

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

Note: This FAST program supports one concentration in the BS Business Administration and there are no concentrations in the MS Business Analytics.

Total FAST Program Units (BS + MBA) 120+18 = 138

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

Twenty-four (24) units of upper-division coursework is required.

- **ECON 380 - Managerial Economics and Business Strategy** *Units: 3*
- **FIN 300 - Financial Management** *Units: 3*
- **MGMT 310 - Organizational Behavior** *Units: 3*
- **MGMT 350 - Decision Science** *Units: 3 ; Breadth Area: GE-UD-5*
- **MGMT 360 - Operations Management** *Units: 3*
- **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 for 12 units:

- **BAN 610 – Database Management and Applications** *Units: 3*
- **BAN 630 – Optimization Methods for Analytics** *Units: 3*

And 2 (two) courses for 6 units from the following list:

- **MGMT 654 – Enterprise Planning and Control** *Units: 3*
- **MGMT 658 – Project Management** *Units: 3*
- **MGMT 616 – People Analytics** *Units: 3*
- **MGMT 662 – Operations Analytics** *Units: 3*

Concentration Requirements

Students must select one (1) concentration for 15 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 two (2) upper-division courses for 6 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.S. Business Analytics (18 units)

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

Core Courses

Complete the following four (4) courses for 12 units:

- **BAN 612 - Data Analytics** Units: 3
- **BAN 622 - Data Engineering and Business Intelligence** Units: 3
- **BAN 632 - Big Data Technology and Applications** Units: 3
- **BAN 674 - Machine Learning for Business Analytics** Units: 3

Elective Courses

Select one (1) course from the following for 3 units:

- **BAN 620 - Data Mining** Units: 3
- **BAN 660 - Advanced Topics in Big Data** Units: 3
- **BAN 670 - Advanced Topics in Analytics** Units: 3
- **BAN 671 - Generative AI for Business Applications** Units: 3
- **BAN 672 - Business Data Visualization** Units: 3
- **BAN 673 - Time Series Analytics** Units: 3
- **BAN 674 - Machine Learning for Business Analytics** Units: 3
- **BAN 675 - Text Analytics and Generative Artificial Intelligence** Units: 3
- **BAN 676 - Deep Learning for Business Applications** Units: 3
- **MGMT 616 - People Analytics** Units: 3
- **MGMT 654 - Enterprise Planning and Control** Units: 3
- **MGMT 658 - Project Management** Units: 3
- **MGMT 662 - Operations Analytics** Units: 3
- **MKTG 612 - Marketing Analytics** Units: 3

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

Capstone Requirement

The Business Analytics Capstone Project for 3 units is required for all MSBA students:

- **BAN 693 - Business Analytics 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.