# Bachelor of Science in Business Administration: Concentration in General Business Roadmap

## 120 Total Units Required
Minimum Number of Units in the Major: 60

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
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<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td>3</td>
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<tr>
<td>GE Area A: Written English Communication (A2)</td>
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<tr>
<td>GE Area C: Arts (C1) or Humanities (C2)</td>
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</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
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<thead>
<tr>
<th>Course</th>
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<tr>
<td><strong>Second Semester</strong></td>
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<tr>
<td>ECON 102</td>
<td>Introduction to Macroeconomic Analysis</td>
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<tr>
<td>MATH 110</td>
<td>Business Calculus 3 or Calculus with Business Applications</td>
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<tr>
<td>or DS 110</td>
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<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
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<tr>
<td>GE Area A: Written English Communication II (A4)</td>
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<tr>
<td>or Written English Communication (A2) Stretch II</td>
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<td>GE Area C: Arts (C1)</td>
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<tr>
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<td><strong>Third Semester</strong></td>
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<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
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<tr>
<td>GE Area A: Written English Communication II (A4) if not already satisfied</td>
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<tr>
<td>or SF State Studies or University Elective</td>
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<tr>
<td>GE Area B: Physical Science (B1) and Laboratory Science (B3)</td>
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<tr>
<td>GE Area C: Humanities: Literature (C3)</td>
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<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
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<thead>
<tr>
<th>Course</th>
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<td><strong>Fourth Semester</strong></td>
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<tr>
<td>ACCT 101</td>
<td>Introduction to Managerial Accounting</td>
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<tr>
<td>DS 212</td>
<td>Business Statistics I</td>
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<tr>
<td>MATH 124</td>
<td>Elementary Statistics</td>
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<tr>
<td>ISED 160</td>
<td>Data Analysis in Education</td>
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<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems</td>
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<tr>
<td>GE Area B: Life Science (B2) and Laboratory Science (B3)</td>
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<td>SF State Studies or University Elective</td>
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<tr>
<th>Course</th>
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<td><strong>Fifth Semester</strong></td>
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<tr>
<td><strong>Units</strong></td>
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<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR</td>
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<tr>
<td>or DS 660GW</td>
<td>or Communications for Business Analytics - GWAR</td>
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<tr>
<td>FIN 350</td>
<td>Business Finance</td>
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<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Units</td>
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<tr>
<td>IBUS 330</td>
<td>International Business and Multicultural Relations (Upper Division Social Sciences: UD-D Consider SF State Studies Course)</td>
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<td>Major List 1 (6 units total) – Take One</td>
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<tr>
<td>Major List 2 (6 units total) – Take One</td>
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<tr>
<td><strong>Sixth Semester</strong></td>
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<tr>
<td>ACCT 307 or ISYS 363</td>
<td>Accounting Information Systems or Information Systems for Management</td>
<td>3</td>
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<tr>
<td>BUS 440</td>
<td>Ethics at Work: Business Impacts</td>
<td>3</td>
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<tr>
<td>DS 412</td>
<td>Operations Management</td>
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<tr>
<td>MGMT 405</td>
<td>Introduction to Management and Organizational Behavior</td>
<td>3</td>
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<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
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<tr>
<td><strong>Seventh Semester</strong></td>
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<tr>
<td>Major List 1 (6 units total) – Take One</td>
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<tr>
<td>Major List 2 (6 units total) – Take One</td>
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<tr>
<td>Major Elective (9 units total) – Take One</td>
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<tr>
<td>GE Area UD-B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)</td>
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<td>SF State Studies or University Elective</td>
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<td><strong>Eighth Semester</strong></td>
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<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society</td>
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<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management</td>
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<td>Major Elective (9 units total) – Take Two</td>
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<td>SF State Studies or University Elective</td>
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<tr>
<td><strong>Total Units</strong></td>
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<td><strong>120-121</strong></td>
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</table>

1. To avoid taking additional units, it is recommended that you meet LLD and SF State Studies requirements (AERM, GP ES, SJ) within your GE.
2. 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.
3. Prepare: MATH 60 and/or MATH 70 are required prerequisites to MATH 110/DS 110 unless you score 50 or higher on ELM or have an ELM exemption.
4. Consider taking a class combined with a laboratory or a separate lab to fulfill GE Area B3 if not already satisfied.
### List 1 (6 units)
Select two of the following with different prefixes:

