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CALIFORNIA STATE UNIVERSITY, LOS ANGELES

BS in Business Administration: Marketing Option (120 units)

Year 1		Year 2		Year 3		Year 4	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
GE (IHE/CL): BUS 1010 (3)	ACCT 2100 Financial Accounting (3)	ACCT 2110: Managerial Accounting (3)	FIN 2050: Legal & Regulatory Environment of Business (3)	MGMT 3070: Organizational Behavior & Management (3)	FIN 3030: Business Finance (3)	BUS 3050: Business Communication (3)	BUS 4970: Capstone (3)
GE A1: COMM 1100 (3)	ECON 2010: Microeconomics (3) Double-counts as GE Block D	ECON 2020: Macroeconomics (3)	ECON 3060 (3) Double-counts as UD GE Natural Sciences	MGMT 3060: Production & Operations Management (3)	MGMT 3080 (3) Double-counts as UD GE Arts & Humanities	MKT 3800 (3)	MGMT 4449 (3)
American Institutions: US History (3)	GE A2: ENGL 1010 (3)	MKT 3100: Principles of Marketing (3)	CIS 3010: Management Information Systems (3)	MKT 3210 (3)	MKT 3400 (3)	MKT 3700 or 4460 or 4461 (3)	MKT 3950 (UD GE D Social Science (CL) Requirement (3)
GE C1: Arts (3)	American Institutions: US Constitution & State/Local Govt. (3)	GE B2: Biological (3)	MKT 3200 (3)	MKT 3700 or 4460 or 4461 (3)	MKT 3500 (3) (MKT Elective Double counts for BUS 4150)	FREE ELECTIVE (3)	FREE ELECTIVE (3)
GE B4: MATH 1090 (3) (may require co- requisite)	GE B1: Physical (3)	GE A3: Critical Thinking & Composition (3)	GE D: Social Science (3) Recommend RE Not ECON 1500	GE C2: Humanities (3)	FREE ELECTIVE (3)	FREE ELECTIVE (3)	FREE ELECTIVE (3)

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Business Core Prerequisites

- ACCT 2110 - Principles of Managerial Accounting (3) - Prerequisite: ACCT 2100
- ECON 2020 - Principles of Economics II: Macroeconomics (3) - Prerequisite: ECON 2010.
- FIN 2050 - Legal and Regulatory Environment of Business I (3) - Prerequisite: Sophomore standing.
- CIS 3010 - Management Information Systems (3) - Prerequisite: CIS 1200 or equivalent recommended.
- BUS 3050 - Business Communications (3)
- ECON 3060 - Statistics for Business Analysis and Decision Making (3) - Prerequisites: Satisfactory completion of GE Block B4.
- FIN 3030 - Business Finance (3) - Prerequisite: ACCT 2100.
- MGMT 3080 - Business Responsibilities in Society (3) - Pre-requisite: Completion of Block A.
- BUS 4970 - Strategic Management (3) - 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.

Notes:

- ECON 2010 or ECON 2020 is double-counted as one course in GE D;
- ECON 3060 and MGMT 3080 are both double-counted in UD GE;
- Two Civic Learning (*cl*) courses are required in GE. BUS 1010 counts one and the other must be completed in UD GE;
- Two diversity courses (*d*) are required in GE. At least one must be a Race/Ethnicity (*re*) course;
- One writing intensive course (*wi*) in the major (BUS 3050);
- Total number of units required for the degree: 120 units.