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 to prepare students for careers in small, medium, or family businesses.

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.

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

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

3. Students demonstrate the ability to analyze business situations.
   a. Students will solve business problems using appropriate quantitative and analytical techniques and technologies;
   b. Students will demonstrate the ability to identify and analyze alternatives in a business context;
   c. Students will demonstrate the ability to articulate and defend a course of action.

4. Students develop team skills that facilitate achievement of organizational goals.
   a. Students will work effectively in culturally and ethnically diverse teams demonstrated by the ability to contribute to the team's performance, interact positively with teammates, keep the team on track, maintain high standards for team performance, and by having the necessary knowledge, skills, and abilities to help the team succeed.

5. Students understand the ethical issues related to the operation of business including sustainability.

a. Students will identify key concepts in business ethics;
   b. Students will recognize the ethical dilemmas in specific business cases;
   c. Students will analyze how ethical issues can affect the interests of different stakeholders;
   d. Students will propose a business solution to the ethical dilemmas;
   e. Students will be aware of sustainability issues in business.

6. Students understand the issues related to the operation of global business
   a. Students will recognize the relevant global issues including legal, political, social and cultural factors in specific management situations;
   b. Students will analyze the impact of the global issues such as legal, political, social and cultural factors in specific management situations;
   c. Students will demonstrate the ability to propose business solutions based on the analysis of global issues including 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.

Prerequisite Courses (9-12 units)

<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>3-6</td>
</tr>
<tr>
<td>MATH 107 &amp; MATH 108</td>
<td>Mathematics for Business Calculus I and 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>
<tr>
<td></td>
<td>or a passing score on the ISYS 263 CLEP Exam</td>
<td></td>
</tr>
</tbody>
</table>

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)

<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></td>
<td>Select One:</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 307</td>
<td>Accounting Information Systems</td>
<td></td>
</tr>
<tr>
<td>ISYS 363</td>
<td>Information Systems for Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select one:</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR</td>
<td></td>
</tr>
</tbody>
</table>
Concentration Requirements (21 units)

Select seven from at least four different prefixes:
- **BUS 354** Starting a Small Business 3
- **BUS 400** Professional Communication for the Global Workplace 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 Management 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/USP 535** Urban Economics 3
- **ECON 620** Economic Development 3
- **ECON/I R 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 364** Hospitality and Tourism Management Information Systems 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 591 Doing Business in Latin America 3
IBUS 592 Doing Business in Greater China 3
IBUS 593 Doing Business in Europe 3
IBUS 594 Doing Business in Asia-Pacific Countries 3
IBUS 596 Doing Business in Japan 3
IBUS 598 Doing Business in Emerging Markets 3
IBUS/ MGMT 659 Introduction to International Business Negotiation 3
IBUS 676 Social Entrepreneurship in a Global Context 3
IBUS 681 Seminar in Comparative Management 3
IBUS 690 Global Strategic Management 3
ISYS 350 Building Business Applications 3
ISYS 463 Information Systems Analysis and Design 3
ISYS 471 E-Commerce Systems 3
ISYS 565 Managing Enterprise Networks 3
ISYS 568 Multimedia Business Applications Development 3
ISYS 569 Information Systems for Business Process Management 3
ISYS 575 Information Security Management 3
ISYS 650 Business Intelligence 3
MKTG 432 Public Relations 3
MKTG 433 Personal Selling 3
MKTG 436 Retail Management 3
MKTG 441 Business to Business Marketing 3
MKTG 469 Digital Marketing 3
MKTG 644 Services Marketing 3
MKTG 675 Brand Management 3
MKTG 680 International Marketing Management 3
MKTG 688 New Product Management Seminar 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>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Written English Communication</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>Arts or Humanities</td>
<td>LD</td>
<td>3</td>
<td>C1 or C2</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>LD</td>
<td>3</td>
<td>D1</td>
</tr>
</tbody>
</table>
Bachelor of Science in Business Administration: Concentration in General Business

| Social Sciences: US History | LD | 3 | D2 |
| Lifelong Learning and Self-Development (LLD) | LD | 3 | E |
| Ethnic Studies | LD | 3 | F |
| Physical and/or Life Science | UD | 3 | UD-B |
| Arts and/or Humanities | UD | 3 | UD-C |
| Social Sciences | UD | 3 | UD-D |

