

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: D					Minimum Grade Required: C-				
ITM 1270	Fund. of Info. Systems & App	Digital Prof. Test	0-4		STAT 110	Elem. of Statistics for Bus. & Econ.		3	
STAT 2010	Elem. of Statistics for Bus. & Econ.		5		or STAT 100	Elem. of Statistics & Probability		3	
or STAT 1000	Elem. of Probability & Statistics		5		MATH 180	Business Math with Calculus		3	
MATH 1810	Math for Business & Social Sciences		4		or MATH 130	Calculus I		3	
or MATH 1304	Calculus I		4		ACCT 210	Intro to Financial Acctg.		3	
ACCT 2251	Intro to Financial Acctg.		4		ACCT 215	Intro to Managerial Acctg.		3	
ACCT 2253	Intro to Managerial Acctg.		4		ECON 200	Prin. of Microeconomics		3	
ECON 2301	Prin. of Microeconomics		4		ECON 205	Prin. of Macroeconomics		3	
ECON 2302	Prin. of Macroeconomics		4		BUS 220	Legal Environment of Business		3	
ACCT 2701	Legal Environment of Business		4						
Upper Division Core 40 Quarter Units					Upper Division Core 33 Semester Units				
Minimum Grade Required: D					Minimum Grade Required: C-				
MGM 310	Managerial Econ. & Bus. Strategy	[MATH 1810]	4	ECON 380	Managerial Econ. & Bus. Strategy	[MATH 180]		3	
Capstone 4 Quarter Units					Capstone 3 Semester Units				
Minimum Grade: D					Minimum Grade: C				
Prerequisites: FIN 3300; MKTG 3401; MGMT 3100, 4					Prerequisites: BUS 325, 330, 370; MGM1				
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 Quarter Units					Required Courses: 9 Semester Units				
[Prerequisite, Minimum Grade: D]					[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 426	Advertising & Promotion Mgmt.		3	
MKTG 3425	Promotion		4		MKTG 420	Product, Service & Brand Mgmt		3	
MKTG 4435	Services Marketing		4		MKTG 415	Corporate Communication		3	
MKTG 3410	Advertising Management	[MKTG 3401]	4		MKTG 497	Seminar in Selected Marketing Topics		3	
MKTG 3440	Products and Pricing	[MKTG 3401]	4		MKTG 430	International Marketing		3	
MKTG 4415	Corporate Communications	[MKTG 3401]	4		MKTG 312	Marketing Analytics		3	
MKTG 4450	Marketing Seminar	[MKTG 3401]	4		MKTG 424	Sales Management		3	
MKTG 4470	International Marketing	[MKTG 3401]	4		MKTG 425	Business-to-Business Marketing		3	
					MKTG 427	Digital Marketing & Social Media		3	
Total: 97-103 Quarter Units					Total: 75 Semester Units				

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