Bachelor of Science in Business Administration

Catalog Years: 2015-2016 through 2017-2018				Catalog Year: 2018-2019		
Lower Division Core: **29-33 Quarter Units**				Lower Division Core: **21 Semester Units**		
Minimum Grade Required: **C**				Minimum Grade Required: **C-**		
ITM 1270	Fund. of Info. Systems & Appl **or** Digital Prof. Test		0-4			
STAT 2010	Elem. of Statistics for Bus. & Econ.		5	STAT 110	Elem. of Statistics for Bus. & Econ.	3
or STAT 1000	Elem. of Probability & Statistics		5	**or** STAT 100	Elem. of Statistics & Probability	3
MATH 1810	Math for Business & Social Sciences		4	MATH 180	Business Math with Calculus	3
or MATH 1304	Calculus I		4	**or** MATH 130	Calculus I	3
ACCT 2251	Intro to Financial Acctg.		4	ACCT 210	Intro to Financial Acctg.	3
ACCT 2253	Intro to Managerial Acctg.		4	ACCT 215	Intro to Managerial Acctg.	3
ECON 2301	Prin. of Microeconomics		4	ECON 200	Prin. of Microeconomics	3
ECON 2302	Prin. of Macroeconomics		4	ECON 205	Prin. of Macroeconomics	3
ACCT 2701	Legal Environment of Business		4	BUS 220	Legal Environment of Business	3
Upper Division Core: **40 Quarter Units**				Upper Division Core: **33 Semester Units**		
Minimum Grade Required: **D**				Minimum Grade Required: **C-**		
MGT	Managerial Econ. & Bus. Strategy [MATH 1810]	4	ECON 380	Managerial Econ. & Bus. Strategy [MATH 180]		3
T 4670						
	Multinational Business		4	BUS 385	International Business	3
or ECON 3107	Global Economic Analysis		4	**or** ECON 385	Global Economic Analysis [ECON 200 or 205]	3
				BUS 335	Communications in Team Building	3
Capstone: **4 Quarter Units** Minimum Grade: **D**				Capstone: **3 Semester Units** Minimum Grade: **C**		
Prerequisites: **FIN 3300; MKTG 3401; MGMT 3100, 450(**				Prerequisites: BUS 325, 330, 370; MGMT 35(		
MGMT 4650	Seminar in Strategic Business Management		4	BUS 499	Seminar in Strategic Business Management	3
Marketing Management Option: 24 Quarter Units				**Marketing Management Concentration: 18 Semester Units**		
Required Courses: **12 Quarters Units** [Prerequisite, Minimum Grade: D]				Required Courses: **9 Semester Units** [Prerequisite, Minimum Grade: C-]		
MKTG 3445	Marketing Research	[MKTG 3401]	4	MKTG 310	Marketing Research	3
MKTG 4400	Integrated Marketing Mgmt.	[MKTG 3401]	4	MKTG 440	Marketing Strategy	3
MKTG 4417	Consumer Behavior	[MKTG 3401]	4	MKTG 314	Consumer Behavior	3
Quarter Elective Courses: **12 Quarter Units, Select three electives**				Semester Elective Courses: **9 Semester Units, Select three electives**		
MKTG 3415	Personal Selling		4			
MKTG 3425	Promotion		4			
MKTG 4435	Services Marketing		4			
MKTG 3410	Advertising Management	[MKTG 3401]	4	MKTG 426	Advertising & Promotion Mgmt.	3
MKTG 3440	Products and Pricing	[MKTG 3401]	4	MKTG 420	Product, Service & Brand Mgmt	3
MKTG 4415	Corporate Communications	[MKTG 3401]	4	MKTG 415	Corporate Communication	3
MKTG 4450	Marketing Seminar	[MKTG 3401]	4	MKTG 497	Seminar in Selected Marketing Topics	3
MKTG 4470	International Marketing	[MKTG 3401]	4	MKTG 430	International Marketing	3
				MKTG 312	Marketing Analytics	3
				MKTG 424	Sales Management	3
				MKTG 425	Business-to-Business Marketing	3
				MKTG 427	Digital Marketing & Social Media	3
Total: 97-103 Quarter Units				**Total: 75 Semester Units**		