**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS**

### Concentration in General Business

The concentration in General Business is designed to provide a solid foundation in the functional areas of business and offers students flexibility in selecting from a broad range of business courses. The concentration is intended to prepare students for careers in small, medium, or family businesses.

All concentration courses must be taken on a letter-grade basis. Students must have a minimum grade point average of 2.0 in all concentration courses.

### Bachelor of Science in Business Administration: Concentration in General Business — 60 units

#### Prerequisites to Core Courses

In addition to the core course program required of all business majors, students must earn a grade of C- or higher in core business courses being used as prerequisites for other core business courses. Students who received grades of D-, D, or D+ before spring 2005 will be given an exception to this rule for any such courses.

### Core Courses for Business Majors (39 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 101</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR</td>
<td>3</td>
</tr>
<tr>
<td>or DS 660GW</td>
<td>Communications for Business Analytics - GWAR</td>
<td>3</td>
</tr>
<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society</td>
<td></td>
</tr>
<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Required Core Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS 110</td>
<td>Calculus with Business Applications (or equivalent to MATH 110)</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 110</td>
<td>Business Calculus</td>
<td></td>
</tr>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems (or a passing score on the ISYS 263 CLEP Exam)</td>
<td>3</td>
</tr>
</tbody>
</table>

These courses must be completed before enrollment in certain core courses. Most core courses have specific prerequisites that are listed within the course descriptions.

**Note:** DS 110, ECON 101, and ECON 102 (formerly ECON 100) are acceptable for General Education.

Except in cases of credit by examination, no more than 6 units of the core may be offered toward graduation on a CR/NC basis.

Students must earn a grade of C- or higher in core business courses being used as prerequisites for other core business courses. Students who received grades of D-, D, or D+ before spring 2005 will be given an exception to this rule for any such courses.

### List 1 (6 units)

Select two of the following with different prefixes:

- DS 312 Data Analysis with Computer Applications
- DS 408 Computer Simulation
- DS 411 Decision Modeling for Business
- DS 601 Applied Management Science
- DS 604 Applied Business Forecasting
- DS 624 Quality Management
- DS 655 Sustainable Supply Chain Management
- ECON 400 Economic and Social History of the United States
- ECON 450 Health Economics
- ECON/HIST/LABR 474 History of Labor in the United States
- ECON/LABR 510 Labor Economics
- ECON/LABR 511 Collective Bargaining
- ECON/USP 535 Urban Economics
- ECON 620 Economic Development
- ECON/I R 635 Economics of Globalization
- ISYS 350 Building Business Applications
- ISYS 463 Information Systems Analysis and Design
- ISYS 471 E-Commerce Systems
- ISYS 565 Managing Enterprise Networks
- ISYS 568 Multimedia Business Applications Development
- ISYS 569 Information Systems for Business Process Management
- ISYS 575 Information Security Management
- ISYS 650 Business Intelligence

**Course must be taken for a letter grade.**

### List 2 (6 units)

Select two of the following with different prefixes:

- BUS 440 Ethics at Work: Business Impacts
- BUS 450 Greening of Business
- HTM 421 Food, Wine, and Culture in California
- HTM 425 The Business of International Tourism
- HTM 560 Hospitality Human Resource Management
- HTM 595 Selected Topics in Hotel Administration
- IBUS 331 Cross-cultural Creativity in Business
- IBUS 430 Import-Export Management and Small Business Operations

1 Course must be taken for a letter grade.
IBUS 517  Legal Environment of World Business  3
IBUS 590  International Environmental Analysis  3
IBUS 591  Doing Business in Latin America  3
IBUS 592  Doing Business in Greater China  3
IBUS 593  Doing Business in Europe  3
IBUS 594  Doing Business in Asia-Pacific Countries  3
IBUS 596  Doing Business in Japan  3
IBUS 598  Doing Business in Emerging Markets  3
IBUS 620  Research in International Business and the Global Market  3
IBUS/MGMT 659  Introduction to International Business Negotiation  3
IBUS 676  Social Entrepreneurship in a Global Context  3
IBUS 681  Seminar in Comparative Management  3
IBUS 690  Global Strategic Management  3
MGMT 354  Starting a Small Business  3
MGMT 407  Economics for Managers  3
MGMT 535  Selected Topics in Entrepreneurship  3
MKTG 432  Public Relations  3
MKTG 433  Personal Selling  3
MKTG 436  Retail Management  3
MKTG 441  Business to Business Marketing  3
MKTG 469  Digital Marketing  3
MKTG 644  Services Marketing  3
MKTG 675  Brand Management  3
MKTG 680  International Marketing Management  3
MKTG 688  New Product Management Seminar  3

Electives (9 units)

Choose three upper division College of Business courses with advisor approval. Elective courses must have three different prefixes but can be the same prefixes as courses taken from Lists 1 and 2.

Note: Students transferring from a community college with an AS-T in Business should consult with an advisor to choose appropriate upper division courses to satisfy the general business concentration.

