

2020-21 Business Administration, B.S. General Management Concentration

Why Cal State East Bay

The College of Business & Economics (CBE) provides a leading-edge curriculum and a customizable approach to business education. Our B.S. in Business Administration is structured around a core set of classes that develop comprehensive business perspectives and skills. With classes that range from International Business to Professional Business Ethics to Marketing Principles, a graduate in our program is poised for a lifetime of achievement in the professional world.

What Makes Our Program Distinctive



We provide our students with a strong business foundation including in-depth insight into global business affairs, ethical responsibility, technological and analytical tools, communication skills, and opportunities to develop skills in their desired area of concentration. The coursework in the General Management concentration allows a breadth of study in business fields. Students can choose upper division courses from different subject areas (based on course prefixes) offered by the College that meet their needs, interests, and career goals.

Career Readiness



The CBE Office of Career & Professional Development provides networking events, mentorship programs, leadership and career preparation workshops, where our students can hone their skills and make the connections necessary to launch their careers. As your partner for career and recruitment success, we provide quality services, support career preparedness initiatives and offer college-wide career programming for all College of Business & Economics students, alumni, and employers. It's never too early to begin thinking about your career. Successful careers start with a strong strategy. We provide CBE exclusive workshops, company information sessions, internship opportunities, networking events, and other resources that will guide you through the career planning process and help develop that strategy.

Student Support



As you focus on your studies, the CBE Office of Undergraduate Advising focuses on you. Our office is here to help make your undergraduate experience a positive and enriching journey. Our professional advisors and friendly staff are fully engaged in furthering your academic success by providing personalized academic guidance and resources from your freshman to your senior year. Our main functions are academic advising, transcript evaluation upon admission to the major, and providing audits for graduation. We also manage registration and assist with other College or University policies and procedures. We strive to provide proactive, timely and accurate academic support.

Lower Division Core Courses

- STAT 110 Statistics for Business or STAT 100 Statistics & Probabilities
- MATH 110 Finite Math for Business
MATH 180 Math for Business with Calculus
- ECON 200 Principles of Microeconomics
- ECON 205 Principles of Macroeconomics
- ACCT 210 Intro to Financial Accounting
- ACCT 215 Intro to Managerial Accounting
- ACCT 220 Legal Environment of Business

Upper Division Core Courses

- FIN 300 Financial Management
- ITM 300 Information Technology Management
- MGMT 300 Business & Professional Ethics
- MGMT 350 Decision Science
- MKTG 300 Marketing Principles
- MGMT 310 Organizational Behavior
- BUS 335 Communications in Team Building
- MGMT 360 Operations Management
- MGMT 370 Business, Government & Society
- ECON 380 Managerial Economics
- MGMT 385 International Business or ECON 385 Global Economic Analysis

Capstone Course

- MGMT 499 Strategic Business Management

General Management Concentration Electives (6)

Students select courses from at least three different subject areas (based on course prefixes) offered by the College of Business and Economics:

- Accounting (ACCT)
- Economics (ECON)
- Entrepreneurship (MGMT/MKTG)
- Finance (FIN)
- Human Resources (MGMT)
- Information Technology Management (ITM)
- Operations & Supply Chain (MGMT)
- Marketing (MKTG)

