

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS ROADMAP

120 Total Units Required  
Minimum Number of Units in the Major: 69

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

Course	Title	Units
<b>First Semester</b>		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, D1)	3
ENG 114	Writing the First Year: Finding Your Voice (A2) <sup>1</sup>	3
Select One (Major Prerequisite, B4): <sup>2</sup>		3
DS 110	Calculus with Business Applications	
MATH 110	Business Calculus	
GE Area A <sup>3</sup>		3
GE Area C		3
		<b>Units 15</b>
<b>Second Semester</b>		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
ISYS 263	Introduction to Information Systems (Major Prerequisite, D1, GP)	3
GE Area A		3
GE Area B: Physical Science (B1) and Laboratory Science (B3) <sup>4</sup>		3-4
GE Area E		3
		<b>Units 15-16</b>
<b>Third Semester</b>		
ACCT 100	Introduction to Financial Accounting ((Major Core))	3
Select One (Major Core):		3
DS 212	Business Statistics	
MATH 124	Elementary Statistics (B4)	
GE Area B: Life Science (B2) and Laboratory Science (B3) <sup>4</sup>		3-4
GE Area D: U.S. History (D2)		3

SF State Studies or University Elective		3
		<b>Units 15-16</b>
<b>Fourth Semester</b>		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
GE Area C - Take Two		6
GE Area F <sup>±</sup>		3
U.S. and California Government ( <a href="http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg">http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg</a> )		3
		<b>Units 15</b>
<b>Fifth Semester</b>		
BUS 300GW	Business Communication for Professionals - GVAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D, GP)	3
Concentration Requirements (21 units) - Take Two <sup>5</sup>		6
		<b>Units 15</b>
<b>Sixth Semester</b>		
DS 412	Operations Management (Major Core)	3
ISYS 363	Information Systems for Management (Major Core)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
GE Area UD-C: Upper-Division Arts and/or Humanities		3
		<b>Units 15</b>
<b>Seventh Semester</b>		
Concentration Requirements (21 units) - Take Three <sup>5</sup>		9
GE Area UD-B: Upper-Division Physical and/or Life Sciences		3
SF State Studies or University Elective		3
		<b>Units 15</b>
<b>Eighth Semester</b>		
BUS 682	Seminar on Business and Society (Major Core)	3
BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3

Concentration Requirements (21 units) - Take Two <sup>5</sup>	6
SF State Studies or University Elective	3
<b>Units</b>	<b>15</b>
<b>Total Units</b>	<b>120-122</b>

<sup>1</sup> 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.

<sup>2</sup> To determine the best B4 course option, students should complete the online advising activity at mathadvising.sfsu.edu (<https://mathadvising.sfsu.edu/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

<sup>3</sup> To avoid taking additional units, it is recommended that you meet the **SF State Studies** (AERM, GP, ES, SJ) requirements within your GE or major.

<sup>4</sup> Consider taking a class combined with a laboratory or a separate lab to fulfill GE Area B3 if not already satisfied.

<sup>5</sup> **General Business Concentration Requirements (21 units)**

- A U 220 SF State and Braven Career Accelerator (3 units)
- BUS 350 Introduction to Entrepreneurship (3 units)
- BUS 354 Starting a Small Business (3 units)
- BUS 400 Professional Communication for the Global Workplace (3 units)
- BUS 430 Social Entrepreneurship: Mission-Driven Ventures (3 units)
- BUS 440 Ethics at Work: Business Impacts (3 units) (UD-C)
- 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 604 Applied Business Forecasting (3 units)
- DS 624 Quality Management (3 units)
- DS 655 Sustainable Supply Chain Optimization (3 units)
- DS 660GW Communications for Business Analytics - GVAR (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 620 Economic Development (3 units)
- ECON 635/I R 635 Economics of Globalization (3 units)
- HTM 324 Historical and Contemporary Aspects of Food, Beverage, and Culture in America (3 units) (UD-D)
- HTM 351 Asian Food, Culture, and Hospitality (3 units) (UD-C, AERM)
- HTM 400 Wine Appreciation (3 units) (UD-B, ES)
- HTM 421 Food, Wine, and Culture in California (3 units) (UD-D)
- HTM 424 Tourism Management (3 units) (UD-C, AERM, SJ)
- HTM 425 The Business of International Tourism (3 units) (UD-D, GP)
- HTM 560 Hospitality Human Resource Management (3 units)
- IBUS 430 Import-Export Management and Small Business Operations (3 units)
- IBUS 517/I R 517 Legal Environment of World Business (3 units)
- IBUS 590 International Environmental Analysis (3 units)
- IBUS 592 Doing Business in Greater China (3 units)
- IBUS 593 Doing Business in Europe (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)
  - ISYS 690 Global Strategic Management (3 units)
  - ISYS 350 Building Business Applications (3 units)
  - ISYS 463 Information Systems Analysis and Design (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 648 Seminar in Leadership and Influence Skills (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)
- 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.

± Given catalog rights, fall 2023 transfer students do not need to complete an Area F course.