## BS in Business Administration (General Management)

Units required for Major: 66  
Total units required for BS: 120

### Program Description

The General Management concentration permits a focus upon the skills of the manager, whether the manager is an entrepreneur or operating at the corporate or agency level, with emphasis on the skills of decision making as taught through the case method. Managerial skills in planning, organizing, and controlling are highly transferable within private industry and within the public and nonprofit sector as well, thus permitting a wide variety of career goals.

**Note:** The use of the words “business administration” throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Decision Sciences (DS), Entrepreneurship (ENTR), Finance (FIN), General Management (GM), Human Resources/Organizational Behavior (HROB), International Business (IBUS), Management (MGMT), Management Information Science (MIS), Marketing (MKTG), and Operations Management (OPM).

**Note:** Students graduating with a Bachelor of Science in Business Administration (all concentrations) will not be subject to the University’s Foreign Language Graduation Requirement. Students who change major may be subject to the University’s Foreign Language Graduation Requirement.

**Note:** At least 15 units of upper division business administration courses must be taken in residence at (or under the auspices of) California State University, Sacramento. Of these 15 units, a minimum of nine units must be in upper division courses in the concentration.

### Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of ‘C’ or better in each course and an overall GPA of 2.0 (‘C’), with the exception of MATH 24 which requires a minimum acceptable grade of ‘C’ or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS 101</td>
<td>Data Analysis for Managers</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>HROB 101</td>
<td>The Management of Contemporary Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

### Computer Literacy

All business majors must meet spreadsheet competency **prior** to taking upper division courses in the major. This requires completing MIS 10 (or equivalent).

### Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is ‘C’ with the exception of MATH 24 which requires a minimum acceptable grade of ‘C’ or better.

A minimum grade point average of 2.0 (‘C’) is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

### Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACY 1</td>
<td>Accounting Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ACY 2</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1A</td>
<td>Introduction to Macroeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1B</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MATH 24</td>
<td>Modern Business Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 10</td>
<td>Introduction to Business Law</td>
<td>3</td>
</tr>
<tr>
<td>STAT 1</td>
<td>Introduction to Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Units: 21**

1. Course also satisfies General Education (GE)/Graduation Requirement.

When enrolled in the last of the pre-requisite courses, students must file the supplemental business application to officially apply to Business Administration as their major.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>DS 101</td>
<td>Data Analysis for Managers</td>
<td>3</td>
</tr>
<tr>
<td>FIN 101</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>GM 105</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>HROB 101</td>
<td>The Management of Contemporary Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MIS 101</td>
<td>Computer Information Systems for Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 101</td>
<td>Principles Of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>OPM 101</td>
<td>Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Units: 24**

### General Management (GM) Concentration (21 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR 187</td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>GM 170</td>
<td>Fundamentals of Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 190</td>
<td>International Business</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives (12 Units)**

Select four from the following areas: 1

Accountancy
### ACCY 121  
Cost Accounting

### Supply Chain Management

- MKTG 160  
 Principles of Quality Management
- MKTG 181  
 Supply Chain Logistics Management
- MKTG 186  
 Advanced Operations Planning and Control
- MKTG 188  
 Supply Chain Modeling and Analysis

### Finance

- FIN 134  
 Financial Management
- FIN 135  
 Investments
- FIN 138  
 Principles of Risk Management and Insurance

### Human Resources/Organizational Behavior and Environment

- HROB 151  
 Management of Human Resources
- HROB 152  
 Management Skills Seminar
- HROB 157  
 Labor Relations
- MGMT 117  
 Business, Ethics and Society

### Marketing

- MKTG 115  
 Marketing Analytics
- MKTG 121  
 Marketing Research and Information
- MKTG 123  
 Public Relations and Ethics in Business
- MKTG 124  
 Retail Management
- MKTG 125  
 Advertising
- MKTG 126  
 Salesmanship
- MKTG 127  
 Sales Management
- MKTG 129  
 Marketing Management

### Entrepreneurship and International Business

- IBUS 180  
 Sustainability Business in Global Economy
- ENTR 185  
 Venture Growth Strategies
- ENTR 189  
 Corporate Entrepreneurship

### General Education Requirements 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Area A: Basic Subjects (9 Units)</strong></td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>Oral Communication</td>
<td>3</td>
</tr>
<tr>
<td>A2</td>
<td>Written Communication</td>
<td>3</td>
</tr>
<tr>
<td>A3</td>
<td>Critical Thinking</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Area B: Physical Universe and Its Life Forms (10 Units)</strong></td>
<td></td>
</tr>
<tr>
<td>B1</td>
<td>Physical Science</td>
<td>3</td>
</tr>
<tr>
<td>B2</td>
<td>Life Forms</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>B3 - Lab (Note: Lab experience to be taken with one of the following:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B1, B2 or B5</td>
<td>1</td>
</tr>
<tr>
<td>B4</td>
<td>Math Concepts 2</td>
<td>0</td>
</tr>
<tr>
<td>B5</td>
<td>Additional Course (Any B to reach 12 units) - Take upper-division</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>course to complete Area &amp; upper division requirements.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Area C: Arts and Humanities (12 Units)</strong></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>Arts</td>
<td>3</td>
</tr>
<tr>
<td>C2</td>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>C1/C2</td>
<td>Area C Course</td>
<td>3</td>
</tr>
</tbody>
</table>

### Graduation Requirements 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Graduation Requirements (required by CSU) (6-9 Units)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>American Institutions: U.S. History</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>American Institutions: U.S. Constitution &amp; CA Government</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Writing Intensive (WI) 2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>Graduation Requirements (required by Sacramento State) (6 Units)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>English Composition II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Race and Ethnicity in American Society (RE)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Foreign Language Proficiency Requirement 3</td>
<td>0</td>
</tr>
</tbody>
</table>

1 To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

2 Department offers students a 'select from the following' option:
   - If student chooses to take MGMT 117, they will meet the Writing Intensive (WI) graduation requirement.

3 Department offers students a ‘select from the following’ option:
   - If student chooses to take MGMT 117, they will meet upper division Area D.

1 No more than one course may be taken in a single area.
2 Course also satisfies General Education (GE)/Graduation Requirement.
3 Department offers students a ‘select from the following’ option:
   - If student chooses to take MGMT 117, they will meet upper division Area D.
If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). ‘C- or better required.’ The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html

**Note:** Students with a declared major of BS in Business Administration (all concentrations) are exempt from the Foreign Language Graduation Requirement.