

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/>)

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

Program Maps for Business and Public Administration (<https://programmmap.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:

1. 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;
2. 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
2. 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 A: Foundational Skills | 9 |
| | 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 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 | | |
| <i>Required Lower Division Foundation Core</i> | | |
| 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 | 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 | 3 |
| <i>Required Upper Division Core Courses</i> | | |
| 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 | 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 | |
| MKTG 4050 | Sales Management | |

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

¹ 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.

² 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.

⁴ 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 in-class work and 2-3 hours of outside study per week.