BS in Business Administration: Entrepreneurship Option (120 units)

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<td>MKT 3100: Principles of Marketing (3)</td>
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This roadmap requires GE certification from a California Community College indicating completion of CSU lower division general education requirements.
BS in Business Administration

Business Core Prerequisites

• ACCT 2110 – Prerequisite: ACCT 2100.
• ECON 2020 – Prerequisite: ECON 2010.
• FIN 2050 – Prerequisite: Sophomore standing.
• CIS 3010 – Prerequisite: CIS 1200 or equivalent recommended.
• ECON 3060 – Prerequisites: Satisfactory completion of GE Block B4.
• FIN 3030 – Prerequisite: ACCT 2100.
• MGMT 3080 – Prerequisite: Completion of Block A.
• BUS 4970 – Prerequisites: ACCT 2100, ACCT 2110, ECON 2010, ECON 2020, FIN 2050, BUS 3050, CIS 3010, ECON 3060, FIN 3030, MGMT 3060, MGMT 3070, MGMT 3080, and MKT 3100; or equivalents.

Entrepreneurship Core Option Prerequisites

• MGMT 4108 – Prerequisite: MGMT 3070
• MKT 3200 – Prerequisite: MKT 3100

Important Notes For Transfer Students:

• Total number of units required for the degree: 120 units. Students may need to take additional free electives to meet 120 unit minimum.
• ECON 3060 and MGMT 3080 are both double-counted in Upper Division (UD) General Education (GE);
• One UD Civic Learning (cl) course is required in GE. Try to complete as part of UD GE;
• Two diversity courses are required in GE. At least one must be a Race/Ethnicity (re) course;
• One writing intensive course (wi) is required in the major (BUS 3050);
• It is strongly recommended that when taking the upper division core courses, students follow the sequence: CIS 3010, BUS 3050, FIN 3030, ECON 3060, MKT 3100, MGMT3060, MGMT 3070, MGMT 3080, BUS 4150, and BUS 4970.