

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS ROADMAP - COLLEGE OF PROFESSIONAL AND GLOBAL EDUCATION

120 Total Units Required  
Minimum Number of Units in the Major: 60

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 Year</b>		
<b>First Semester</b>		
ACCT 100	Introduction to Financial Accounting (Major Core)	3
BUS 300GW	Business Communication for Professionals - GVAR (Major Core)	3
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
		<b>Units</b>
		<b>12</b>
<b>Second Semester</b>		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
Select One (Major Core):		3
DS 212	Business Statistics	
MATH 124	Elementary Statistics (B4)	
ISYS 363	Information Systems for Management (Major Core)	3
Select One (Major Concentration, UD-C):		3
BUS 440	Ethics at Work: Business Impacts	
HTM 351	Asian Food, Culture, and Hospitality (AERM)	

HTM 424	Tourism Management (AERM, SJ)	
		<b>Units</b>
		<b>12</b>
<b>Third Semester</b>		
FIN 350	Business Finance (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
		<b>Units</b>
		<b>6</b>
<b>Second Year</b>		
<b>First Semester</b>		
DS 412	Operations Management (Major Core)	3
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D, GP)	3
Major Concentration Requirement - Select Two <sup>1,2</sup>		6
		<b>Units</b>
		<b>12</b>
<b>Second Semester</b>		
BUS 682	Seminar on Business and Society (Major Core)	3
BUS 690	Seminar in Business Policy and Strategic Management	3
Major Concentration Requirement - Select Two <sup>1,2</sup>		6
		<b>Units</b>
		<b>12</b>
<b>Third Semester</b>		
Major Concentration Requirement - Select Two <sup>1,2</sup>		6
		<b>Units</b>
		<b>6</b>
		<b>Total Units</b>
		<b>60</b>

- <sup>1</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)  
IBUS 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.<sup>2</sup>

<sup>2</sup> It is highly recommended that students use one of the two non-Lam Family College of Business upper-division courses to fulfill GE Area UD-B: Physical and/or Life Sciences.