



JUNIOR				SENIOR			
Before You Arrive...	First Quarter	Second Quarter	Third Quarter	Don't Forget To...	Fourth Quarter <sup>5</sup>	Fifth Quarter	Sixth Quarter
Attend Orientation and Welcome Activities	Information Technology Management <b>ITM 3060 (4)</b> <i>(Digital Proficiency)</i>	Financial Management <b>FIN 3300 (4)</b> <i>(ACCT 2251, ECON 2301,2302; STAT 1000)</i>	Managerial Economics & Business Strategy <b>ECON 3551 (4)</b> <i>(ECON 2301, STAT 1000, MATH 1810)</i> <i>[D4-Social Science]<sup>1</sup></i>	See CBE: Review Major/Option Requirements	Multinational Business <b>MGMT 4670 (4)<sup>6</sup></b> <i>(Senior Standing)</i>	Business, Government, & Society <b>MGMT 4500 (4)</b> <i>(Senior Standing)</i>	Seminar in Strategic Business Management <b>MGMT 4650 (4)<sup>7</sup></b> <i>(FIN 3300, MGMT 3100, MGMT 4500, MKTG 3401)</i>
Study Degree Audit Report (DAR) or Major Evaluation from CBE Advisor	Decision Science <b>MGMT 3100 (4)</b> <i>(MATH 1810, STAT 1000, Digital Proficiency)</i>	Organizational Behavior <b>MGMT 3614 (4)</b> <i>(Junior Standing)</i>	Professional Business Ethics <b>MGMT 3560<sup>2</sup> (4)</b> <i>[C4-Humanities]<sup>3</sup></i>	See AACE: Review GE & Graduation Requirements	Marketing Management Option Elective <sup>4</sup> <b>(4)</b> <i>(MKTG 3401)</i>	Upper Division <b>GE (4)</b> <i>[B6-Natural Sciences]</i>	Production & Operations Management <b>MGMT 3620 (4)</b> <i>(ECON 3551, MGMT 3100)</i>
Career Development Center: Bootcamps, Join Trailblazer, Workshops	Marketing Principles <b>MKTG 3401 (4)</b> <i>(ECON 2301)</i>	Marketing Research <b>MKTG 3445 (4)</b> <i>(MKTG 3401)</i>	Marketing Management Option Elective <sup>4</sup> <b>(4)</b> <i>(MKTG 3401)</i>	Career Development Center: Internships, Workshops, Fairs	Consumer Behavior <b>MKTG 4417 (4)</b> <i>(MKTG 3401)</i>	Integrated Marketing Management <b>MKTG 4400 (4)</b> <i>(MKTG 3401; Upper Division MKTG elective)</i>	Marketing Management Option Elective <sup>4</sup> <b>(4)</b> <i>(MKTG 3401)</i>
Register on MyCSUEB and check Horizon email daily	2 <sup>nd</sup> English Composition Course <b>ENGL 1002* (4)</b> Complete before UWSR.						
	Performing Arts & Activities <b>PA&amp;A* (4)</b>						
	University Writing Skills Requirement <b>UWSR (0-8)</b>						
	U.S. History, Constitution & American Ideals Code Requirement <b>CODE* (8)</b>						
	Cultural Groups & Women's Requirement <b>CGW* (0-4)</b> Approved courses can satisfy both CGW and a GE area.						
	180 Quarter Unit Graduation Requirement <b>General Degree Elective(s) (0 - 8)</b>						

**\* IMPORTANT INFORMATION: PLEASE READ**

- This roadmap does not show lower division (LD) GE or major requirements.
- Students transferring into CSUEB may have already completed all or some of the LD requirements at their previous institution.
- LD GE coursework should be 13-17 courses (60 quarter units) and may be transferred from another college or university.
- No CSUEB CODE course may be counted for GE Areas A-E.
- For assistance with GE/Graduation Requirements, please contact: Academic Advising & Career Education (AACE) in SA 2300, call (510) 885-3621 or email aace@csueastbay.edu.
- LD Core for major must be completed with a "C" or better and prior to enrolling in Upper Division (UD) Core.
- All UD major courses (core and option) must be completed within 10 years of graduation. All UD major courses (core and option) must be from an AACSB-accredited university.

**FOOTNOTES: PLEASE READ**

- Satisfies GE UD Area D4. Area D (D1, D2, D3, D4) must be completed with courses from at least three different disciplines.
- Students can opt to take PHIL 3560 Professional Business Ethics.
- Satisfies GE UD Area C4. Area C (C1, C2, C3, C4) must be completed with courses from at least three different disciplines.
- Students must choose from the approved list of Marketing Management option electives. Please see reverse side for full list of Marketing option electives and course titles.
- Students planning to complete all requirements (GE, major, graduation) in sixth term should apply for graduation on MyCSUEB.
- Students can opt to take ECON 3107 Global Economic Analysis.
- Prerequisite courses must be completed at least the quarter prior to taking MGMT 4650. Students must have applied for graduation for the same quarter that they plan to take MGMT 4650.

