cohort works with students from the point of application through graduation.*



# Application of Coursework

Courses are designed to integrate analytical and conceptual knowledge of public-sector management with pragmatic applications that culminate with an internship or field-study experience. Toward the end of their coursework, students intern or perform field studies for public-sector agencies in order to apply what they have learned. Though many students are already working in the public sector, this internship/field-study experience provides new opportunities to apply recently acquired and/or expanded analytical, evaluation and management skills within an agency setting.

## Course Highlights

### **COMS 309 | Advanced Public Speaking**

Applies principles of audience analysis to the preparation, presentation and evaluation of persuasive messages.

### **COMS 323 | Group Communication**

Studies principles and methods of small group communication. Develops individual and group skills through application of theory to practice. Emphasis is on intra-group behavior.

### **COMS 356 | Intercultural Communication**

Cultural factors in interpersonal communication, such as perception, roles, language codes and non-verbal communication. Students will apply and evaluate theories of intercultural communication.

### **SOC 307 | Ethnic Diversity in American Society**

Describes and analyzes contemporary, changing ethnic cultures and lifestyles in American society. Focused analysis of ethnic cultures/lifestyles by social class, family form, sex role and orientation, age grouping and influences of social movements and popular culture.

### **COMS 454 | Communication and Technology**

The study of the impact of new communication technologies on interpersonal communication patterns. Emphasis is placed on implementation of technology in organizational settings.

### **COMS 494/L | Internship in Communication Studies and Lab**

Practical experience dealing with communication problems and concerns in public or private organizations.

### **POLS 360 | Management and Organizational Behavior**

Analysis of the executive function in governmental processes together with a survey of the principles of administrative organization, personnel management, financial administration, and public relations. Problems and trends in government service as a career are discussed.

### **MGT 370 | Management Skills Development**

Examines major concepts of the behavioral sciences that apply to organizational management. Focuses on understanding factors and developing skills, which affect the behavior and ultimately the performance of individuals and groups within organizations.

### **MGT 454 | Leadership, Power and Politics**

Concentrates on the ability of individuals to lead others in important undertakings. Focuses on the management of organizations, the management of large-scale change, and resolution of complex problems. Examines behavioral approaches to leadership, particularly attaining and exerting power and managing the political subsystem.

### **MGT 460 | Strategic Human Resources Management**

Examines the formulation and implementation of Human Resources policy at the strategic level. Emphasis on how HR functions integrate with overall organizational strategy to make the firm more competitive.

### **POLS 360 | Public Administration**

Analysis of the executive function in governmental processes together with a survey of the principles of administrative organization, personnel management, financial administration, and public relations. Problems and trends in government service as a career are discussed.

### **POLS 361 | Introduction to Public Policy**

Introduces the student to public policy approaches, contexts, processes and outcomes.



**POLS 380 | Los Angeles: Past, Present, Future**

Multidisciplinary investigation of the Los Angeles urban area – its patterns of population and resources distribution; its historical, economic, social and cultural developments; and policies models designed to cope with its problems and to develop its potential as an ethnically diverse metropolis on the Pacific Rim.

**POLS 403 | State and Local Government**

Study of the political, administrative, and judicial systems of states, counties, cities, and special districts. Intergovernmental relations, functions, trends and current problems.

**POLS 406 | Fundamentals of Policy Analysis**

A systematic and critical approach to designing public policies. Integrates theory and social science techniques so students may apply the methods, models and tools of policy analysis to particular cases and problems that confront policy makers.

**POLS 407 | Policy Implementation and Program Evaluation**

Provides an overview of policy implementation and program evaluation, by looking at the strategies, the techniques and tools used most frequently by policy makers and evaluators. Students will be introduced to major theories and applications so they can assess projects and programs in terms of impact, process and cost.

**POLS 462 | Ethics in Politics and Administration**

Examines the various kinds of ethical problems faced by elected and non-elected government personnel. Focuses on the scope and limits of individual responsibility in the practice of politics and the management of public organizations.

**POLS 466 | Politics of Public Spending**

Critical analysis of how government financial policies are formulated and controlled within a context of conflicting views and interests. Examines the influence of the system of checks and balances, the effects of cooperation among chief executives, administrators, budget bureaus, legislators, pressure groups, and the general public, and the impact of government spending on the private economy.

**SBS 320 | Social Science Research Methods**

Study of principles and techniques used to design and evaluate social scientific research. Course includes discussion of data collection, statistical analysis, and interpretation.

**SOC 350 | Population Dynamics**

Analysis of the nature, causes and consequences of major world population trends as they are related to urban studies, medical sociology and ecology. Studies fertility, mortality and migration; sex ratios; race and ethnic composition; marital, educational and occupational status; and census and vital statistics.

**SOC 356 | Social Welfare Institutions**

Exploration of social welfare institutions as one of the basic institutions in contemporary society. Examines varied political and social ideologies that contribute to the development of social welfare institutions, programs, and policies.

**SOC 401 | Class, Status and Power**

Analysis of the distribution of wealth, prestige and power. Study of the causes of poverty, life chances of the poor, lifestyles of the wealthy, upward and downward mobility, and class and group conflict in society.

**SOC 410 | Urban Sociology**

Worldwide processes of urbanization, both historical and contemporary. Theoretical approaches and research and their implications for urban policy and change. Focuses on social structure, social differentiation and lifestyles found within a metropolitan area and in diverse metropolitan areas and their implications.

