Business Administration, General Business Concentration, BS

The General Business concentration, offered by the Department of Marketing and Business Analytics, offers students a broad spectrum of courses to prepare them for careers in small, medium-sized or family businesses and for jobs with companies that train new employees in a specific job largely unrelated to a functional area such as managing a large retail store or servicing technology company's customers.

- Program Learning Outcomes

Summary of Degree Units

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Program Roadmaps

The 4-Year Roadmap is available online. Roadmaps should be used in consultation with the catalog and your advisor to identify additional requirements for completing the major (for example, course grade minimums). Associate Degrees (ADT) Pathways are also available online.

Major-Specific Graduation Requirements

All courses in the Concentration Requirements for General Business must be completed with a grade of “C- or better”. The following Preparation for the Major and Required for the Major courses must be completed with a grade of “C or better”: ENGL 2, MATH 70, BUS1 20, BUS2 90.

University Requirements

Students must satisfy all of the major and Undergraduate University Graduation Requirements, which includes unit, GPA, and residency requirements as well as the below identified General Education, American Institutions, Graduation Writing Assessment, and Physical Education requirements. Courses that meet Undergraduate University Graduation Requirements are noted with an area designation (see Course Abbreviations).

Core Lower Division General Education (27 units)

Of the 39 units required by the university, 12 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3, B4, or F must be passed with a “C-” or better to meet the requirement. Consult with a major advisor for details.

Note: Students who have completed the ADT Transfer degree (under SB 1440) for this major will have completed all lower division GE requirements and should follow the 60 unit guarantee roadmap. Meet with an advisor prior to registering for your first semester for the 60 unit roadmap or specific questions.

Upper Division General Education (3 units)

Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

American Institutions (6 units)
Complete one 6-unit sequence of American Institutions (US123) courses, which also satisfies GE Area D. Students may also satisfy the American Institutions Requirement with other courses, but these may not satisfy other GE areas.

The American Studies (AMS 1A/AMS 1B; 12 units) and Humanities Honors (HUM 1A/HUM 1B/HUM 2A/HUM 2B; 24 units) sequences satisfy the American Institutions Requirement and additional GE Areas (see course descriptions for details).

Consult with a major advisor to select the appropriate sequence.

**African American Studies (6 units)**
- AFAM 2A - African Americans and the Development of America’s History and Government 3 unit(s) (D)
- AFAM 2B - African Americans and the Development of America’s History and Government 3 unit(s) (D+US123)

**Asian American Studies (6 units)**
- AAS 33A - Asian Americans in U.S. History I 3 unit(s) (D)
- AAS 33B - Asian Americans in U.S. History II 3 unit(s) (D+US123)

**Chicana and Chicano Studies (6 units)**
- CCS 10A - Mexican Americans and the Development of U.S. History and Government 3 unit(s) (D)
- CCS 10B - Mexican Americans and the Development of U.S. History and Government 3 unit(s) (D+US123)

**U.S. History and Government (6 units)**

Complete One US1: US History Course
- AMS 10 - Stories that Make America 3 unit(s) (C2+US1)
- HIST 15 - Essentials of U.S. History 3 unit(s) (D+US1)

Complete One US23: US Constitution and California Government Course
- POLS 15 - Essentials of U.S. & California Government 3 unit(s) (D+US23)
- POLS 16 - Power and Ideas in American Politics 3 unit(s) (C2+US23)

**Physical Education (2 units)**

All SJSU undergraduate students, regardless of major, have an opportunity to expand their knowledge and skills in physical activities. To accommodate students’ needs and interests, the university offers a diverse selection of activity courses.

**Graduation Writing Assessment Requirement**

At SJSU, students must pass both the SJSU Writing Skills Test (WST) and a Writing in the Disciplines (100W) course. The Graduation Writing Assessment Requirement (GWAR) is satisfied by a course in the major. A grade of C or better (C- not accepted) is required to meet graduation requirements.

**Major Preparation (15 units)**
- ECON 1A - Principles of Economics: Macroeconomics 3 unit(s)
- ECON 1B - Principles of Economics: Microeconomics 3 unit(s) (D)
- ENGL 2 - Critical Thinking and Writing 3 unit(s) (A3) (or equivalent)
- MATH 70 - Mathematics for Business 3 unit(s) (B4) (Students who complete any of the following with a C or better may substitute it for MATH 70: MATH 30, 30X, 31, 31X, 32, 32X, 70X, 71, or 71X.)
Writing in the Disciplines (3 units)

- **ENGL 100WB - Written Communication: Business** 3 unit(s) (WID)
- **COMM 100W - Writing Workshop: Writing for Influence** 3 unit(s) (WID)
- **LLD 100WB - Writing Workshop for Business Students** 3 unit(s) (WID)

Major Requirements (61 units)

Core Courses (43 units)

Lower Division Courses (13 units)

- **BUS1 20 - Financial Accounting** 3 unit(s)
- **BUS1 21 - Managerial Accounting** 3 unit(s)
- **BUS3 80 - Legal Environment of Business** 3 unit(s)
- **BUS2 90 - Business Statistics** 3 unit(s) (Transfer students with **STAT 95** (C or better) may use this in lieu of **BUS2 90**)
- **BUS4 91L - Computer Tools for Business** 1 unit(s)

