BS BUSINESS ADMINISTRATION

2013-2015	updated	Units Required 180
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NOTE: This document can be used as a compact display of courses and other curricular requirements. The Degree Progress Report must be used to track students' progress in all degree requirements, throughout their Cal Poly career.

Note: No major, concentration, or support courses may be sele	ected as credit/no
MAJOR COURSES (72-76)	
BUS 207 Legal Responsibilities of Business	4
BUS 214 Financial Accounting	4
BUS 215 Managerial Accounting	4
BUS 342 Fundamentals of Corporate Finance	4
BUS 346 Principles of Marketing	4
BUS 387 Organizational Behavior	4
BUS 391 Information Systems	4
BUS 401 General Management and Strategy	4
BUS 404 Governmental and Social Influences on Bu	siness 4
Technology Management - Select <i>one:</i> IT 303, 326, 330, 341, 371	4
International Business - Select one :	4
BUS 301, 302, 303, 304, 410, 427,	
446; ECON 330	
Senior Project - Select:	
BUS 461 Senior Project I and	2 and
BUS 462 Senior Project II	2
or	or
BUS 416, 463, 464; ECON 464	4
Concentration Courses	24-28

GENERAL EDUCATION (GE)	60
72 units required, 12 of which are in Support	
Minimum of 12 units required at the 300 level.	
Area A Communication	12
A1 Expository Writing	4
A2 Oral Communication	.4
A3 Reasoning, Argumentation & Writing	.4
Area B Science and Mathematics	8
B1 Math/Statistics (8 units in Support) ¹	
B2 Life Science	
B3 Physical Science	4
B4 One lab with B2 or B3	
Area C Arts and Humanities	20
C1 Literature	4
C2 Philosophy	4
C3 Fine/Performing Arts	4
C4 Upper-division elective	4
C1- C5 Elective	4
Area D/E Society and the Individual	16
D1 The American Experience (40404)	4
D2 Political Economy (4 units in Support) ¹	
D3 Comp Social Institutions	.4
D4 Self Dvlpmt (CSU Area E)	4
D5 Upper-division elective (No BUS)	
Area F Technology (upper div)	4

FREE ELECTIVES 19-23

SUPPORT COURSES (25)

ECON 221 Microeconomics	4
ECON 222 Macroeconomics (D2) ¹	4
ECON elective (300-400 level)	4
MATH 221 Calc for Bus and Economics (B1) ¹	4
STAT 251 Statistical Inference for Mgmt I (B1) ^{1,2}	4
STAT 252 Statistical Inference for Mgmt II ²	5

OTHER DEGREE REQUIREMENTS:

- Cal Poly, Higher Ed, and Major GPA must all be at least 2.00
- All students must complete:
- United States Cultural Pluralism Requirement
- Graduation Writing Requirement
- 60 units Upper Division (any 300-400 level classes)
- Upper Division units in the Major: 27
- Residency Requirements: See Degree Progress Report for details

¹ Required in Support; also satisfies GE

² STAT 301 (4) and STAT 302 (4) may be used as a substitute for STAT 251 (4) and STAT 252 (5). All students must still complete two approved GE B1 courses. STAT 301 and STAT 302 are not GE courses. Students pursuing the Quantitative Concentration should take MATH 141 and MATH 142 instead of MATH 221.

ACCOUNTING CONCENTRATION

BUS 319	Accounting Information Systems	4
BUS 320	Federal Income Taxation for Individuals	4
BUS 321	Intermediate Accounting I	4
BUS 322	Intermediate Accounting II	4
BUS 424	Accounting Ethics	. 4
BUS 425	Auditing	4
Accountin	g Elective. Select one from the following:	4
BUS	S 412, BUS 417 or BUS 422	
		28

FINANCIAL MANAGEMENT CONCENTRATION

BUS 431 Security Analysis and Portfolio Mgmt	4
BUS 438 Advanced Corporate Finance	4
BUS 439 Fixed Income Securities Market	4
Finance electives (400 level)	12
Select from the following:	
BUS 432, 433, 434, 435, 436, 437, 441, 442, 443, 444,	
445;	
ECON 339 ¹ ;	
Approved Electives	4
Select one from the following:	
BUS 320, 321, 322, 412, 417, 425, 427;	
ECON 311, 313, 330, 337, 339 ¹ , 340, 405, 406, 408,	
409, 420, 424	
-	28

MANAGEMENT AND HUMAN RESOURCES CONCENTRATION

BUS 382	Organizations, People, and Technology	4
BUS 384	Human Resources Management	4
BUS 386	Employee Training and Development	4
BUS 475	Staffing	4
BUS 477	Managing Change and Development	4
Approved Electives		8
Select from the following:		
BUS 310, 407, 471, 483, 489		
		28

INFORMATION SYSTEMS CONCENTRATION

BUS 392	Business Application Development	4
BUS 393	Database Systems in Business	4
BUS 394	System Analysis and Design	4
BUS 395	Systems Design and Implementation	4
Approved Electives		8
Selec	t from the following:	
BUS	491, 494, 496, 498, 499	
		24

MARKETING MANAGEMENT CONCENTRATION

BUS 418	Listening to the Customer 4	
BUS 419	Strategic Marketing Measurement	
BUS 451	New Product Development and Launch4	
BUS 452	Product Management 4	
BUS 454	Marketing Projects 4	
BUS 455	Marketing Strategy 4	
	24	

¹ ECON 339 cannot double count.

ENTREPRENEURSHIP CONCENTRATION

BUS 310	Introduction to Entrepreneurship	4
BUS 418	Listening to the Customer	4
BUS 436	Entrepreneurial Finance	4
BUS 488	Planning & Managing New Ventures	4
IT 428	Commercialization of New Tech	4
Approved	Electives	8
Selec	t from the following:	

BUS 311, 382, 384, 392, 451, 477, 489; ECON 337; IT 326, 330, 402, 406, 407; BUS/IT 470

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CONSUMER PACKAGING SOLUTIONS CONCENTRATION

BUS 418	Listening to the Customer	4
BUS 419	Strategic Marketing Measurement	4
BUS 451	New Product Develop and Launch	4
IT 330	Packaging Fundamentals	4
IT 408	Paper and Paperboard Packaging	4
IT 475	Packaging Performance Testing	4
Approved Electives		4
Selec	t one from the following:	
BUS	412, 452;	
IT 23	3, 326, 341, 403, 415, 435,	
457		28

CONCENTRATIONS AVAILABLE FROM ECONOMICS:

QUANTITATIVE CONCENTRATION

ECON 406 Applied Forecasting	4
ECON 408 Mathematical Economics	4
Approved Electives. Select from the following:	20
ECON 340, 403, 404, 405, 409, 431, 432;	
BUS 431, 439, 442, 444;	
IME 301, 405, 407;	
MATH 143, 206, 211, 212, 241, 242, 244,	
248, 304, 306, 344, 406, 408, 409, 412, 413,	
414, 416, 418, 437, 451, 453;	
STAT 323, 324, 325, 330, 331,	
416, 419, 425, 426, 427	

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REAL ESTATE CONCENTRATION

ECON 424 Monetary Economics	. 4
ECON 434 Urban Economics	. 4
ECON 435 Economics of Land and Water	. 4
Approved Electives. Select from the following:	16
AGB 310, 315, 324, 326;	
BUS 320, 409, 434, 435, 439;	
CM 475;	
CRP 446;	
ECON 406, 409, 410, 431, 432	