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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<th>Requirement</th>
<th>Units</th>
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<td><strong>Total</strong></td>
<td><strong>120</strong></td>
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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 71, BUSI 20, BUSI 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 or B4 must be passed with a “C-“ or better to meet the requirement. Consult with 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 the course description 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)

- **HIST 15** - Essentials of U.S. History 3 unit(s) (D+US1)
- **POLS 15** - Essentials of U.S. & California Government 3 unit(s) (D+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 100W course. Exceptions to the GWAR may be found at Graduation Writing Assessment Requirement (GWAR).

A grade of C or better (C- not accepted) is required to meet graduation requirement.

### Major Preparation (15 units)

- **ECON 1A** - Principles of Economics: Macroeconomics 3-4 unit(s)
- **ECON 1B** - Principles of Economics: Microeconomics 3-4 unit(s) (D)
- **ENGL 2** - Critical Thinking and Writing 3 unit(s) (A3) (or equivalent)
- **MATH 71** - Calculus for Business and Aviation 3 unit(s) (B4) (Transfer students with MATH 30 (C or better) may use this in lieu of MATH 71)

### Written Communication (3 units)

- **ENGL 100WB** - Written Communication: Business 3 unit(s) (Z)
- **COMM 100W** - Writing Workshop: Writing for Influence 3 unit(s) (Z)
- **LLD 100WB** - Writing Workshop for Business Students 3 unit(s) (Z)
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)
- BUS1 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 180 - 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)
**General Business Concentration Courses (18 units):**

**Required Courses (Complete SIX Courses):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BUS4 110A</td>
<td>Fundamentals of Management Information Systems</td>
</tr>
<tr>
<td>BUS4 110B</td>
<td>Systems Analysis and Design</td>
</tr>
<tr>
<td>BUS 110A</td>
<td>Networking and Data Communications (BUS 110A)</td>
</tr>
<tr>
<td>BUS 110B</td>
<td>Database Management Systems (BUS 110B)</td>
</tr>
<tr>
<td>BUS 111</td>
<td>Advanced Business Programming</td>
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<tr>
<td>BUS 112</td>
<td>Advanced Business Programming in Java</td>
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<tr>
<td>BUS 112</td>
<td>Advanced Systems Analysis and Design (BUS 112)</td>
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<tr>
<td>BUS 114</td>
<td>Advanced Networking and Data Communications (BUS 111)</td>
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<tr>
<td>BUS 115</td>
<td>Advanced Database Management Systems (BUS 111)</td>
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<tr>
<td>BUS 116</td>
<td>Advanced Database Management Systems (BUS 111)</td>
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<tr>
<td>BUS 118A</td>
<td>Topics in MIS: Network Design and Management</td>
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<tr>
<td>BUS 118B</td>
<td>Executive Support and Expert Systems</td>
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<tr>
<td>BUS 118C</td>
<td>Information Security and Assurance Management</td>
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<tr>
<td>BUS 118S</td>
<td>Special Topics in MIS</td>
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<tr>
<td>BUS 118W</td>
<td>Web Based Computing</td>
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<tr>
<td>BUS 119A</td>
<td>Practicum in MIS (BUS 111, 112)</td>
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<tr>
<td>BUS 120A</td>
<td>Accounting Information Systems</td>
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<tr>
<td>BUS 120B</td>
<td>Advanced AIS and IS Risk Assessment (BUS 120A)</td>
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<tr>
<td>BUS 120C</td>
<td>Network Environment and Controls (BUS 120B)</td>
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<tr>
<td>BUS 120D</td>
<td>Accounting Topics in IT Audit (BUS 120C or BUS 111)</td>
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<tr>
<td>BUS 120E</td>
<td>Platforms Security &amp; E-Commerce Controls (BUS 120D)</td>
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<tr>
<td>BUS 120G</td>
<td>Programming and Systems Development in AIS</td>
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<tr>
<td>BUS 122A</td>
<td>Management Accounting and Control Systems</td>
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<td>BUS 131A</td>
<td>Business to Business Marketing</td>
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<td>BUS 131B</td>
<td>Retail Marketing Management</td>
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<td>BUS 131C</td>
<td>Marketing of High Technology</td>
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<td>BUS 131D</td>
<td>Marketing in New Ventures</td>
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<tr>
<td>BUS 132A</td>
<td>Marketing Channels and Institutions</td>
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<td>BUS 132B</td>
<td>Business Logistics</td>
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<td>BUS 133A</td>
<td>International Marketing</td>
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<td>BUS 133B</td>
<td>Relationship Marketing: Pacific Rim</td>
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<td>BUS 133C</td>
<td>International Marketing: Developing Nations</td>
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<td>BUS 133E</td>
<td>Marketing to Eastern/Western Europe</td>
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<td>BUS 134A</td>
<td>Consumer Behavior (BUS 130 &amp; 100W(B))</td>
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<td>BUS 134B</td>
<td>Integrated Marketing Communications (BUS 130 &amp; 100W(B))</td>
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<td>BUS 134C</td>
<td>Social Media Marketing</td>
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<td>BUS 135</td>
<td>Sales Management</td>
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<td>BUS 136</td>
<td>Product Development</td>
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<td>BUS 137D</td>
<td>Special Topics in Decision Sciences</td>
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<td>BUS 138</td>
<td>Marketing Research (BUS 130)</td>
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<td>BUS 141</td>
<td>Procurement and Supply Management</td>
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<td>BUS 142</td>
<td>Total Quality Management</td>
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<td>BUS 143</td>
<td>Business Management and Urban Planning Topics</td>
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<td>BUS 144</td>
<td>Supply Chain Management</td>
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<tr>
<td>BUS 145</td>
<td>Global Operations Management</td>
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</tbody>
</table>
*All courses within the General Business concentration require grades of C- or better. A cumulative 2.0 GPA is required in all business classes. Courses in bold are prerequisites.*

