### 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**
- **BUS 302, 303, 402, 407, 410, 427, 433, 446;**
- **ECON 330.**

Senior Project. Select: ................................................ 4

- **BUS 461** or BUS 462, or BUS 463 or BUS 464 ........ 4

Concentration courses (see following) ......................... 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

**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

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## INFORMATION SYSTEMS CONCENTRATION

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BUS 290 or CSC/CPE 101 or CSC/CPE 237</td>
</tr>
<tr>
<td>BUS 390 Business Data Structures</td>
</tr>
<tr>
<td>BUS 393 Database Systems in Business</td>
</tr>
<tr>
<td>BUS 394 Systems Analysis and Design</td>
</tr>
<tr>
<td>BUS 395 Systems Design and Implementation</td>
</tr>
<tr>
<td>Advisor approved electives</td>
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<tr>
<td>BUS 491, 493, 494, 496, 498, 499</td>
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</tbody>
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## INTERNATIONAL BUSINESS CONCENTRATION

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<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BUS 302 International and Cross Cultural Mgmt.</td>
</tr>
<tr>
<td>BUS 402 International Business Management</td>
</tr>
<tr>
<td>BUS 403 Adv. Seminar in International Mgmt.</td>
</tr>
<tr>
<td>Electives selected from the following courses:</td>
</tr>
<tr>
<td>BUS 303, 311, 405, 406, 407, 410, 433, 446; ECON 303, 304, 325, 401</td>
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## MANAGEMENT CONCENTRATION

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BUS 382 Organizations, People and Technology</td>
</tr>
<tr>
<td>BUS 384 Human Resources Management</td>
</tr>
<tr>
<td>BUS 407 Managing People in Global Environment</td>
</tr>
<tr>
<td>BUS 475 Staffing</td>
</tr>
<tr>
<td>BUS 477 Organization Development Programs</td>
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<tr>
<td>Advisor approved electives</td>
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<tr>
<td>BUS 386, 471, 472, 473, 478, 483, 488, 489</td>
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## MARKETING MANAGEMENT CONCENTRATION

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<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BUS 418 Listening to the Customer</td>
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<tr>
<td>BUS 419 Strategic Marketing Measurement</td>
</tr>
<tr>
<td>BUS 451 Product Development and Launch</td>
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<tr>
<td>BUS 452 Product Management</td>
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<tr>
<td>BUS 454 Developing/Presenting Marketing Projects</td>
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<td>BUS 455 Marketing Strategy</td>
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