BUSINESS ADMINISTRATION, BS, MARKETING CONCENTRATION

Business and Public Administration (bpa) (https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/)

Department of Management and Marketing (https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/department-management-marketing/)

Department Chair: John Tarjan

Office: Business Development Center, A144

Phone: (661) 654-2321

Email: jtarjan@csub.edu

http://www.csub.edu/bpa (http://www.csub.edu/bpa/)

Program Maps for Business and Public Administration (https://programmap.csub.edu/academics/interest-clusters/4ca27785-7a7d-4430-a88c-14b0cb704529/)

The Bachelor of Science in Business Administration (BSBA) is offered by the Departments of Accounting and Finance, Economics, and Management and Marketing. Contact information and course descriptions can be found in the Catalog sections that follow for these departments. The Major is to be completed with a minimum cumulative grade point average of 2.0 in all courses counted for the major.

The Bachelor of Science Degree with a major in Business Administration requires a minimum of 120 units which includes courses for the major and concentration, plus courses for the other university-wide graduation requirements: General Education, American Institutions, First-Year Experience, Junior-Year Diversity requirement, Upper Division Writing, Capstone, etc.

Program Requirements

This curriculum is designed for the student who wishes to earn a Bachelor of Science degree with a major in Business Administration. It has two major components:

- required lower and upper division courses which provide a foundation for understanding business organizations, their operations, and their place in the global economic, political, and social world;
- a concentration of courses which permit an in-depth study of a selected aspect of business activity.

Courses requiring a specific prerequisite may be taken only after the prerequisite has been completed.

Note: Business Administration majors shall not be enrolled in any upper division Business Administration course unless they have:

- 1. Completed all courses in the Lower Division Foundation Core; and
- Attained junior status (completed at least 60 semester hours of course work counting toward the 120 semester hours needed for graduation).