# The courses selected must include at least one from each of Marketing (Bus2) and either the School of Management (Bus3) or School of Global Innovation and Leadership (Bus5). There could be as many as 12 credits from any one department and as many as 6 credits transferred in from another college, provided the transferred courses add value to the concentration (e.g., courses from engineering used to bolster a career path in technical sales).

NOTE: The following Accounting & Finance courses are excluded from the list of courses available to the General Business concentration: BUS121A, 121B, 123A, 124, 125, 126, 128, 129A, 129B, 171A, 172A, 173A, 171B, 172B, 172C, and 173B. However, if students that were previously A&F students have taken any of these courses and later change to General Business, they may count as part of the 18 units General Business students are required to complete.
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 71 OR MATH 71X - Calculus for Business and Aviation** 3 unit(s) (B4)²
  - Note: MATH 71X requires enrollment in MATH 71W.
- **BUS 12 - Managing MyLife** 3 unit(s) (E)
- **GE Area C2** 3 unit(s)

Year 2

Fall Semester (17 units)

- **BUS 80 - Legal Environment of Business** 3 unit(s)
- **BUS 20 - Financial Accounting** 3 unit(s)⁴
- **GE Area D + US123** 3 unit(s)³
- **GE Area B1 + B3** 3 unit(s) *
- **BUS 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)

- **BUS 90 - Business Statistics** 3 unit(s)⁴
- **BUS 21 - Managerial Accounting** 3 unit(s)
• GE Area D+US123 3 unit(s) 
• GE Area B2+B3 3 unit(s) *
• GE Area C1 or C2 3 unit(s)
• Physical Education 1 unit(s)

Note: Complete 60 units to reach Upper Division Standing.

Year 3

Fall Semester (15 units)

• BUS2 130 - Introduction to Marketing 3 unit(s)
• BUS4 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 LLDP 100WB - Writing Workshop for Business Students 3 unit(s) (Z) 
• 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
4 Course requires a “C” grade or better
5 Prerequisite Pass WST and a “C” grade or better is required
6 Prerequisite Pass WST
7 Course requires a “C-” grade or better
8 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