

2024-2025

General Business Concentration Requirements (18 units)

Required Courses (Complete SIX Courses)

_____ BUS4 110A*	Fundamentals of Management Information Systems
_____ BUS4 110B*	Systems Analysis and Design
_____ BUS4 111*	Networking and Data Communications (BUS 110A)
_____ BUS4 112*	Database Management Systems (BUS 110B)
_____ BUS4 113*	Advanced Business Programming
_____ BUS4 113J*	Advanced Business Programming in Java
_____ BUS4 114*	Advanced Systems Analysis and Design (BUS 112)
_____ BUS4 115*	Advanced Networking and Data Communications (BUS 111)
_____ BUS4 116*	Advanced Database Management Systems (BUS 112)
_____ BUS4 118A*	Topics in MIS: Network Design and Management
_____ BUS4 118B*	Executive Support and Expert Systems
_____ BUS4 118C*	Information Security and Assurance Management
_____ BUS4 118S*	Special Topics in MIS
_____ BUS4 118W*	Web Based Computing
_____ BUS4 119A*	Practicum in MIS (prerequisite: BUS4 111, 112)
_____ BUS1 120A*	Accounting Information Systems
_____ BUS1 120B*	Advanced AIS and IS Risk Assessment (prerequisite: BUS1 120A)
_____ BUS1 120C*	Network Environment and Controls (prerequisite: BUS1 120B)
_____ BUS1 120D*	Accounting Topics in IT Audit (prerequisite: BUS1 120C or BUS4 111)
_____ BUS1 120E*	Platforms Security & E-Commerce Controls (prerequisite: BUS1 120D)
_____ BUS1 120G*	Programming and Systems Development in AIS
_____ BUS1 122A*	Management Accounting and Control Systems
_____ BUS2 131A*	Business to Business Marketing
_____ BUS2 131B*	Retail Marketing Management
_____ BUS2 131C*	Marketing of High Technology
_____ BUS2 131D*	Marketing in New Ventures
_____ BUS2 132A*	Marketing Channels and Institutions
_____ BUS2 132B*	Business Logistics
_____ BUS2 133A*	International Marketing
_____ BUS2 133B*	Relationship Marketing: Pacific Rim
_____ BUS2 133C*	International Marketing: Developing Nations
_____ BUS2 133E*	Marketing to Eastern/Western Europe
_____ BUS2 134A*	Consumer Behavior (prerequisite: BUS2 130 & 100W(B))
_____ BUS2 134B*	Integrated Marketing Communications (prerequisite: BUS2 130 & 100W(B))
_____ BUS2 134C*	Social Media Marketing
_____ BUS2 135*	Sales Management
_____ BUS2 136*	Product Development
_____ BUS2 137D*	Special Topics in Decision Sciences
_____ BUS2 138*	Marketing Research (prerequisite: BUS2 130)
_____ BUS5 141*	Procurement and Supply Management
_____ BUS5 142*	Total Quality Management
_____ BUS5 143*	Business Management and Urban Planning Topics
_____ BUS5 144*	Supply Chain Management
_____ BUS5 145*	Operations & Supply Chain Management
_____ BUS5 146*	Fundamental of Project Management
_____ BUS5 147*	Service Operations Management
_____ BUS3 149*	Negotiation and Conflict Resolution
_____ BUS3 150*	Fundamentals of Human Resource Management
_____ BUS5 162*	International and Comparative Management
_____ BUS5 163*	Management Issues in High Technology Companies

_____ BUS5 165A	Global Leadership
_____ BUS3 166*	Business, Government, and Society
_____ BUS5 167*	Managing Environmental Issues
_____ BUS3 168*	Global Business and Human Rights
_____ BUS1 173C*	Entrepreneurial Finance (prerequisite: BUS1 173A)
_____ BUS1 175*	Real Estate Finance (prerequisite: BUS1 170)
_____ BUS1 177*	International Business Finance (prerequisite: BUS1 170)
_____ BUS2 180*	Individual Studies in Business (Requires Dept. approval)
_____ BUS5 181*	Introduction to Entrepreneurship
_____ BUS5 182*	Business Plans for New Ventures
_____ BUS5 183*	Global Entrepreneurship
_____ BUS5 184*	Business Strategy in Practice in Technology Enterprise
_____ BUS2 191*	Decision Making Under Uncertainty
_____ BUS2 193*	Data Mining
_____ BUS5 194*	Business Organization and Management of Technology Enterprise
_____ BUS3 195*	Accounting Concepts for Engineers
_____ BUS5 198*	Strategic Consulting for Small Business

***All courses within the General Business concentration require grades of C- or better. A cumulative 2.0 GPA is required in all business classes. Courses in bold are prerequisites.**

The courses selected must include at least one from each of Marketing (Bus2) and either the School of Management (Bus3) **or** School of Global Innovation and Leadership (Bus5). There could be as many as 12 credits from any one department and as many as 6 credits transferred in from another college, provided the transferred courses add value to the concentration (e.g., courses from engineering used to bolster a career path in technical sales).

NOTE: The following Accounting & Finance courses are **excluded** from the list of courses available to the General Business concentration: BUS121A, 121B, 123A, 124, 125, 126, 128, 129A, 129B, 171A, 172A, 173A, 171B, 172B, 172C, and 173B. However, if students that were previously A&F students have taken any of these courses and later change to General Business, they may count as part of the 18 units General Business students are required to complete.