Code Title Units General Education Requirements First-Year Seminar (FYS)² 0 Lower Division Area B: Natural Sciences 6 Lower Division Area B: Natural Sciences 6 Lower Division Area B: Student Enrichment and Lifelong Learning (SELF)¹ 6 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF)¹ 6 Lower Division Area E: Ethnic Studies 3 American Institutions: Government and History 6 General Education UyDR)¹ 6 Unior Year Diversity & Reflection (JYDR)¹ 6 General Education Capstone¹ 6 General Education Subtotal 39 Major Requirements 6 Required Lower Division Foundation Core 8 BA 1002 Introduction to Business Majors² 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Business 3 BCON 2018 Essentials of Micro-Economics 3 ECON 2018 Essentials of Micro-Economics 4 BA 2200 Quantitative Tools for Business and Economists <th< th=""><th></th><th></th><th></th></th<>					
First-Year Seminar (FYS) 2 Lower Division Area A: Foundational Skills 9 Lower Division Area B: Natural Sciences 6 Lower Division Area B: Natural Sciences 6 Lower Division Area D: Social and Behavioral Sciences 1 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 Lower Division Area F: Ethnic Studies 3 American Institutions: Government and History 6 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 0 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business Accurating 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 ACCT 2210 Introduction to Financial Reporting and Accounting 3 ECON 2018 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 Or ECON 2200 Quantitative Tools for Business and Economists 4 Or ECON 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International 8 Business Amagons 5 BA 3000 Software Productivity Tools 6 BA 3000 Diversity in Business Organizations 1 BA 3108 Business And Society 3 BA 3108 Busine	Code	Title	Units		
Lower Division Area A: Foundational Skills Lower Division Area B: Natural Sciences Cower Division Area B: Natural Sciences Cower Division Area C: Arts and Humanities Lower Division Area D: Social and Behavioral Sciences Cower Division Area E: Student Enrichment and Lifelong Learning (SELF) Lower Division Area F: Ethnic Studies American Institutions: Government and History Graduation Writing Assessment Requirement (GWAR) Junior Year Diversity & Reflection (JYDR) Graduation Writing Assessment Requirement (GWAR) Jupper Division Thematic Area B and C General Education Capstone General Education Subtotal Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors ACCT 2200 Introduction to Business ACCT 2200 Introduction to Business ACCT 2210 Introduction to Managerial Accounting ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists AMTH 2200 Introduction to Statistical Concepts and Methods A Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations BA 3108 Business And Society 3 BA 3108 Bus	General Education	n Requirements			
Lower Division Area B: Natural Sciences 6 Lower Division Area C: Arts and Humanities 6 Lower Division Area D: Social and Behavioral Sciences 1 0 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 0 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 0 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 0 Lower Division Area E: Ethnic Studies 3 American Institutions: Government and History 6 Junior Year Diversity & Reflection (JYDR) 1 0 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 0 General Education Subtotal 30 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 ACCT 2210 Introduction to Financial Reporting and Accounting 3 ECON 2018 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2028 Essentials of Macro-Economics 4 MIS 2000 Software Productivity Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 7 BA 2100 Legal Environment of Domestic and International 30 Business And Society 3 BA 3000 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 3000 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 3000 Ananagement 1 FIN 3000 Financial Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Maragement Information Systems: Concepts and 3 MGMT 3100 Human Resource Management 4 0 MGMT 3100 Human Resource Management 5 0 MGMT 3100 Human Resource Management 6 1 Marketing Concentration MGMT 3100 Advertising & Public Relations MKTG 3000 Advertising & Public Relations	First-Year Seminar (FYS) ²				
Lower Division Area C: Arts and Humanities 6 Lower Division Area D: Social and Behavioral Sciences 1 0 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 Lower Division Area F: Ethnic Studies 3 American Institutions: Government and History 6 Junior Year Diversity & Reflection (JYDR) 1 0 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 0 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Business 3 ACCT 2210 Introduction to Financial Reporting and Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Unitroduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International 30 Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA	Lower Division Ar	ea A: Foundational Skills	9		
Lower Division Area D: Social and Behavioral Sciences 1 Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) 1 Lower Division Area F: Ethnic Studies 3 American Institutions: Government and History 6 Junior Year Diversity & Reflection (JVDR) 1 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting 4 ACCU 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2018 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 310B Business And Society 3 BA 4908 Senior Seminar 11 Fin 3000 Financial Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3000 Management Information Systems: Concepts and Applications MGMT 3100 and BA 3008 must be taken as part of the upper division core Subtotal MAKEG 3010 Consumer Behavior MKTG 3010 Consumer Behavior MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Lower Division Area B: Natural Sciences				
Lower Division Area E: Student Enrichment and Lifelong Learning (SELP) Lower Division Area F: Ethnic Studies American Institutions: Government and History Junior Year Diversity & Reflection (JYDR) Graduation Writing Assessment Requirement (GWAR) Upper Division Thematic Area B and C General Education Capstone General Education Subtotal Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors Accord 2200 Introduction to Business ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Micro-Economics 3 ACCT 2200 Quantitative Tools for Business and Economists ATH 2200 Introduction to Statistical Concepts and Methods ATH 2200 Introduction to Statistical Concepts and Methods AIS 2000 Software Productivity Tools BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations BA 3108 Business And Society 3 BA 4908 Senior Seminar In Sinancial Management MGMT 3000 Marketing Principles MGMT 3000 Marketing Principles MGMT 3000 Management Information Systems: Concepts and Applications MGMT 3000 Management Information Systems: Concepts and Applications MGMT 3100 MGMT 3100	Lower Division Area C: Arts and Humanities				
(SELF) 1 Lower Division Area F. Ethnic Studies 3 American Institutions: Government and History 6 Junior Year Diversity & Reflection (JYDR) 1 0 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 0 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business Majors 3 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 ACCT 2210 Introduction to Financial Reporting and Accounting 4 ACCO 2218 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists 4 or ECON 2028 Essentials of Macro-Economics 4 or ECON 2020 Quantitative Tools for Business and Economists 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International 8 Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3010 Data Analysis & Decision Making 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3030 Professional Selling	Lower Division Ar	ea D: Social and Behavioral Sciences ¹	0		
American Institutions: Government and History 6 Junior Year Diversity & Reflection (JYDR) 1 0 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business Majors 3 3 ACCT 2200 Introduction to Financial Reporting and Accounting Accounting Accounting Accounting 30 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Micro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 AURI ACCOUNTIAL SECON Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Accounting 10 BA 3108 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications 4 MGMT 3100 and BA 3008 must be taken as part of the upper division 5 MGMT 3100 and BA 3008 must be taken as part of the upper division 6 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		ea E: Student Enrichment and Lifelong Learning	0		
