

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN GENERAL BUSINESS

Lam Family College of Business

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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, but not limited, to prepare students for careers in small, medium, or family businesses.

Program Learning Outcomes

- a. Students have basic competencies in business-related disciplines.
 - i. Students will demonstrate discipline-based knowledge in accounting, economics, finance, information systems, international business, management, marketing, operations, and statistics;
 - ii. Students will demonstrate the ability to integrate the knowledge of different functional areas into effective business solutions.
- b. Students demonstrate effective communication skills.
 - i. Students will create well-written documents on a business topic;
 - ii. Students will deliver an effective oral presentation on a business topic.
- c. Students demonstrate the ability to analyze business situations.
 - i. Students will solve business problems using appropriate quantitative and analytical techniques;
 - ii. Students will demonstrate the ability to identify and analyze alternatives in a business context;
 - iii. Students will demonstrate the ability to articulate and defend a course of action;
 - iv. Students will apply appropriate information systems and technologies to solve business problems.
- d. Students demonstrate the ability to work effectively in diverse teams that embrace equality and inclusion.
 - i. Students contribute effectively to accomplishing teams' goals;
 - ii. Students leverage diverse viewpoints by communicating effectively and respectfully with teammates from different backgrounds;
 - iii. Students demonstrate the ability to be effective team leaders.
- e. Students demonstrate the ability to solve business problems with ethical and environmental implications.
 - i. Students identify the ethical dilemmas inherent in the operation of a business and explore company performance from a triple bottom line perspective: social, environmental, and financial;
 - ii. Students demonstrate ethical decision-making and analytical skills through cases and projects that focus on each of the stakeholder categories and identify sustainable solutions that account for a triple bottom line.
 - f. Students demonstrate the ability to develop global business solutions through analyzing 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:		
BUS 300GW	Business Communication for Professionals - GVAR	3
DS 660GW	Communications for Business Analytics - GVAR	3
BUS 682	Seminar on Business and Society ¹	3
BUS 690	Seminar in Business Policy and Strategic Management ¹	3
Select one:		
DS 212	Business Statistics I	3
MATH 124	Elementary Statistics	3
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.

General Education Requirements

Requirement	Course Level	Units	Area Designation
Oral Communication	LD	3	A1
Written English Communication	LD	3	A2
Critical Thinking	LD	3	A3
Physical Science	LD	3	B1
Life Science	LD	3	B2
Lab Science	LD	1	B3
Mathematics/ Quantitative Reasoning	LD	3	B4
Arts	LD	3	C1
Humanities	LD	3	C2
Arts or Humanities	LD	3	C1 or C2
Social Sciences	LD	3	D1
Social Sciences: US History	LD	3	D2
Lifelong Learning and Self- Development (LLD)	LD	3	E
Ethnic Studies	LD	3	F
Physical and/or Life Science	UD	3	UD-B
Arts and/or Humanities	UD	3	UD-C
Social Sciences	UD	3	UD-D

SF State Studies

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

American Ethnic and Racial Minorities	LD or UD	3	AERM
Environmental Sustainability	LD or UD	3	ES
Global Perspectives	LD or UD	3	GP
Social Justice	LD or UD	3	SJ

Note: LD = Lower-Division; UD = Upper-Division.

First-Time Student Roadmap (4 Year)

- The roadmaps presented in this Bulletin are intended as suggested plans of study and do not replace meeting with an advisor. For a more personalized roadmap, please use the Degree Planner (<https://registrar.sfsu.edu/degreeplanner/>) tool found in your [Student Center](#).
- In order to choose your English Composition A2 course and your QR/Math B4 course, please complete the online advising activities at writingadvising.sfsu.edu (<https://writingadvising.sfsu.edu>) and mathadvising.sfsu.edu. Questions? Contact Gator Smart Start (<https://gatorsmartstart.sfsu.edu>).

First-Time Student Roadmap (<http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/roadmap-i-ii-eng/>)

Transfer Student Roadmap (2 Year)

For students with an AS-T in **Business Administration** (2011) with 12 units in the major satisfied.

[Business Administration ADT Roadmap \(http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt12-roadmap/\)](http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt12-roadmap/)

For students with an AS-T in **Business Administration** (2011) with 21 units in the major satisfied.

[Business Administration ADT Roadmap \(http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt21-roadmap/\)](http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt21-roadmap/)

For students with an AS-T in **Business Administration 2.0** (2021) with 15 units in the major satisfied.

[Business Administration ADT Roadmap \(http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt15-roadmap/\)](http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt15-roadmap/)

For students with an AS-T in **Business Administration 2.0** (2021) with 18 units in the major satisfied.

[Business Administration ADT Roadmap \(http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt18-roadmap/\)](http://bulletin.sfsu.edu/colleges/business/business-administration/bs-business-administration-concentration-general-business/adt18-roadmap/)

This degree program is an approved pathway (“similar” major) for students earning the ADT in Business Administration

California legislation SB 1440 (2009) mandated the creation of the Associate Degree for Transfer (ADT) to be awarded by the California

Community Colleges. Two types of ADTs are awarded: Associate in Arts for Transfer (AA-T) and Associate in Science for Transfer (AS-T).

Note: no specific degree is required for admission as an upper-division student. However, the ADT includes specific guarantees related to admission and graduation and is designed to clarify the transfer process and strengthen lower-division preparation for the major.

An ADT totals 60 units and in most cases includes completion of all lower-division General Education requirements and at least 18 units in a specific major. (The Biology, Chemistry, and Environmental Science AS-T degrees defer 3 units in lower-division GE area C and 3 units in lower-division GE area D until after transfer.) Students pursuing an ADT are guaranteed admission to the CSU if minimum eligibility requirements are met, though not necessarily to the CSU campus of primary choice.

Upon verification that the ADT has been awarded prior to matriculation at SF State, students are guaranteed B.A. or B.S. completion in 60 units if pursuing a “similar” major after transfer. Determinations about “similar” majors at SF State are made by faculty in the discipline.

Degree completion in 60 units cannot be guaranteed when a student simultaneously pursues an additional major, a minor, certificate, or credential.

A sample advising roadmap for students who have earned an ADT and continue in a “similar” major at SF State is available on the Roadmaps tab on the degree requirements page for the major. The roadmap displays:

- How many lower-division units required for the major have been completed upon entry based on the award of a specific ADT;
- Which lower-division requirements are considered complete upon entry based on the award of a specific ADT;
- How to complete the remaining 60 units for the degree in four semesters.

Students who have earned an ADT should seek advising in the major department during the first semester of attendance.

General Advising Information for Transfer Students

- Before transfer, complete as many lower-division requirements or electives for this major as possible.
- The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
 - a course in U.S. History
 - a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit <http://www.assist.org> (<http://assist.org>). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower-division major requirements for this major;
- Which courses at a CCC satisfy CSU GE, US History, and US & CA Government requirements.

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a course was not passed on the first attempt or was taken to earn a better grade).

Before leaving the last California Community College of attendance, obtain a summary of completion of lower-division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering, and mathematics (STEM) disciplines often defer 6-9 units of lower-division General Education in Areas C and D until after transfer to focus on preparation courses for the major. This advice does not apply to students pursuing associate degree completion before transfer.

Transferring From Institutions Other Than CCCs or CSUs

Review SF State's lower-division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State's lower-division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.