

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS - QUANTITATIVE REASONING CATEGORY I/II AND STRETCH ENGLISH

120 Total Units Required

Minimum Number of Units in the Major: 60

Course	Title	Units
First Semester		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, D1)	3
ENG 104	Writing the First Year: Finding Your Voice Stretch I ¹	3
GE Area A ²		3
GE Area C		3
GE Area D		3
Units		15
Second Semester		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
ENG 105	Writing the First Year: Finding Your Voice Stretch II (A2) ¹	3
MATH 110 or DS 110	Business Calculus (Major Prerequisite, B4) ³ or Calculus with Business Applications	3
GE Area A		3
GE Area C		3
Units		15
Third Semester		
ACCT 100	Introduction to Financial Accounting (Major Core)	3
GE Area B: Physical Science (B1) and Laboratory Science (B3) ⁴		3-4
GE Area C		3
GE Area D		3
GE Area E		3
Units		15-16

Fourth Semester		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
Select One (Major Core):		3
DS 212	Business Statistics I (Prerequisite for DS 412)	
ISED 160	Data Analysis in Education (B4)	
MATH 124	Elementary Statistics (B4)	
ISYS 263	Introduction to Information Systems (Major Prerequisite)	3
GE Area B: Life Science (B2) and Laboratory Science (B3) ⁴		3-4
SF State Studies or University Elective		3

Units 15-16

Fifth Semester		
BUS 300GW	Business Communication for Professionals - GVAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D, GP)	3
Concentration Requirements (21 units) - Take Two ⁵		6
Units		15

Sixth Semester		
ACCT 307 or ISYS 363	Accounting Information Systems (Major Core) or Information Systems for Management	3
DS 412	Operations Management (Major Core)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
SF State Studies or University Elective		3
Units		15

Seventh Semester		
Concentration Requirements (21 units) - Take Three ⁵		9
GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course)		3

<u>SF State Studies or University Elective</u>		3
	Units	15
Eighth Semester		
BUS 682	Seminar on Business and Society (Major Core)	3
BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Concentration Requirements (21 units) - Take Two ⁵		6
<u>SF State Studies or University Elective</u>		3
	Units	15
Total Units		120-122

- ¹ ENG 114 can only be taken if you complete Directed Self-Placement (DSP) and select ENG 114; if you choose ENG 104/ENG 105 through DSP you will satisfy A2 upon successful completion of ENG 105 in the second semester; multilingual students may be advised into alternative English courses.
- ² To avoid taking additional units, it is recommended that you meet **SF State Studies** requirements (AERM, GP, ES, SJ) within your GE.
- ³ Depending on courses completed through Early Start, students in Pathway/Category III or IV may be required to enroll in a support course to complement their Quantitative Reasoning/B4 requirement. There are multiple course options for this pathway. Before enrolling in a B4 course, students should verify their MATH Pathway/Category in their [Student Center](#). Information regarding the courses that correspond with your MATH Pathway/Category can be found on the [Developmental Studies Office Website](#).
- ⁴ Consider taking a class combined with a laboratory or a separate lab to fulfill GE Area B3 if not already satisfied.

⁵ **General Business Concentration Requirements (21 units)**
Select seven of the following with four different prefixes:
BUS 440 Ethics at Work: Business Impacts (3 units) (UD-C)
BUS 450 Greening of Business (3 units)
DS 312 Data Analysis with Computer Applications (3 units)
DS 408 Computer Simulation (3 units)
DS 411 Decision Modeling for Business (3 units)
DS 601 Applied Management Science (3 units)
DS 604 Applied Business Forecasting (3 units)
DS 624 Quality Management (3 units)
DS 655 Sustainable Supply Chain Management (3 units)
ECON 400 Economic and Social History of the United States (3 units)
ECON 450 Health Economics (3 units)
ECON 474/HIST 474/LABR 474 History of Labor in the United States (3 units)
ECON 510/LABR 510 Labor Economics (3 units)
ECON 511/LABR 511 Collective Bargaining (3 units)
ECON 535/USP 535 Urban Economics (3 units)
ECON 620 Economic Development (3 units)
ECON 635/I R 635 Economics of Globalization (3 units)
HTM 324 Historical and Contemporary Aspects of Food, Beverage, and Culture in America (3 units) (UD-D)
HTM 351 Asian Food, Culture, and Hospitality (3 units) (UD-C, AERM)
HTM 364 Hospitality and Tourism Management Information Systems (3 units)
HTM 421 Food, Wine, and Culture in California (3 units) (UD-D)
HTM 424 Tourism Management (3 units) (UD-C, AERM, SJ)
HTM 425 The Business of International Tourism (3 units) (UD-D, GP)
HTM 560 Hospitality Human Resource Management (3 units)
IBUS 430 Import-Export Management and Small Business Operations (3 units)
IBUS 517 Legal Environment of World Business (3 units)
IBUS 590 International Environmental Analysis (3 units)
IBUS 591 Doing Business in Latin America (3 units)
IBUS 592 Doing Business in Greater China (3 units)
IBUS 593 Doing Business in Europe (3 units)
IBUS 594 Doing Business in Asia-Pacific Countries (3 units)
IBUS 596 Doing Business in Japan (3 units)
IBUS 598 Doing Business in Emerging Markets (3 units)
IBUS 620 Research in International Business and the Global Market (3 units)
IBUS 659/MGMT 659 Introduction to International Business Negotiation (3 units)
IBUS 676 Social Entrepreneurship in a Global Context (3 units) (SJ)
IBUS 681 Seminar in Comparative Management (3 units)
IBUS 690 Global Strategic Management (3 units)
ISYS 350 Building Business Applications (3 units)
ISYS 463 Information Systems Analysis and Design (3 units)
ISYS 471 E-Commerce Systems (3 units)
ISYS 565 Managing Enterprise Networks (3 units)
ISYS 568 Multimedia Business Applications Development (3 units)
ISYS 569 Information Systems for Business Process Management (3 units)
ISYS 575 Information Security Management (3 units)
ISYS 650 Business Intelligence (3 units)
MGMT 354 Starting a Small Business (3 units)
MGMT 535 Selected Topics in Entrepreneurship (3 units)
MKTG 432 Public Relations (3 units)
MKTG 433 Personal Selling (3 units)
MKTG 436 Retail Management (3 units)
MKTG 441 Business to Business Marketing (3 units)
MKTG 469 Digital Marketing (3 units)

MKTG 644 Services Marketing (3 units)
MKTG 675 Brand Management (3 units)
MKTG 680 International Marketing Management (3 units)
MKTG 688 New Product Management Seminar (3 units)
Two non-CoB upper-division courses are permitted as substitutes for two of the seven with advisor approval. Up to two of the non-CoB courses prefix can be used to fulfill the four different prefixes requirement.