

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, CONCENTRATION IN GENERAL BUSINESS

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.

Admissions Requirements

1. Be a resident of California or another authorized state. See **State Authorization** (<https://cel.sfsu.edu/courses/authorization/>).
2. Have completed a minimum of 60 transferable semester (90 quarter) units.
3. Have a grade point average of 2.0 (C) or better in all transferable units attempted.
4. Have a grade point average of 2.0 (C) or better in all units completed at SF State.
5. Be in good standing at the last college or university attended.
6. Have completed all lower-division General Education requirements (39 semester units or 58.5 quarter units) with a grade of C- or better including the below four courses commonly called "Golden Four":
 - a. Oral Communication
 - b. Written Communication
 - c. Critical Thinking
 - d. Quantitative Reasoning
7. Students will be evaluated for having completed the below courses, which are prerequisites for core business courses, with a grade of C- or better.
 - a. Select one:
 - i. DS 110 Calculus with Business Applications
 - ii. MATH 107 Mathematics for Business Calculus I and MATH 108 Mathematics for Business Calculus II
 - iii. MATH 110 Business Calculus
 - b. ECON 101 Introduction to Microeconomic Analysis

Program Learning Outcomes

- a. Students have basic competencies in business related disciplines. Demonstrate discipline-based knowledge in accounting, economics, finance, information systems, international business, management, marketing, operations, and statistics. Demonstrate the ability to integrate the knowledge of different functional areas into effective business solutions.
- b. Students demonstrate effective communication skills. Create well-written documents on a business topic; Deliver an effective oral presentation on a business topic.

- c. Students demonstrate the ability to analyze business situations. Solve business problems using appropriate quantitative and analytical techniques and technologies; Demonstrate the ability to identify and analyze alternatives in a business context; Demonstrate the ability to articulate and defend a course of action.
- d. Students develop team skills that facilitate achievement of organizational goals. 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.
- e. Students understand the ethical issues related to the operation of business including sustainability. Identify key concepts in business ethics; Recognize the ethical dilemmas in specific business cases; Analyze how ethical issues can affect the interests of different stakeholders; Propose a business solution to the ethical dilemmas; Be aware of sustainability issues in business.
- f. Students understand the issues related to the operation of global business. Recognize the relevant global issues including legal, political, social and cultural factors in specific management situations; Analyze the impact of the global issues such as legal, political, social and cultural factors in specific management situations; 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.

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)

Code	Title	Units
Select one:		
DS 110	Calculus with Business Applications	3-6
MATH 107 & MATH 108	Mathematics for Business Calculus I and Mathematics for Business Calculus II	
MATH 110	Business Calculus	
ECON 101	Introduction to Microeconomic Analysis	3
ISYS 263	Introduction to Information Systems	3
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)

Code	Title	Units
ACCT 100	Introduction to Financial Accounting	3
ACCT 101	Introduction to Managerial Accounting	3
Select one:		3
BUS 300GW	Business Communication for Professionals - GVAR	
DS 660GW	Communications for Business Analytics - GVAR	
BUS 682	Seminar on Business and Society ¹	3
BUS 690	Seminar in Business Policy and Strategic Management ¹	3
Select one:		3
DS 212	Business Statistics I	
MATH 124	Elementary Statistics	
DS 412	Operations Management	3
ECON 102	Introduction to Macroeconomic Analysis	3
FIN 350	Business Finance	3
IBUS 330	International Business and Multicultural Relations	3
ISYS 363	Information Systems for Management	3
MGMT 405	Introduction to Management and Organizational Behavior	3
MKTG 431	Principles of Marketing	3

¹ Must be taken for a letter grade.

Concentration Requirements (21 units)

Code	Title	Units
Select seven courses from at least four different prefixes:		
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 - GVAR	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/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 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
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 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
MGMT 648	Seminar in Leadership and Influence Skills	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. If taken at SF State, units for DS 110 or MATH 110 and/or ISYS 263 may be used to satisfy concentration requirements; advisor approval required.

4 Year Student Roadmap

This roadmap opens in a new tab. (<http://bulletin.sfsu.edu/colleges/extended-learning/bs-business-administration-concentration-general-business/roadmap/>)