BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS

Lam Family College of Business
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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, but not limited, to prepare students for careers in small, medium, or family businesses.

Program Learning Outcomes

a. Students have basic competencies in business-related disciplines.
   i. Students will demonstrate discipline-based knowledge in accounting, economics, finance, information systems, international business, management, marketing, operations, and statistics;
   ii. Students will demonstrate the ability to integrate the knowledge of different functional areas into effective business solutions.

b. Students demonstrate effective communication skills.
   i. Students will create well-written documents on a business topic;
   ii. Students will deliver an effective oral presentation on a business topic.

c. Students demonstrate the ability to analyze business situations.
   i. Students will solve business problems using appropriate quantitative and analytical techniques;
   ii. Students will demonstrate the ability to identify and analyze alternatives in a business context;
   iii. Students will demonstrate the ability to articulate and defend a course of action;
   iv. Students will apply appropriate information systems and technologies to solve business problems.

d. Students demonstrate the ability to work effectively in diverse teams that embrace equality and inclusion.
   i. Students contribute effectively to accomplishing teams’ goals;
   ii. Students leverage diverse viewpoints by communicating effectively and respectfully with teammates from different backgrounds;
   iii. Students demonstrate the ability to be effective team leaders.

e. Students demonstrate the ability to solve business problems with ethical and environmental implications.
   i. Students identify the ethical dilemmas inherent in the operation of a business and explore company performance from a triple bottom line perspective: social, environmental, and financial;
   ii. Students demonstrate ethical decision-making and analytical skills through cases and projects that focus on each of the stakeholder categories and identify sustainable solutions that account for a triple bottom line.
   f. Students demonstrate the ability to develop global business solutions through analyzing legal, political, social, and cultural factors.

Bachelor of Science in Business Administration: Concentration in General Business — 69 Units Minimum

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

Students must earn a grade of C- or higher in core Business courses required as prerequisites for other core Business courses.

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.

Prerequisite Courses (9-12 units)

Select one:

<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</td>
<td>6</td>
</tr>
<tr>
<td>MATH 107</td>
<td>Mathematics for Business Calculus I</td>
<td>3</td>
</tr>
<tr>
<td>&amp; MATH 108</td>
<td>Mathematics for Business Calculus II</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td>3</td>
</tr>
</tbody>
</table>

or a passing score on the ISYS 263 CLEP Exam

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

Note: DS 110, ECON 101, and ECON 102 fulfill General Education requirements.

Core Requirements (39 units)

Select one:

<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>BUS 660GW</td>
<td>Communications for Business Analytics - GWAR</td>
<td></td>
</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>
</tbody>
</table>

Select one:

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS 212</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 124</td>
<td>Elementary Statistics</td>
<td>3</td>
</tr>
<tr>
<td>DS 412</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introduction to Macroeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FIN 350</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 330</td>
<td>International Business and Multicultural Relations</td>
<td>3</td>
</tr>
</tbody>
</table>
Concentration Requirements (21 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISYS 363</td>
<td>Information Systems for 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>
</tbody>
</table>

*Must be taken for a letter grade.*

**Concentration Requirements (21 units)**

Select seven courses from at least four different prefixes:

- **A U 220** SF State and Braven Career Accelerator 3
- **BUS 350** Introduction to Entrepreneurship 3
- **BUS 354** Starting a Small Business 3
- **BUS 400** Professional Communication for the Global Workplace 3
- **BUS 430** Social Entrepreneurship: Mission-Driven Ventures 3
- **BUS 440** Ethics at Work: Business Impacts 3
- **BUS 450** Greening of Business 3
- **DS 312** Data Analysis with Computer Applications 3
- **DS 408** Computer Simulation 3
- **DS 411** Decision Modeling for Business 3
- **DS 601** Applied Management Science 3
- **DS 604** Applied Business Forecasting 3
- **DS 624** Quality Management 3
- **DS 655** Sustainable Supply Chain Optimization 3
- **DS 660GW** Communications for Business Analytics - GWAR 3
- **ECON 400** Economic and Social History of the United States 3
- **ECON 450** Health Economics 3
- **ECON/HIST/ LABR 474** History of Labor in the United States 3
- **ECON/LABR 510** Labor Economics 3
- **ECON/LABR 511** Collective Bargaining 3
- **ECON 620** Economic Development 3
- **ECON/IR 635** Economics of Globalization 3
- **HTM 324** Historical and Contemporary Aspects of Food, Beverage, and Culture in America 3
- **HTM 351** Asian Food, Culture, and Hospitality 3
- **HTM 400** Wine Appreciation 3
- **HTM 421** Food, Wine, and Culture in California 3
- **HTM 424** Tourism Management 3
- **HTM 425** The Business of International Tourism 3
- **HTM 560** Hospitality Human Resource Management 3
- **IBUS 430** Import-Export Management and Small Business Operations 3
- **IBUS 517** Legal Environment of World Business 3
- **IBUS 590** International Environmental Analysis 3
- **IBUS 592** Doing Business in Greater China 3
- **IBUS 593** Doing Business in Europe 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

Two non-Lam Family College of Business upper-division courses are permitted as substitutes for two of the seven required courses and count towards the different prefix requirement with advisor approval.

### General Education Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
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</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Written English</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>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>Humanities</td>
<td>LD</td>
<td>3</td>
<td>C2</td>
</tr>
<tr>
<td>Social Sciences: US History</td>
<td>LD</td>
<td>3</td>
<td>D1</td>
</tr>
<tr>
<td>Lifelong Learning and Self-Development (LLD)</td>
<td>LD</td>
<td>3</td>
<td>E</td>
</tr>
<tr>
<td>Ethnic Studies</td>
<td>UD</td>
<td>3</td>
<td>F</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>
</tbody>
</table>
Community Colleges. Two types of ADTs are awarded: Associate in Arts Associate Degree for Transfer (ADT) to be awarded by the California California legislation SB 1440 (2009) mandated the creation of the "similar" major for students earning the ADT in Business Administration Roadmap

For students with an AS-T in Business Administration (2011) with 12 units in the major satisfied. Business Administration ADT Roadmap (http://bulletin.sfsu.edu/colleges/business/administration/bs-business-administration-concentration-general-business/adt12-roadmap/)

For students with an AS-T in Business Administration (2011) with 21 units in the major satisfied. Business Administration ADT Roadmap (http://bulletin.sfsu.edu/colleges/business/administration/bs-business-administration-concentration-general-business/adt21-roadmap/)

For students with an AS-T in Business Administration 2.0 (2021) with 15 units in the major satisfied. Business Administration ADT Roadmap (http://bulletin.sfsu.edu/colleges/business/administration/bs-business-administration-concentration-general-business/adt15-roadmap/)

For students with an AS-T in Business Administration 2.0 (2021) with 18 units in the major satisfied. Business Administration ADT Roadmap (http://bulletin.sfsu.edu/colleges/business/administration/bs-business-administration-concentration-general-business/adt18-roadmap/)

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).

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Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a 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 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 (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 bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

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.