**SF State Studies**
Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

| American Ethnic and Racial Minorities | LD or UD | 3 | AERM |
| Environmental Sustainability | LD or UD | 3 | ES |
| Global Perspectives | LD or UD | 3 | GP |
| Social Justice | LD or UD | 3 | SJ |

Note: LD = Lower-Division; UD = Upper-Division.

**First-Time Student Roadmap (4 Year)**

1. In order to choose your English Composition A2 course and your QR/Math B4 course, please complete the online advising activities at writingadvising.sfsu.edu (https://writingadvising.sfsu.edu/) and mathadvising.sfsu.edu (https://mathadvising.sfsu.edu/). Questions? Contact Gator Smart Start. (https://gatorsmartstart.sfsu.edu/)
2. Select the row that matches your English course choice for A2.*
3. Select the column that matches your QR/Math course choice for B4.
4. Click the Roadmap that lines up with your row and column.

For example, if you select ENG 104/ENG 105 and a multi-semester QR/math sequence for your first year, then choose Roadmap D.

<table>
<thead>
<tr>
<th>Course Choice</th>
<th>One-Semester Course</th>
<th>Two-Semester Sequence or Support Course</th>
</tr>
</thead>
</table>

* Composition for Multilingual Students: If taking ENG 209 as your first English course, choose the ENG 114 row. If taking ENG 201 or ENG 212 for your first English course, choose the ENG 104/ENG 105 row.

**Transfer Student Roadmap (2 Year)**

For students with an AS-T in Business Administration (2011) with 12 units in the major satisfied. This roadmap opens in a new tab (http://bulletin.sfsu.edu/colleges/business/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. This roadmap opens in a new tab (http://bulletin.sfsu.edu/colleges/business/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. This roadmap opens in a new tab (http://bulletin.sfsu.edu/colleges/business/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. This roadmap opens in a new tab (http://bulletin.sfsu.edu/colleges/business/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).

Note: no specific degree is required for admission as an upper-division student. However, the ADT includes specific guarantees related to admission and graduation and is designed to clarify the transfer process and strengthen lower-division preparation for the major.

An ADT totals 60 units and in most cases includes completion of all lower-division General Education requirements and at least 18 units in a specific major. (The Biology, Chemistry, and Environmental Science AS-T degrees defer 3 units in lower-division GE area C and 3 units in lower-division GE area D until after transfer.) Students pursuing an ADT are guaranteed admission to the CSU if minimum eligibility requirements are met, though not necessarily to the CSU campus of primary choice.
General Advising Information for Transfer Students

1. Before transfer, complete as many lower-division requirements or electives for this major as possible.
2. The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
   - a course in U.S. History
   - a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit [http://www.assist.org](http://www.assist.org). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower-division major requirements for this major;

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

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.

All Students Must Meet the Transfer Eligibility Requirements Outlined Below for Admission.

For more information, visit the Undergraduate Admissions section ([http://bulletin.sfsu.edu/undergraduate-admissions/](http://bulletin.sfsu.edu/undergraduate-admissions/)).

- Complete 60 or more transferable semester units or 90 or more quarter units.
- Earn a college grade point average of 2.0 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
- Be in good standing at the last college or university attended.
- Complete 30-semester units (45-quarter units) of General Education, including four basic skills courses:
  - a. One course in oral communication (same as CSU GE Area A1)
  - b. One course in written composition (same as CSU GE Area A2)
  - c. One course in critical thinking (same as CSU GE Area A3)
  - d. One course in mathematics or quantitative reasoning (same as CSU GE Area B4)
- The four basic skills courses and a minimum of 60 transferable semester units (90-quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a C- or better grade in each basic skills course.