General Education Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Written English Communication I</td>
<td>LD</td>
<td>3</td>
<td>A2</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>LD</td>
<td>3</td>
<td>A3</td>
</tr>
<tr>
<td>Written English Communication II</td>
<td>LD</td>
<td>3</td>
<td>A4</td>
</tr>
<tr>
<td>Physical Science</td>
<td>LD</td>
<td>3</td>
<td>B1</td>
</tr>
<tr>
<td>Life Science</td>
<td>LD</td>
<td>3</td>
<td>B2</td>
</tr>
<tr>
<td>Lab Science</td>
<td>LD</td>
<td>1</td>
<td>B3</td>
</tr>
<tr>
<td>Mathematics/Quantitative Reasoning</td>
<td>LD</td>
<td>3</td>
<td>B4</td>
</tr>
<tr>
<td>Arts</td>
<td>LD</td>
<td>3</td>
<td>C1</td>
</tr>
<tr>
<td>Arts or Humanities</td>
<td>LD</td>
<td>3</td>
<td>C1 or C2</td>
</tr>
<tr>
<td>Humanities: Literature</td>
<td>LD</td>
<td>3</td>
<td>C3</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>LD</td>
<td>3</td>
<td>D1</td>
</tr>
<tr>
<td>Social Sciences: US History</td>
<td>LD</td>
<td>3</td>
<td>D2</td>
</tr>
<tr>
<td>Social Sciences: US &amp; CA Government</td>
<td>LD</td>
<td>3</td>
<td>D3</td>
</tr>
<tr>
<td>Lifelong Learning and Self-Development (LLD)</td>
<td>LD or UD</td>
<td>3</td>
<td>E</td>
</tr>
<tr>
<td>Physical and/or Life Science</td>
<td>UD</td>
<td>3</td>
<td>UD-B</td>
</tr>
<tr>
<td>Arts and/or Humanities</td>
<td>UD</td>
<td>3</td>
<td>UD-C</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>UD</td>
<td>3</td>
<td>UD-D</td>
</tr>
</tbody>
</table>

SF State Studies
Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), in a major or minor, or an elective.

American Ethnic and Racial Minorities (AERM) | LD or UD | 3
Environmental Sustainability (ES) | LD or UD | 3
Global Perspectives (GP) | LD or UD | 3
Social Justice (SJ) | LD or UD | 3

Note: LD = Lower Division; UD = Upper Division.

First-Time Student Roadmap (4 Year)
This roadmap opens in a new tab. (bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/roadmap.html)

Transfer Student Roadmap (2 Year)
For students with an AS-T in Business Administration with 12 units in the major satisfied. This roadmap opens in a new tab. (bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt12-roadmap.html)

For students with an AS-T in Business Administration with 21 units in the major satisfied. This roadmap opens in a new tab. (bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt21-roadmap.html)

This degree program is an approved pathway ("similar" major) for students earning the ADT in Business Administration

California legislation SB 1440 (2009) mandated the creation of the Associate Degree for Transfer (ADT) to be awarded by the California
Community Colleges. Two types of ADTs are awarded: Associate in Arts for Transfer (AA-T) and Associate in Science for Transfer (AS-T). Note: no specific degree is required for admission as an upper-division student. However, the ADT includes specific guarantees related to admission and graduation, and is designed to clarify the transfer process and strengthen lower-division preparation for the major.

An ADT totals 60 units and includes completion of all lower-division General Education requirements and at least 18 units in a specific major. Students pursuing an ADT are guaranteed admission to the CSU if minimum eligibility requirements are met, though not necessarily to the CSU campus of primary choice.

Upon verification that the ADT has been awarded prior to matriculation at SF State, students are guaranteed B.A. or B.S. completion in 60 units if pursuing a "similar" major after transfer. Determinations about "similar" majors at SF State are made by faculty in the discipline.

Degree completion in 60 units cannot be guaranteed when a student simultaneously pursues an additional major, a minor, certificate, or credential.

A sample advising roadmap for students who have earned an ADT and continue in a "similar" major at SF State is available on the Roadmaps tab and displays:

- How many lower-division units required for the major have been completed upon entry based on award of a specific ADT;
- Which lower-division requirements are considered complete upon entry based on award of a specific ADT;
- How to complete the remaining 60 units for the degree in four semesters.

Students who have earned an ADT should seek advising in the major department during the first semester of attendance.

General Advising Information for Transfer Students

1. Before transfer, complete as many lower division requirements or electives for this major as possible.
2. The following courses are not required for admission, but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
   - a course in U.S. History
   - a course in U.S. & California Government
   - a 2nd-semester course in written English composition

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit http://www.assist.org. Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower division major requirements for this major, including 2nd-semester composition;

Remedial courses are not transferable and do not apply to the minimum 60 units/90 quarters required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper division transfer (for example, if course was not passed on the first attempt, or was taken to earn a better grade).

Before leaving the last California community college of attendance, obtain a summary of completion of lower division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP. Students pursuing majors in science, technology, engineering and mathematics (STEM) disciplines often defer 6-9 units of lower division general education in areas C and D until after transfer in order to focus on preparation courses for the major. (This advice does not apply to students pursuing associate degree completion before transfer.)

Transferring from institutions other than CCCs or CSUs

Review SF State’s lower division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State’s lower division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (GE A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

Identify and complete a 2nd-semester written English composition course before transfer. This is usually the next course after the typical “freshman comp” course, with a focus on writing, reading and critical analytical skills for academic purposes, and developing skills in composing, revising, and the use of rhetorical strategies.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.

All students must meet the transfer eligibility requirements outlined below for admission. For more information, visit the Undergraduate Admissions section.

- Complete 60 or more transferable semester units or 90 or more quarter units
- Earn a college grade point average of 2.00 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
• Be in good standing at the last college or university attended
• Complete 30 semester units (45 quarter units) of general education, including four basic skills courses:
  a. One course in oral communication (same as CSU GE area A1)
  b. One course in written composition (same as CSU GE area A2)
  c. One course in critical thinking (same as CSU GE area A3)
  d. One course in mathematics or quantitative reasoning, with intermediate algebra as a prerequisite (same as CSU GE area B4)
• The four basic skills courses and a minimum of 60 transferable semester units (90 quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a “C” or better grade in each basic skills course.