

BS Business Administration - General Management Concentration + MBA General Business Concentration FAST Program (26-27)

Note: This FAST program supports one concentration in the BS Business Administration coupled with one concentration in the MBA.

Total FAST Program Units (BS + MBA) 120+30 = 150

Business Administration, B.S. Program, General Management Concentration (120 units)

Degree Requirements Unit-Outline

- A baccalaureate of science degree requires a total of 120 units:
 - The major requirements consists of 72 units;
 - General Education (GE) & Graduation Requirements (GR) consist of 52 units;
 - Free Electives may consist of 0 units (actual number of free elective units may depend on GE/GR units).

Note: It may be possible to double-count units within the graduation requirements or that a course may satisfy both a graduation requirement and a major requirement. Students should contact their program advisors for information.

Business Administration Major Requirements (72 units)

Note the following:

- All lower division core, upper division core, and concentration courses are 3 semester units each, and must be taken for a letter grade. Credit/No Credit is not accepted.
- All courses for the major (including lower division, upper division, concentration, and capstone courses) must be completed with a letter grade of "C-" or better.

Lower Division Core Courses

The following 21 units of lower-division coursework are required:

ACCT 210 - Introduction to Financial Accounting Units: 3
ACCT 215 - Introduction to Managerial Accounting Units: 3

ACCT 220 - Legal Environment of Business Units: 3 ; Breadth Area: GE-4; Social Justice

ECON 200 - Principles of Microeconomics Units: 3 ; Breadth Area: GE-4

ECON 205 - Principles of Macroeconomics Units: 3 ; Breadth Area: GE-4

STAT 110 - Elements of Statistics for Business and Economics Units: 3

MATH 110 - Finite Mathematics for Business Units: 3 ; Breadth Area: GE-2

or

MATH 110E - Finite Math for Business with Extra Support Units: 4 ; Breadth Area: GE-2

Upper Division Core Courses

Eighteen (18) units of upper-division coursework is required.

FIN 300 - Financial Management Units: 3

MGMT 310 - Organizational Behavior Units: 3

MGMT 350 - Decision Science Units: 3 ; Breadth Area: GE-UD-5

MGMT 499 - Seminar in Strategic Business Management Units: 3

MKTG 300 - Marketing Principles Units: 3

Plus, choose one (1) course from the following:

ECON 385 - Global Economic Analysis Units: 3 (Recommended for Business Economics concentration students)

MGMT 385 - International Business Units: 3

FAST Program Courses

Students must complete four (4) courses of the following for 12 units:

- MGMT 608 – Operations and Supply Chain Management Units: 3
- ECON 606 – Managerial Economics Units: 3

And 2 courses from the list below:

- MKTG 610 – Marketing Research Units: 3
- MKTG 628 – Digital Marketing Units: 3
- MKTG 632 – New Venture Marketing Units: 3
- MKTG 634 – Seminar in Social and Digital Media Analytics Units: 3
- MKTG 697 – Seminar in Selected Marketing Topics Units: 3
- BAN 601 - Technology Fundamentals for Analytics Units: 3
- BAN 610 – Data Management and Applications Units: 3
- MGMT 654 – Enterprise Planning and Control Units: 3
- MGMT 658 – Project Management Units: 3

Concentration Requirements

Students must select one (1) concentration for 21 units:

General Management Concentration

Required Courses

The following 9 units are required:

- **ITM 300 - Information Technology Management** Units: 3
- **MGMT 300 - Business and Professional Ethics** Units: 3 ; Breadth Area: Social Justice
- **MGMT 370 - Business, Government and Society** Units: 3 ; Breadth Area: Sustainability Overlay

Elective Courses

Select four (4) upper-division courses for 12 units.

- Courses must be drawn from at least two different concentrations offered by the College of Business and Economics (excluding ECON 300, ECON 380, ECON 385, MGMT 360, MGMT 385, MKTG 305).

Note: No more than 3 units used to fulfill other requirements (e.g., for general education, minors, or other BSBA concentrations) can be counted toward the requirements for the General Management concentration. Concentrations offered by the College of Business and Economics are as follows:

- Accounting (ACCT prefix)
- Business Economics (ECON prefix)
- Entrepreneurship
- Finance (FIN prefix)
- Human Resources Management and Organizational Behavior (MGMT prefix but only those courses listed under Human Resources Management and Organizational Behavior)
- Information Technology Management (ITM prefix)
- Marketing Management (MKTG prefix)
- Operations and Supply Chain Management (MGMT prefix but only those courses listed under Operations and Supply Chain Management)

Other Undergraduate Degree Requirements

In addition to major requirements, every student must also complete the University's baccalaureate requirements for graduation, which are described in the [Undergrad Baccalaureate & Program Requirements](#) chapter of this catalog.

Business Administration, M.B.A Program, General Business Concentration (30 units)

The following departmental requirements are in addition to the university requirements:

Core Courses

The following 21 core and capstone units are required for all M.B.A. students:

- [ACCT 604 - Financial Accounting](#) *Units: 3*
- [FIN 605 - Corporate Financial Management](#) *Units: 3*
- [MGMT 601 - Leading People and Organizations](#) *Units: 1.5*
- [MGMT 602 - Business Analytics for Managers](#) *Units: 3*
- [MGMT 603 - Managing Complex Issues in Global Context](#) *Units: 3*
- [MGMT 609 - Negotiation and Conflict Resolution](#) *Units: 3*
- [MKTG 601 - Managerial Communication](#) *Units: 1.5*
- [MKTG 607 - Marketing Management](#) *Units: 3*

Concentrations

Students must select one (1) of the following 12-unit concentrations:

- Business Administration, M.B.A.: General Business Concentration

General Business Concentration

Required Courses

Select 6 units of 600-level electives from BAN, ECON, FIN, MGMT, and MKTG and the program core coursework. Courses must be drawn from the elective lists of at least two different concentration areas.

If a course was taken as a FAST elective in the bachelor's portion of the program, it may not be repeated or used for credit here.

Business Administration, M.B.A. Capstone Requirement

The following capstone is required for 3 units to complete the degree:

- **MGMT 693 - Strategic Management Capstone (Project)** *Units: 3*

Other Graduate & Post-Baccalaureate Degree Requirements

In addition to departmental requirements, every student must also satisfy the University requirements for graduation as described throughout this catalog. These include the 70% unit residence requirement; the five-year rule on currency of subject matter; the minimum number of units in 600-level courses; the "C" minimum grade for each graduate course; and the 3.00 grade point average in all units counted towards the degree.