Junior Year Diversity & Reflection (JYDR) 1 0 Graduation Writing Assessment Requirement (GWAR) 3 Upper Division Thematic Area B and C 6 General Education Capstone 1 0 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business Majors 3 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 3 ECON 2018 Essentials of Micro-Economics 3 3 ECON 2018 Essentials of Micro-Economics 3 3 ECON 2028 Essentials of Macro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Methods 4 MIS 2000 Software Production to Statistical Concepts and Methods 4 MIS 2000 Software Production to Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 and BA 3008 must be taken as part of the upper division Core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Lower Division Area F: Ethnic Studies				
Graduation Writing Assessment Requirement (GWAR) Upper Division Thematic Area B and C General Education Capstone 1 General Education Subtotal Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business BA 1000 Introduction to Financial Reporting and Accounting ACCT 2200 Introduction to Financial Reporting and Accounting ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Marketing Principles 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	American Institut	ions: Government and History	6		
Upper Division Thematic Area B and C General Education Capstone 1 0 General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Marketing Principles 3 3 MIS 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications 4 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3020 Advertising & Public Relations MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Junior Year Diversity & Reflection (JYDR) 1				
General Education Capstone General Education Subtotal 39 Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors ACCT 2200 Introduction to Business ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Micro-Economics 3 BA 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and International Business MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles MGMT 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
General Education Subtotal Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting 3 ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 5 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Upper Division Th	ematic Area B and C	6		
Major Requirements Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	· ·				
Required Lower Division Foundation Core BA 1028 First Year Seminar for Business Majors 2 3 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 4 or ECON 2200 Quantitative Tools for Business and Economists 4 or ECON 2200 Quantitative Tools for Business and Economists 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business 8 Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	General Education	n Subtotal	39		
BA 1028 First Year Seminar for Business Majors 2 BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Major Requiremen	nts			
BA 1000 Introduction to Business 3 ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Required Lower Div	vision Foundation Core			
ACCT 2200 Introduction to Financial Reporting and Accounting ACCT 2210 Introduction to Managerial Accounting ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 3020 Marketing Principles 3 MIS 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 Consumer Behavior 12 MKTG 3010 Consumer Behavior 12 MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 1028	First Year Seminar for Business Majors ²	3		
Accounting ACCT 2210 Introduction to Managerial Accounting 3 ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications 4 MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 1000	Introduction to Business	3		
ACCT 2210 Introduction to Managerial Accounting ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 MGMT 3100 Human Resource Management 3 MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	ACCT 2200	. 3	3		
ECON 2018 Essentials of Micro-Economics 3 ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3100 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 3000 Marketing Principles 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	ACCT 2210	5	3		
ECON 2028 Essentials of Macro-Economics 3 BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 3020 Introduction to Operations Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
BA 2200 Quantitative Tools for Business and Economists or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business **Required Upper Division Core Courses** BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
or ECON 2200 Quantitative Tools for Business and Economists MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business **Required Upper Division Core Courses** BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
MATH 2200 Introduction to Statistical Concepts and Methods 4 MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business **Required Upper Division Core Courses** BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3000 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		••••••	7		
MIS 2000 Software Productivity Tools 1 BA 2100 Legal Environment of Domestic and International Business **Required Upper Division Core Courses** BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		••••••	1		
BA 2100 Legal Environment of Domestic and International Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		·			
Business Required Upper Division Core Courses BA 3008 Diversity in Business Organizations 3 BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
BA 3008 Diversity in Business Organizations BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		Business	3		
BA 3010 Data Analysis & Decision Making 3 BA 3108 Business And Society 3 BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications 3 MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Required Upper Division Core Courses				
BA 3108 Business And Society BA 4908 Senior Seminar FIN 3000 Financial Management MGMT 3000 Organizational Behavior MGMT 3020 Introduction to Operations Management MGMT 4000 Strategic Management MKTG 3000 Marketing Principles ³ MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 3008	,			
BA 4908 Senior Seminar 1 FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications 3 MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 3010				
FIN 3000 Financial Management 3 MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications 3 MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 3108	•	3		
MGMT 3000 Organizational Behavior 3 MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	BA 4908				
MGMT 3020 Introduction to Operations Management 3 MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	FIN 3000	-	3		
MGMT 4000 Strategic Management 3 MKTG 3000 Marketing Principles 3 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MGMT 3000	•			
MKTG 3000 Marketing Principles ³ 3 MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MGMT 3020	Introduction to Operations Management	3		
MIS 3000 Management Information Systems: Concepts and Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MGMT 4000				
Applications MGMT 3100 Human Resource Management 3 Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MKTG 3000				
Core Subtotal 61 Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MIS 3000		3		
Marketing Concentration MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	MGMT 3100	Human Resource Management	3		
MGMT 3100 and BA 3008 must be taken as part of the upper division core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Core Subtotal		61		
core Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling	Marketing Concentration				
Select four of the following: 12 MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling					
MKTG 3010 Consumer Behavior MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		following:	12		
MKTG 3020 Advertising & Public Relations MKTG 3040 Professional Selling		-	12		
MKTG 3040 Professional Selling					
J		-			
		•			

Total Units		120
Additional Units Needed Towards Graduation		5
Concentration Subtotal		15
or MKTG 4900	Marketing Planning and Problem Solving	
MKTG 4000	Marketing Research and Control ⁴	3
MKTG 4300	Services Marketing	
MKTG 4200	Global Marketing	
MKTG 4100	Digital Marketing	
MKTG 4060	Marketing Channels	

- Areas B4 (MATH 2200), D (ECON 2018/2028), SELF (BA 1028), JYDR (BA 3008/ECON 3008), Upper Division D (BA 3108), and Capstone (BA 4908) are satisfied via major requirements.
- BA 1028 First Year Seminar for Business Majors counts for FYS & SELF.
 Transfers students with at least 30 units are not required to take BA
 1028 for FYS. SELF is required for all students.
- ³ These courses cannot be double counted in the concentrations.
- Note: Students may take MKTG 4000 Marketing Research and Control and MKTG 4900 Marketing Planning and Problem Solving plus three more courses from the selection list above.

Note: One (1) semester unit of credit normally represents one hour of inclass work and 2-3 hours of outside study per week.