Upper Division Business Fundamentals Courses (15 units)

- **BUS2 130 - Introduction to Marketing** 3 unit(s)
- **BUS5 140 - Fundamentals of Operations Management** 3 unit(s)
- **BUS3 160 - Fundamentals of Management and Organizational Behavior** 3 unit(s)
- **BUS1 170 - Fundamentals of Finance** 3 unit(s)
- **BUS2 190 - Quantitative Business Analysis** 3 unit(s)

Upper Division Business Integration and Perspectives Courses (15 units)

- **BUS5 187 - Global Dimensions of Business** 3 unit(s)
- **BUS4 188 - Business Systems and Policy** 3 unit(s)
- **BUS3 189 - Strategic Management** 3 unit(s)
- **PHIL 186 - Professional and Business Ethics** 3 unit(s) (S)
- One non-business global perspectives course in Area V 3 unit(s)

Concentration Requirements (18 units)

Required Courses (12 units)

Courses selected must include at least one each from Marketing and Organization and Management. There could be as many as 12 units from any one department and as many as 6 units of advisor approved transfer credit. All these courses require grades of “C-” or better.

Additional Courses (6 units)

Any upper division business courses. Please see an advisor for a current list of acceptable courses. All these courses require grades of “C-” or better.

University Electives (6 units)

Total Units Required (120 units)
## Business Administration, General Business Concentration, BS (2022-2023)

The following roadmap is a sample advising map to complete the degree program in four years. Please consult your MyPlanner and major advisor as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

### Year 1

#### Fall Semester (15 units)

- **ECON 1B - Principles of Economics: Microeconomics** 3 unit(s) (D) ¹
- **ENGL 1A - First Year Writing** 3 unit(s) (A2)
- **GE Area A1** 3 unit(s)
- **GE Area C1** 3 unit(s)
- **GE Area F** 3 unit(s)

#### Spring Semester (15 units)

- **ECON 1A - Principles of Economics: Macroeconomics** 3 unit(s) ¹
- **ENGL 2 - Critical Thinking and Writing** 3 unit(s) (A3) ²
- **MATH 70 - Mathematics for Business** OR **MATH 70X - Mathematics for Business** 3 unit(s) (B4) ²
  
  Note: MATH 70X requires enrollment in **MATH 70W**.
- **BUS3 12 - Managing My life** 3 unit(s) (E)
- **GE Area C2** 3 unit(s)

### Year 2

#### Fall Semester (17 units)

- **BUS3 80 - Legal Environment of Business** 3 unit(s)
- **BUS1 20 - Financial Accounting** 3 unit(s) ⁴
- **GE Area D** + **US123** 3 unit(s) ³
- **GE Area B1+B3** 3 unit(s) *
- **BUS4 91L - Computer Tools for Business** 1 unit(s)
- Physical Education 1 unit(s)
- University Elective - Lower or Upper Division 3 unit(s) ⁸
- **Writing Skills Test (WST) - Taken and Passed**

#### Spring Semester (16 units)

- **BUS2 90 - Business Statistics** 3 unit(s) ⁴
- **BUS1 21 - Managerial Accounting** 3 unit(s)
Year 3

Fall Semester (15 units)

- **BUS2 130 - Introduction to Marketing** 3 unit(s)
- **BUS3 160 - Fundamentals of Management and Organizational Behavior** 3 unit(s)
- **BUS5 187 - Global Dimensions of Business** 3 unit(s)
- **COMM 100W - Writing Workshop: Writing for Influence**, **ENGL 100WB - Written Communication: Business**, **OR LLD 100WB - Writing Workshop for Business Students** 3 unit(s) (WID)
- **SJSU Studies Area V** 3 unit(s)

Note: Area V also fulfills Non-Business Global Perspectives (a major requirement).

Spring Semester (15 units)

- General Business Elective #1 (BUS2 - Marketing) 3 unit(s)
- General Business Elective #2 (BUS3 - Management or BUS5 - Global Innovation and Leadership) 3 unit(s)
- **BUS5 140 - Fundamentals of Operations Management** 3 unit(s)
- **BUS1 170 - Fundamentals of Finance** 3 unit(s)
- **BUS4 186/PHIL 186 - Professional and Business Ethics** 3 unit(s) (S)

Note: BUS3/PHIL 186 is a major requirement.

Apply to Graduate

Year 4

Fall Semester (15 units)

- General Business Elective #3 3 unit(s)
- General Business Elective #4 3 unit(s)
- **BUS4 188 - Business Systems and Policy** 3 unit(s)
- **BUS2 190 - Quantitative Business Analysis** 3 unit(s)
- **SJSU Studies Area R** 3 unit(s)

Spring Semester (12 units)

- General Business Elective #5 3 unit(s)
- General Business Elective #6 3 unit(s)
- **BUS4 189 - Strategic Management** 3 unit(s)
- University Elective - Lower or Upper Division 3 unit(s)

Roadmap Notes

1 Preparation for the Major
2 Preparation for the Major and a “C” grade or better
3 Consult an advisor to determine your best option
Course requires a “C” grade or better

Prerequisite: Pass WST and a “C” grade or better is required

Prerequisite: Pass WST

Course requires a “C-” grade or better

If needed to reach 120 units, students may take any course

* Either B1 or B2 must be taken with a **B3 - Laboratory**.

L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business