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>DS 312</td>
<td>Data Analysis with Computer Applications</td>
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</tr>
<tr>
<td>DS 408</td>
<td>Computer Simulation</td>
<td>3</td>
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<tr>
<td>DS 411</td>
<td>Decision Modeling for Business</td>
<td>3</td>
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<tr>
<td>DS 601</td>
<td>Applied Management Science</td>
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<tr>
<td>DS 604</td>
<td>Applied Business Forecasting</td>
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<tr>
<td>DS 624</td>
<td>Quality Management</td>
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<tr>
<td>DS 655</td>
<td>Sustainable Supply Chain Management</td>
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<tr>
<td>ECON 400</td>
<td>Economic and Social History of the United States</td>
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<tr>
<td>ECON 450</td>
<td>Health Economics</td>
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<tr>
<td>ECON 474/HIST 474/LABR 474</td>
<td>History of Labor in the United States (3 units)</td>
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<tr>
<td>ECON 510/LABR 510</td>
<td>Labor Economics</td>
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<tr>
<td>ECON 511/LABR 511</td>
<td>Collective Bargaining</td>
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<tr>
<td>ECON 535/USP 535</td>
<td>Urban Economics</td>
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<tr>
<td>ECON 620</td>
<td>Economic Development</td>
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<tr>
<td>ECON 635/IR 635</td>
<td>Economics of Globalization</td>
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<tr>
<td>ISYS 350</td>
<td>Building Business Applications</td>
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<tr>
<td>ISYS 463</td>
<td>Information Systems Analysis and Design</td>
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<tr>
<td>ISYS 471</td>
<td>E-Commerce Systems</td>
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</tr>
<tr>
<td>ISYS 565</td>
<td>Managing Enterprise Networks</td>
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<tr>
<td>ISYS 568</td>
<td>Multimedia Business Applications Development</td>
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<tr>
<td>ISYS 569</td>
<td>Information Systems for Business Process Management</td>
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<tr>
<td>ISYS 575</td>
<td>Information Security Management</td>
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<tr>
<td>ISYS 650</td>
<td>Business Intelligence</td>
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### List 2 (6 units)
Select two of the following with different prefixes:

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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BUS 440</td>
<td>Ethics at Work: Business Impacts</td>
<td>3</td>
</tr>
<tr>
<td>BUS 450</td>
<td>Greening of Business</td>
<td>3</td>
</tr>
<tr>
<td>HTM 421</td>
<td>Food, Wine, and Culture in California</td>
<td>3</td>
</tr>
<tr>
<td>HTM 425</td>
<td>The Business of International Tourism</td>
<td>3</td>
</tr>
<tr>
<td>HTM 560</td>
<td>Hospitality Human Resource Management</td>
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<tr>
<td>HTM 595</td>
<td>Selected Topics in Hotel Administration</td>
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<tr>
<td>IBUS 331</td>
<td>Cross-cultural Creativity in Business</td>
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<tr>
<td>IBUS 430</td>
<td>Import-Export Management and Small Business Operations</td>
<td>3</td>
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<tr>
<td>IBUS 517</td>
<td>Legal Environment of World Business</td>
<td>3</td>
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<tr>
<td>IBUS 590</td>
<td>International Environmental Analysis</td>
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<tr>
<td>IBUS 591</td>
<td>Doing Business in Latin America</td>
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<td>IBUS 592</td>
<td>Doing Business in Greater China</td>
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<tr>
<td>IBUS 593</td>
<td>Doing Business in Europe</td>
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<tr>
<td>IBUS 594</td>
<td>Doing Business in Asia-Pacific Countries</td>
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<tr>
<td>IBUS 596</td>
<td>Doing Business in Japan</td>
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<tr>
<td>IBUS 598</td>
<td>Doing Business in Emerging Markets</td>
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<tr>
<td>IBUS 620</td>
<td>Research in International Business and the Global Market</td>
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<td>IBUS 659/MBMT 659</td>
<td>Introduction to International Business Negotiation</td>
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<tr>
<td>IBUS 676</td>
<td>Social Entrepreneurship in a Global Context</td>
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<td>IBUS 681</td>
<td>Seminar in Comparative Management</td>
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<td>IBUS 690</td>
<td>Global Strategic Management</td>
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<td>MGMT 354</td>
<td>Starting a Small Business</td>
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<td>MGMT 407</td>
<td>Economics for Managers</td>
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<td>MGMT 535</td>
<td>Selected Topics in Entrepreneurship</td>
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<tr>
<td>MKTG 432</td>
<td>Public Relations</td>
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<td>MKTG 433</td>
<td>Personal Selling</td>
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<td>MKTG 436</td>
<td>Retail Management</td>
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<td>MKTG 441</td>
<td>Business to Business Marketing</td>
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<td>MKTG 469</td>
<td>Digital Marketing</td>
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<td>MKTG 644</td>
<td>Services Marketing</td>
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<td>MKTG 675</td>
<td>Brand Management</td>
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<td>MKTG 680</td>
<td>International Marketing Management</td>
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<tr>
<td>MKTG 688</td>
<td>New Product Management Seminar</td>
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Electives must include three upper division courses with different prefixes and advisor approval.