# 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>
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</thead>
<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td></td>
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</tr>
<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>3</td>
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<tr>
<td>GE Area A: Written English Communication (A2)</td>
<td>3</td>
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<tr>
<td>GE Area C: Arts (C1) or Humanities (C2)</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>
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<tr>
<td><strong>Units</strong></td>
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<tr>
<th>Course</th>
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<tbody>
<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 or DS 110</td>
<td>Business Calculus or Calculus with Business Applications</td>
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</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
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</tr>
<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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<tr>
<td>GE Area C: Arts (C1)</td>
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<tr>
<td><strong>Units</strong></td>
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<thead>
<tr>
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<tbody>
<tr>
<td><strong>Third Semester</strong></td>
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</tr>
<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</td>
<td>3</td>
<td></td>
</tr>
<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>
<tr>
<td>GE Area C: Humanities: Literature (C3)</td>
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</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
<td>3</td>
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<tr>
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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>
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<tr>
<td><strong>Units</strong></td>
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<tr>
<td><strong>Fifth Semester</strong></td>
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<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR</td>
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<tr>
<td>FIN 350</td>
<td>Business Finance</td>
<td>3</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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<tr>
<td><strong>Units</strong></td>
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<tr>
<th>Course</th>
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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>
</tr>
<tr>
<td>BUS 440</td>
<td>Ethics at Work: Business Impacts</td>
<td>3</td>
</tr>
<tr>
<td>DS 412</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 405</td>
<td>Introduction to Management and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td><strong>Units</strong></td>
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<tr>
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<tbody>
<tr>
<td><strong>Seventh Semester</strong></td>
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<tr>
<td>Concentration Requirements (21 units total) – Take Three</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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<tr>
<td>SF State Studies or University Elective</td>
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<tr>
<td><strong>Units</strong></td>
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<tr>
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<tbody>
<tr>
<td><strong>Eighth Semester</strong></td>
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</tr>
<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society</td>
<td>3</td>
</tr>
<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>Concentration Requirements (21 units total) – Take Two</td>
<td>6</td>
<td></td>
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</tbody>
</table>

1. GE Area A: Oral Communication (A1) or Critical Thinking (A3)  
2. GE Area A: Written English Communication (A2)  
3. Business Calculus or Calculus with Business Applications  
4. GE Area B: Life Science (B2) and Laboratory Science (B3)  
5. Concentration Requirements (21 units total) – Take Three  
6. Concentration Requirements (21 units total) – Take Two  
7. SF State Studies or University Elective  
8. Concentration Requirements (21 units total) – Take Two  
9. Concentration Requirements (21 units total) – Take Three
<table>
<thead>
<tr>
<th>SF State Studies or University Elective</th>
<th>3</th>
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</thead>
<tbody>
<tr>
<td>Units</td>
<td>15</td>
</tr>
<tr>
<td>Total Units</td>
<td>120-121</td>
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</tbody>
</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. Depending on courses completed through Early Start, students in Pathway/Category 3 or 4 may be required to enroll in a stretch format for MATH 110 (MATH 107 in Fall 2018 and MATH 108 in Spring 2019). Before enrolling in a B4 course, students should verify their MATH Pathway/Category in their Student Center (http://cms.sfsu.edu/content/student-center). Information regarding the courses that correspond with your MATH Pathway/Category can be found on the Developmental Studies Office Website (http://developmentalstudies.sfsu.edu).

4. Consider taking a class combined with a laboratory or a separate lab to fulfill GE Area B3 if not already satisfied.
General Business Concentration Requirements

Select seven of the following with four different prefixes:

- BUS 440 Ethics at Work: Business Impacts (3 units)
- 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 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)
- HTM 324 Historical and Contemporary Aspects of Food, Beverage, and Culture in America (3 units)
- HTM 351 Asian Food, Culture, and Hospitality (3 units)
- HTM 364 Hospitality and Tourism Management Information Systems (3 units)
- HTM 421 Food, Wine, and Culture in California (3 units)
- HTM 424 Tourism Management (3 units)
- HTM 425 The Business of International Tourism (3 units)
- HTM 560 Hospitality Human Resource Management (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)
- 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 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)