

# Bachelors of Science in Business Administration (BSBA)

## Option in Entrepreneurship (72 Semester Units)

Catalog Fall 2016

Major Catalog Date: \_\_\_\_\_

Name \_\_\_\_\_ CIN \_\_\_\_\_  
 Last First MI

Street Address \_\_\_\_\_ City \_\_\_\_\_ ZIP Code \_\_\_\_\_ Quarter Admitted \_\_\_\_\_

Adviser's Signature \_\_\_\_\_ Date \_\_\_\_\_ Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

### **SEMESTER - LOWER DIVISION REQUIRED COURSES (15 Units)** *Prerequisites* *Completed?*

ACCT	2100	Principles of Financial Accounting	3		
ACCT	2110	Principles of Managerial Accounting	3	ACCT 2100	
ECON <sup>1</sup>	2010	Principles of Economics I: Microeconomics	3		
ECON <sup>1</sup>	2020	Principles of Economics II: Macroeconomics	3	ECON 2010	
FIN	2050	Legal and Regulatory Environment of Business	3		

### **SEMESTER - UPPER DIVISION REQUIRED COURSES (30 Units)** *Prerequisites* *Completed?*

BUS <sup>2</sup>	3050	Business Communication ( <i>wi</i> )	3		
BUS	4150	Contemporary Issues in Global Business	3		
CIS	3010	Management Information Systems	3		
ECON <sup>3</sup>	3060	Statistics for Business Analysis and Decision Making	3	GE Block B4 (Mathematics/Quantitative Reasoning)	
FIN	3030	Business Finance	3	ACCT 2100	
MGMT	3060	Production and Operations Management	3		
MGMT	3070	Organizational Behavior and Management	3		
MGMT <sup>4</sup>	3080	Business Responsibilities in Society	3	Block A (Basic Subjects)	
MKT	3100	Principles of Marketing	3		
BUS	4970	Capstone: Strategic Management	3	Business Core Requirements	

Note 1: ECON 2010 or ECON 2020 is double-counted in Lower Division GE Block D.

Note 2: BUS 3050 and MKT 3200 are designated as Writing Intensive (*wi*) courses.

Note 3: ECON 3060 is double-counted in GE Upper Division Block B - Natural Science and Mathematics.

Note 4: MGMT 3080 is double-counted in GE Upper Division Block C - Arts and Humanities.

### **SEMESTER - OPTION: Entrepreneurship (27 Units)**

#### **Semester - Required Courses (12 units):** *Prerequisites* *Completed?*

MGMT	4200	New Venture Management	3		
MGMT	4201	Global Entrepreneurship and Innovation	3		
MKT	4300	Marketing in a New Business	3		
MGMT	4108	High Performance Management <b>or</b>	3	MGMT 3070	
MKT <sup>2</sup>	3200	High Performance Professional Skills ( <i>wi</i> )		MKT 3100	

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## Option in Entrepreneurship (72 Semester Units)

### **Semester - Electives (15 units): Select five courses**

### *Prerequisites*

### *Completed?*

<b>Semester - Electives (15 units): Select five courses</b>			<i>Prerequisites</i>	<i>Completed?</i>
BIOL	4200	Global Change	3 <i>Grade of C or better in BIOL 3200</i>	
CIS	3610	Web Design and Development	3 <i>CIS 1200 or equivalent</i>	
CIS	3830	Multimedia Game and Application Programming	3 <i>CIS 1200 or equivalent</i>	
CIS	4880	Information Security	3 <i>CIS 3010 or equivalent or permission of instructor</i>	
COMM	3890	Intercultural Communication in Civic Contexts	3 <i>Block A &amp; B4, an additional course from B, C, D</i>	
COMM	4310	Principles and Practices of Public Relations	3 <i>COMM 3000, 3100, 3200, 3300, 3400, 4300</i>	
ECON	4610	Economics of International Trade	3 <i>ECON 2020</i>	
MGMT	4202	Launching New Ventures	3	
MGMT	4203	Current Topics and Cases in Entrepreneurship and Innovation	3	
MGMT	4204	Social Entrepreneurship	3	
MKT	3400	Consumer Behavior	3 <i>MKT 3100</i>	
MKT	3800	Introduction to Social Media Marketing	3	
MKT	4310	Business Consulting	3	
MKT	4460	Marketing Research - Quantitative	3 <i>MKT 3100 &amp; ECON 3060</i>	
PSY	4150	Interpersonal Relationships	3 <i>PSY 1500</i>	
PSY	4650	Multicultural Psychology: Current Issues and Research	3 <i>PSY 304 or equivalent</i>	
SOC	4200	Group Processes	3	
SOC	4220	Social Psychology	3	
SOC	4300	Urban Sociology	3	
TECH	3600	Lean Manufacturing	3	
TVF	4400	Noncommercial Broadcasting and Film	3 <i>TVF 3000</i>	
TVF	4800	Emerging Media and Technologies	3 <i>TVF 1000, 1100, 3000</i>	

### **Semester - Additional Required Courses:**

*Students may require two additional courses to meet the 120 units required for graduation.*