**SOC 426 | Social Legislation and Social Policy**

Study of the historical, social, and political aspects related to the development of social policies.

**URBS 310 | Growth and Sustainable Development of Cities**

Examination of the forces contributing to the form, structure and sustainable development of cities. Emphasis on urban areas of the U.S.



**Workers with a bachelor's degree on average earn well over \$1 million more than high school graduates during their working lives, while those with an associate's degree earn about \$325,000 more.**

*Federal Reserve Bank of New York, Current Issues in Economics and Finance.*



## Distinguished Faculty

The quality of the faculty and its commitment to teaching midcareer professionals are first and foremost. Exceptional scholars join the CSUN faculty because they value teaching.

With many providers of education flooding the market today, someone considering finishing a baccalaureate may have difficulty making the right choice. The faculty's combination of traditional scholarship and applied research puts CSUN in a position to offer midcareer professionals the advantage of advanced education rooted in the realities of practice and the challenges facing professionals and organizations today.

Faculty and practitioners confer to structure the curriculum in a way that gives students multiple perspectives, including new knowledge in the field, integrating experience into their education, and preparing them for advanced roles in their professions and thought leaders in their fields. Faculty bios can be read on the [Faculty web page](#).

### **Jessica Baty McMillan**

Lecturer, Communication Studies Department

### **Lawrence Becker**

Professor, Political Science Department

### **Lori Ann Campbell**

Associate Professor, Sociology Department

### **Moshoula Capous-Desyllas**

Professor, Sociology Department

### **Michael Carter**

Professor, Sociology Department

### **James Davidson**

Assistant Professor, Sociology Department

### **Monica Gallegos**

Associate Professor, Communication Studies Department

### **Gigi Hessamian**

Lecturer, Communication Studies Department

### **Tom Hogen-Esch**

Professor, Political Science Department

### **Tyler Hughes**

Associate Professor, Political Science Department

### **David Leitch**

Professor, Political Science Department

### **Dominic Little**

Lecturer, Criminal Justice Studies Department

### **Lauren McDonald**

Associate Professor, Sociology Department

### **Randi Picarelli**

Lecturer, Communication Studies Department

### **Sigalit Ronen**

Associate Professor, Management Department

### **Lawrence Sandy-Bailey**

Lecturer, Political Science Department

### **Josh Sides**

Professor, History Department

### **Deone Zell**

Professor, Management





**"Great program! The professors care about your education and help you achieve your goals. CSUN offers programs for working adults recognizing the need of students."**

Donna Kumar  
Parent-Student Lead Coordinator  
Ingenium Schools



## The Advantages of CSUN's Approach to Supporting the Educational Success of Working Professionals

Starting a degree program is a big step, but – for working adults – the real value is in completing the program. That is why CSUN focuses on providing the outstanding student support services that ensure participants meet their educational goals and succeed in graduating. We recognize that midcareer professionals undertaking advanced professional education need to focus on their academic work to be successful in the program. This recognition prompted the development of a level of support services rare among public universities.

Students should not have to spend time trying to figure out and navigate the university's administrative systems. With that in mind, the program coordinator assigned to each cohort works with students from the point of application through graduation. This practice ensures that each student will have direct personal support with a specific person to email or call with any questions or concerns at any time during the program. Each program coordinator is also a proactive part of the cohort experience, providing ongoing information, regular reminders and consistent encouragement.

Each degree program also has an assigned academic lead. This is a faculty member with specific responsibilities for coordinating the work of the faculty teaching in the program and responding to academic questions students may have that go beyond the scope of an individual course. Participants in each cohort know their academic lead well and can take advantage of this resource for guidance whenever they face an academic challenge.

With this approach, CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.

***CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.***

# Admission to the Public Sector Management program

To be considered for admission, applicants must have completed at least 60 transferable semester (90 quarter) units of college coursework with a grade point average of 2.0 or higher, and a grade of C or better in each course used to meet the CSU General Education Basic Skills requirement, consisting of 3 units each in the areas of: 1) written communication, 2) oral communication, 3) critical thinking, and 4) mathematics/quantitative reasoning;

Review [Admission Guidelines for Bachelor Degree Completion Programs](#) for more detailed information.

## Students with Associate Degree for Transfer from a California Community College

If you have completed your approved Associate Degree for Transfer (AD-T) from a California community college, you are eligible for admission to the Bachelor degree-completion in Public Sector Management (PSM) program.

If you are attending or have attended community college out of state, please refer to [Admission Guidelines for Bachelor Degree Completion Programs](#) for more detailed information.

## Previously Disqualified Students

Students must have GE Basics Subjects complete and they must complete a minimum of 6 academic units following their last disqualification with a cumulative GPA of 2.00. They must complete a questionnaire, submit transcripts showing the successful completion of units after being previously disqualified and must reapply to Tseng College.

[Apply Returning to CSUN](#)

Do not fill out a Cal State Apply application. Students only need to fill out a Tseng College application for the PSM program and submit the Previously Disqualified Questionnaire to the Office of Admissions and Records before the deadline on the form.

For more information, please visit [Admission Requirements](#) web page.

For More Information

(818) 210-3063

[programs@csun.edu](mailto:programs@csun.edu)

Learn More