**KEY:**

Course Title
Course #
(Units)
<i>(Prerequisite)</i>
<i>[GE Area]</i>

- General Education (GE)
- Major: Upper Division Core
- Major: Option
- Graduation Requirements
- Suggested Activities

General Education Requirements	Units
<b>Lower Division General Education*:</b>	
_____ Coursework should be 13-17 courses and may be transferred from another college or university.	
<b>Upper Division General Education:</b>	12
<b>Area B - Natural Sciences</b>	
_____ B6. UD Science Elective	4
<b>Area C - Humanities</b> <i>Must be completed with courses from at least 3 different disciplines. (C1, C2, C3, C4)</i>	
_____ C4. UD Humanities Elective (MGMT/PHIL 3560 <sup>3</sup> )	4
<b>Area D - Social Science</b> <i>Must be completed with courses from at least 3 different disciplines. (D1, D2, D3, D4)</i>	
_____ D4. UD Social Science Elective (ECON 3551 <sup>1</sup> )	4
Graduation Degree Requirements	Units
_____ Performing Arts & Activities* (PA&A)	4
_____ Second Course in English Composition (ENGL 1002)*	4
_____ Cultural Groups/Women in the U.S.*(CGW)	0-4
_____ U.S. History, Constitution & American Ideals Requirement* (CODE)	8
_____ University Writings Skills Requirement (UWSR)	0-8
_____ Minimum of 12 CSUEB GE Units taken in residence	
_____ Minimum of 60 Upper-Division Units	
_____ Minimum of 45 CSUEB Units taken in residence	
_____ Minimum of 180 total units	
_____ Minimum G.P.A. of 2.00 is required in all units you attempt at CSUEB, all the units you attempt including transfer units, and all units you attempt in the major.	

Student Support Services
<b>VBT 129 CBE Undergraduate Student Success &amp; Service Center</b> Advises: All major-related requirements: admission, registration, and graduation Phone: (510) 885-3323 Fax: (510) 885-2054 Email: cbe_ssc@csueastbay.edu      Web: www.csueastbay.edu/cbesuccess Appt: www.csueastbay.edu/cbeadvising
<b>VBT 346 CBE Career Development Center</b> Assists: CBE Internships, employment opportunities, student clubs, workshops, and Trailblazer Phone: (510) 885-2275 Email: cbecareer@csueastbay.edu      Web: www.csueastbay.edu/cbecareer
<b>SA 2300 Academic Advising &amp; Career Education</b> Advises: All general education & graduation requirements, major exploration, job search, career counseling, networking, and résumé review Phone: (510) 885-3621 Email: aace@csueastbay.edu      Web: www.csueastbay.edu/aace

Major Requirements	Units
<b>Lower Division Core:</b>	
_____ All LD Core must be completed with a "C" or better.	
_____ All LD Core should be completed prior to enrolling in UD Core.	
_____ Coursework should be 8-9 courses and may be transferred from another college or university.	
<b>Upper Division Core: <i>Must be completed within 10 years of graduation</i></b>	40
_____ ITM 3060 Information Technology Management	
_____ MGMT 3100 Decision Science	
_____ MKTG 3401 Marketing Principles	
_____ FIN 3300 Financial Management	
_____ MGMT 3614 Organizational Behavior	
_____ MGMT 3560 <sup>2</sup> Professional Business Ethics (C4) <sup>3</sup>	
_____ ECON 3551 Managerial Economics and Business Strategy (D4) <sup>1</sup>	
_____ MGMT 4670 <sup>6</sup> Multinational Business	
_____ MGMT 4500 Business, Government, and Society	
_____ MGMT 3620 Production & Operations Management	
<b>Capstone: <i>Strict prerequisites are enforced</i></b>	4
_____ MGMT 4650 <sup>7</sup> Seminar in Strategic Business Management	
<b>Marketing Management Option: <i>Must be completed within 10 years of graduation</i></b>	24
_____ MKTG 3445 Marketing Research	
_____ MKTG 4400 Integrated Marketing Management	
_____ MKTG 4417 Consumer Behavior	
<i>Complete three courses from<sup>4</sup>:</i>	
_____ MKTG 3410 Advertising Management	
_____ MKTG 3415 Personal Selling	
_____ MKTG 3425 Promotion	
_____ MKTG 3440 Products and Pricing	
_____ MKTG 4415 Corporate Communications	
_____ MKTG 4435 Services Marketing	
_____ MKTG 4450 Marketing Seminar	
_____ MKTG 4470 International Marketing	