

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

University Graduation Requirements	38
Major Preparation	15
Major Core Requirements	43
Concentration Requirements	18
University Electives	6
Total	120

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 sequence ([AMS 1A/AMS 1B](#); 12 units) or Humanities Honors course ([HUM 2B](#); 6 units) satisfies 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)
- [HIST 170S - Topics in American History: American Identities and Institutions](#) 3 unit(s) (S+US1)

Complete One US23: US Constitution and California Government Course

- [AMS 11 - Visions of Democracy](#) 3 unit(s) (D+US23)
- [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)
- [POLS 170V - American Politics in Global Perspective](#) 3 unit(s) (V+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 a Writing in the Disciplines (100W) course with a grade of C or better (C- not accepted) to meet graduation requirements. For this major, the [Graduation Writing Assessment Requirement \(GWAR\)](#) is satisfied by a course in the major.

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 course from the [Marketing & Business Analytics \(BUS2\)](#) department and one course from either the [School of Management \(BUS3\)](#) or [School of Global Innovation & Leadership \(BUS5\)](#). 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):

_____BUS4 110A*	Fundamentals of Management Information Systems
_____BUS4 110B*	Systems Analysis and Design
_____BUS4 111*	Networking and Data Communications (BUS 110A)
_____BUS4 112*	Database Management Systems (BUS 110B)
_____BUS4 113*	Advanced Business Programming
_____BUS4 113J*	Advanced Business Programming in Java
_____BUS4 114*	Advanced Systems Analysis and Design (BUS 112)
_____BUS4 115*	Advanced Networking and Data Communications (BUS 111)
_____BUS4 116*	Advanced Database Management Systems (BUS 112)
_____BUS4 118A*	Topics in MIS: Network Design and Management
_____BUS4 118B*	Executive Support and Expert Systems
_____BUS4 118C*	Information Security and Assurance Management
_____BUS4 118S*	Special Topics in MIS
_____BUS4 118W*	Web Based Computing
_____BUS4 119A*	Practicum in MIS (BUS 111, 112)
_____BUS1 120A*	Accounting Information Systems
_____BUS1 120B*	Advanced AIS and IS Risk Assessment (BUS 120A)
_____BUS1 120C*	Network Environment and Controls (BUS 120B)
_____BUS1 120D*	Accounting Topics in IT Audit (BUS 120C or BUS 111)
_____BUS1 120E*	Platforms Security & E-Commerce Controls (BUS 120D)
_____BUS1 120G*	Programming and Systems Development in AIS
_____BUS1 122A*	Management Accounting and Control Systems
_____BUS2 131A*	Business to Business Marketing
_____BUS2 131B*	Retail Marketing Management
_____BUS2 131C*	Marketing of High Technology
_____BUS2 131D*	Marketing in New Ventures
_____BUS2 132A*	Marketing Channels and Institutions
_____BUS2 132B*	Business Logistics
_____BUS2 133A*	International Marketing
_____BUS2 133B*	Relationship Marketing: Pacific Rim
_____BUS2 133C*	International Marketing: Developing Nations
_____BUS2 133E*	Marketing to Eastern/Western Europe
_____BUS2 134A*	Consumer Behavior (BUS 130 & 100W(B))
_____BUS2 134B*	Integrated Marketing Communications (BUS 130 & 100W(B))
_____BUS2 134C*	Social Media Marketing
_____BUS2 135*	Sales Management
_____BUS2 136*	Product Development
_____BUS2 137D*	Special Topics in Decision Sciences
_____BUS2 138*	Marketing Research (BUS 130)
_____BUS5 141*	Procurement and Supply Management
_____BUS5 142*	Total Quality Management
_____BUS5 143*	Business Management and Urban Planning Topics
_____BUS5 144*	Supply Chain Management
_____BUS5 145*	Global Operations Management

_____BUS5 146*	Fundamental of Project Management
_____BUS5 147*	Service Operations Management
_____BUS3 149*	Negotiation and Conflict Resolution
_____BUS3 150*	Fundamentals of Human Resource Management
_____BUS5 162*	International and Comparative Management
_____BUS5 163*	Management Issues in High Technology Companies
_____BUS5 165A	Global Leadership
_____BUS3 166*	Business, Government, and Society
_____BUS5 167*	Managing Environmental Issues
_____BUS3 168*	Global Business and Human Rights
_____BUS1 173C*	Entrepreneurial Finance (173A)
_____BUS1 175*	Real Estate Finance (BUS 170)
_____BUS1 177*	International Business Finance (BUS 170)
_____BUS2 180*	Individual Studies in Business (Requires Dept. approval)
_____BUS5 181*	Introduction to Entrepreneurship
_____BUS5 182*	Business Plans for New Ventures
_____BUS5 183*	Global Entrepreneurship
_____BUS5 184*	Business Strategy in Practice in Technology Enterprise
_____BUS2 191*	Decision Making Under Uncertainty
_____BUS2 193*	Data Mining
_____BUS5 194*	Business Organization and Management of Technology Enterprise
_____BUS3 195*	Accounting Concepts for Engineers
_____BUS5 198*	Strategic Consulting for Small Business

***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.

Business Administration, General Business Concentration, BS (2023-2024)

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](#) | [Year 2](#) | [Year 3](#) | [Year 4](#)

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
- Complete the [Upper Division Writing - Directed Self Placement](#)

Spring Semester (16 units)

- [BUS2 90 - Business Statistics](#) 3 unit(s) ⁴
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)

- [GE Area D + US123](#) 3 unit(s)³
- [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)
- [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)⁵
- [SJSU Studies Area V](#) 3 unit(s)⁶

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)⁷
- General Business Elective #2 (BUS3 - Management **or** BUS5 - Global Innovation and Leadership) 3 unit(s)⁷
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS3 186/PHIL 186 - Professional and Business Ethics](#) 3 unit(s) (S)⁶

Note: BUS3/PHIL 186 is a major requirement.

- [Apply to Graduate](#)

Year 4

Fall Semester (15 units)

- General Business Elective #3 3 unit(s)⁷
- General Business Elective #4 3 unit(s)⁷
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS2 190 - Quantitative Business Analysis](#) 3 unit(s)
- [SJSU Studies Area R](#) 3 unit(s)⁶

Spring Semester (12 units)

- General Business Elective #5 3 unit(s)⁷
- General Business Elective #6 3 unit(s)⁷
- [BUS3 189 - Strategic Management](#) 3 unit(s)
- University Elective - Lower or Upper Division 3 unit(s)⁸

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 A “C” grade or better is required

⁶ Prerequisite Area A3 with “C-” or better; upper division standing

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
