

BS BUSINESS ADMINISTRATION

2007-09 Cal Poly Catalog

[Orfalea College of Business](#)

Business Bldg. (03), Room 455

805 756-2704

60 units upper division

GWR

2.0 GPA

USCP

* = Satisfies General Education requirement

Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES

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 Seminar in General Mgmt and Strategy	4
BUS 404 Governmental and Social Influences.....	4
Select one of the following:	4
IT 326, 330, 341 371	
International business. <i>Select one:</i>	4
BUS 302, 303, 402, 407, 410, 427, 433, 446;	
ECON 330.	
Senior Project. <i>Select:</i>	
BUS 461 and BUS 462, or BUS 463 or BUS 464	4
Concentration courses (<i>see following</i>)	24-28
	72-76

SUPPORT COURSES

ECON 221 Microeconomics	4
ECON 222 Macroeconomics (D2)*	4
ECON elective (300-400 level)	4
MATH 221 Calculus for Business and Econ (B1)*	4
STAT 251 Statistical Inference-Mgmt. I (B1)*	4
STAT 252 Statistical Inference-Mgmt. II	5
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GENERAL EDUCATION (GE)

72 units required; 12 units are in Support.
 →See page 56 for complete GE course listing.
 →Minimum of 12 units required at the 300-400 level.

Area A Communication (12 units)

A1 Expository Writing	4
A2 Oral Communication	4
A3 Reasoning, Argumentation, and Writing.....	4

Area B Science and Mathematics (8 units)

B1 Mathematics/Statistics * 8 units in Support	0
B2 Life Science	4
B3 Physical Science	4
B4 One lab taken with either a B2 or B3 course	

Area C Arts and Humanities (20 units)

C1 Literature	4
C2 Philosophy	4
C3 Fine/Performing Arts	4
C4 Upper-division elective	4
Area C elective (Choose one course from C1-C4)	4

Area D/E Society and the Individual (16 units)

D1 The American Experience (40404)	4
D2 Political Economy * 4 units in Support	0
D3 Comparative Social Institutions	4
D4 Self Development (CSU Area E)	4
D5 Upper-division elective	4

Area F Technology Elective (upper division)

(4 units)	4
	60

ELECTIVES	19-23
	180

CONCENTRATIONS (select one of the seven)

ACCOUNTING CONCENTRATION

BUS 319 Accounting Information Systems.....	4
BUS 320 Taxation of Business Entities.....	4
BUS 321 Intermediate Accounting I.....	4
BUS 322 Intermediate Accounting II	4
BUS 420 Advanced Financial Reporting	
or BUS 425 Auditing	4
BUS 429 Accounting Process Analysis.....	4
Four units of electives from any 400 level	
Accounting elective.....	4
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ENTREPRENEURSHIP and SMALL BUSINESS CONCENTRATION

BUS 310 Introduction to Entrepreneurship	4
BUS 436 Entrepreneurial Finance	4
BUS 451 Product Development and Launch	4
BUS 488 Planning and Managing New Ventures.....	4
Select two courses from:	8
BUS 311, 418, 436, 451, 470	
IT 326, 428, 470	
(4-23-08)	
Electives selected from:	12
BUS 308, 311, 384, 402, 405, 418, 419, 430, 436,	
451, 470, 475, 477, 478, 494,	
IT 326, 402, 407, 428, 470	
(4-23-08)	
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FINANCIAL MANAGEMENT CONCENTRATION

BUS 431 Security Analysis and Portfolio Mgmt.....	4
BUS 438 Advanced Corporate Finance	4
BUS 439 Fixed Income Securities and Markets	4
BUS 443 Case Studies in Finance	4
Advisor approved electives.....	12
	28

INFORMATION SYSTEMS CONCENTRATION

BUS 290 <i>or</i> CSC/CPE 101 <i>or</i> CSC/CPE 237	4
BUS 390 Business Data Structures.....	4
BUS 393 Database Systems in Business	4
BUS 394 Systems Analysis and Design	4
BUS 395 Systems Design and Implementation	4
Advisor approved electives	8
Select two courses from the following:	
BUS 491, 493, 494, 496, 498, 499	
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INTERNATIONAL BUSINESS CONCENTRATION

BUS 302 International and Cross Cultural Mgmt.	4
BUS 402 International Business Management	4
BUS 403 Adv. Seminar in International Mgmt.	4
Electives selected from the following courses:.....	16
BUS 303, 311, 405, 406, 407, 410, 433, 446;	
ECON 303, 304, 325, 401	
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MANAGEMENT CONCENTRATION

BUS 382 Organizations, People and Technology	4
BUS 384 Human Resources Management.....	4
BUS 407 Managing People in Global Environment....	4
BUS 475 Staffing.....	4
BUS 477 Organization Development Programs.....	4
Advisor approved electives	8
Select one course from the following:	
BUS 386, 471, 472, 473, 478, 483, 488, 489	
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MARKETING MANAGEMENT CONCENTRATION

BUS 418 Listening to the Customer	4
BUS 419 Strategic Marketing Measurement	4
BUS 451 Product Development and Launch.....	4
BUS 452 Product Management	4
BUS 454 Developing/Presenting Marketing Projects	4
BUS 455 Marketing Strategy.....	4
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