# 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>
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<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td></td>
<td>3</td>
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<tr>
<td>GE Area A: Written English Communication (A2)</td>
<td></td>
<td>3</td>
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<tr>
<td>GE Area C: Arts (C1) or Humanities (C2)</td>
<td></td>
<td>3</td>
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<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
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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>
<td>3</td>
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<tr>
<td>MATH 110 or DS 110</td>
<td>Business Calculus ³ or Calculus with Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
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<td>3</td>
</tr>
<tr>
<td>GE Area A: Written English Communication II (A4) or Written English Communication (A2) Stretch II</td>
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<td>3</td>
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<tr>
<td>GE Area C: Arts (C1)</td>
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<td>3</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Third Semester</strong></td>
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<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Written English Communication II (A4) if not already satisfied or SF State Studies or University Elective</td>
<td></td>
<td>3</td>
</tr>
<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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<td>3</td>
</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
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<td>3</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Fourth Semester</strong></td>
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<tr>
<td>ACCT 101</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Select One:</td>
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<tr>
<td>DS 212</td>
<td>Business Statistics I</td>
<td>3</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>
<td>3</td>
</tr>
<tr>
<td>GE Area B: Life Science (B2) and Laboratory Science (B3)</td>
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<td>3-4</td>
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<tr>
<td>SF State Studies or University Elective</td>
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<td>3</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15-16</td>
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<tr>
<td><strong>Fifth Semester</strong></td>
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<tr>
<td>BUS 300GW or DS 660GW</td>
<td>Business Communication for Professionals or Communications for Business Analytics - GWAR</td>
<td>3</td>
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<tr>
<td>FIN 350</td>
<td>Business Finance</td>
<td>3</td>
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</tbody>
</table>
IBUS 330  
International Business and Multicultural Relations (Upper Division Social Sciences: UD-D Consider SF State Studies Course)  
3

Major List 1 (6 units total) – Take One  
5

Major List 2 (6 units total) – Take One  
6

Sixth Semester

ACCT 307  
Accounting Information Systems  
or ISYS 363  
or Information Systems for Management  
3

BUS 440  
Ethics at Work: Business Impacts  
3

DS 412  
Operations Management  
3

MGMT 405  
Introduction to Management and Organizational Behavior  
3

MKTG 431  
Principles of Marketing  
3

Units  
15

Seventh Semester

Major List 1 (6 units total) – Take One  
5

Major List 2 (6 units total) – Take One  
6

Major Elective (9 units total) – Take One  
7

GE Area UD–B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)  
3

SF State Studies or University Elective  
3

Units  
15

Eighth Semester

BUS 682  
Seminar on Business and Society  
3

BUS 690  
Seminar in Business Policy and Strategic Management  
3

Major Elective (9 units total) – Take Two  
7

SF State Studies or University Elective  
3

Units  
15

Total Units  
120-121

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:
- 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/IR 635 Economics of Globalization (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)

List 2 (6 units)
Select two of the following with different prefixes:
- BUS 440 Ethics at Work: Business Impacts (3 units)
- BUS 450 Greening of Business (3 units)
- HTM 421 Food, Wine, and Culture in California (3 units)
- HTM 425 The Business of International Tourism (3 units)
- HTM 560 Hospitality Human Resource Management (3 units)
- HTM 595 Selected Topics in Hotel Administration (3 units)
- IBUS 331 Cross-cultural Creativity in Business (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)
- IBUS 681 Seminar in Comparative Management (3 units)
- IBUS 690 Global Strategic Management (3 units)
- MGMT 354 Starting a Small Business (3 units)
- MGMT 407 Economics for Managers (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)
Electives must include three upper division courses with different prefixes and advisor approval.