

BUSINESS ADMINISTRATION (BS)

Offered at: San Luis Obispo Campus, Solano Campus, and Allan Hancock College

The undergraduate business program provides students with the knowledge and the analytical skills essential for employment in all sectors of business, industry, governmental and non-profit organizations. Graduates of the business program will understand the fundamentals of how a successful enterprise operates and will have sufficient depth in an area of study to begin a successful career by providing immediate value to an organization.

The Orfalea College of Business engages in a comprehensive assessment plan to ensure student achievement of these objectives.

The Business Administration degree program consists of five components: Major, Concentration, Support, General Education, and Electives.

Concentrations

Accounting

Offered at: San Luis Obispo Campus

The accounting concentration prepares students for careers in public accounting (tax, audit and advisory), private industry, government, and not-for-profit organizations. Faculty build curriculum with the industry in mind to give students a thorough knowledge of accounting and tax laws along with the confidence to use those skills in leading a business toward success. The program is built upon a commitment to career readiness that empowers students to Learn by Doing through working with clients, tackling complex tax cases, and serving the community.

Consumer Packaging

Offered at: San Luis Obispo Campus

The Consumer Packaging Concentration offers an excellent pathway for Business Administration majors interested in entering the dynamic and rapidly evolving packaging industry. This sector is being transformed by global manufacturing growth, increasingly complex customer-supplier relationships, and advances in packaging technology.

Innovations in value chain management, product development, and sustainable packaging solutions are central to these industry shifts. Drawing insights from a wide range of established and emerging sectors—including food and beverage, cosmetics and personal care, consumer goods, automotive, healthcare, and electronics—this concentration prepares students to:

1. Conceptualize innovative packaging systems tailored to specific customer requirements.
2. Validate designs through data analysis and customer insights.
3. Develop a comprehensive understanding of various packaging materials and the associated testing equipment.
4. Execute both qualitative and quantitative marketing analyses for diverse products.
5. Explore critical considerations for package design, such as inclusivity, sustainable practices, and prevailing industry trends.
6. Consider intricate supply chain management and logistics considerations.

Entrepreneurship

Offered at: San Luis Obispo Campus

The goal of the Entrepreneurship concentration is to empower students to create economic and social value either for a startup or as part of a high-performing entrepreneurial team within an existing organization. Students in the Entrepreneurship concentration will acquire the tools, develop the skills, and cultivate the mindset of an entrepreneur. Entrepreneurship concentration comprises a carefully-curated set of required and elective courses, leading to a hands-on, balanced and interdisciplinary approach to entrepreneurial leadership that is applicable in for-profit and non-profit contexts; local and global settings; and service-, product-, or technology- based companies.

Financial Management

Offered at: San Luis Obispo Campus

The Finance Area offers Financial Management (FM) and Real Estate Finance (REF) concentrations. Both provide a rigorous, coherent, real-world, and up-to-date curriculum to prepare students for rewarding careers. The FM concentration is a Chartered Financial Analyst (CFA®) Institute Affiliate Program and a CFP® Board Registered Program, enabling our students to pursue both designations. Finance is a diverse and rapidly evolving field that encompasses a wide range of career paths—from managing corporate finance and advising individual clients to building models for global investment firms and developing technology-driven financial solutions. To help students better prepare for the demands of the modern finance industry, the FM concentration offers three optional specializations focusing on Financial Analytics, Financial Management, and Financial Planning and Wealth Management.

Information Systems and Analytics

Offered at: San Luis Obispo Campus

The Information Systems and Analytics (ISA) Concentration prepares students to enter the exciting world of information technology in business. Students learn to integrate key ISA concepts and technologies through coursework in database systems, application development, systems analysis and design, infrastructure and security management, and business analytics. The ISA faculty develop students for professional careers by focusing on teamwork, strong interpersonal skills, turning theory into practice, and employing state-of-the-art technologies in the classroom. ISA graduates are in high demand by recruiters because of their ability to apply an understanding of technology to problems while maintaining a focus on the business context. ISA graduates enjoy exciting career opportunities as analytics specialists, social media and web application developers, business consultants, IT infrastructure designers, business analysts, project managers, and data/database administrators, among many others.

Management and Human Resources

Offered at: San Luis Obispo Campus and Allan Hancock College

The Management and Human Resources (MHR) concentration prepares students for general leadership and management positions, and careers in more specific Human Resources (HR) positions. The HR portion of the curriculum prepares students to hit the ground running as an HR generalist and in specific HR functions such as recruitment, staffing, compensation and training and development. The Management portion of the curriculum prepares students for entry-level leadership and management positions, such as management training programs in large corporations, management consulting, and managerial positions in family businesses and other small organizations. Students will develop management skills such as leadership, organizational design, development, and change, global management, and negotiation.

Marketing Management

Offered at: San Luis Obispo Campus

The Marketing Management concentration is a conscious balance between the technical rigors of data analysis, the nuances of creative strategy, and the subtleties of relationship management with clients and consumers.

Through hands-on student projects, graduates gain experience and confidence needed to lead in an ever-changing marketing environment. From market research to marketing strategies, students have an array of opportunities to provide data-driven guidance, critical thinking, and creativity for all kinds of situations and organizations.

As a discipline with broad applications, the Marketing Management concentration offers flexible career paths and work styles. Graduates are in demand for positions in market research and analytics; business development and sales; and marketing communications, advertising, digital and product marketing.

Real Estate Finance

Offered at: San Luis Obispo Campus

The Real Estate Finance concentration provides a program of study that focuses on emerging trends and issues in real estate markets. Students in the Real Estate Finance concentration learn to apply finance, economics, and computational techniques to real estate markets and projects with the major goal of producing rigorous price and investment analysis. In addition to quantitative methods, students are exposed to institutional details and current practice of the real estate industry through case study classes, industry guest speakers, field trips, professional licensing, and real estate competitions. The program prepares real estate professionals for private and public sector jobs in fields such as real estate brokerage, acquisition analysis, property appraisal, residential and commercial development finance, corporate asset management, mortgage lending, and real estate capital markets.

Supply Chain Management

Offered at: Solano Campus

The goal of the Supply Chain Management concentration is to prepare students for rewarding careers in designing, managing, and optimizing the flow of goods and services across global networks. Students graduating from the program will acquire the tools, develop the skills, and cultivate the strategic mindset needed to navigate the complexities of today's dynamic and highly interconnected supply chains from the procurement of raw material to last mile delivery.

This program emphasizes experiential and applied learning, hands-on projects, and industry collaboration to prepare students to navigate the complexities of supply chain and drive innovation. Students will gain a solid understanding of the role of supply chain as a strategic function that creates value and drives competitive advantage.

In this program, students will acquire essential expertise in operations management, logistics, port and terminal operations, global sourcing strategies, and supply chain data analytics. We offer a unique curriculum designed to equip students with high demand skills needed to enter the rapidly

growing field of supply chain management. In addition to technical knowledge, our business graduates are adept at managing people, demonstrating professionalism, and adapting to change. Essential skills for building resilient and agile supply chains in a rapidly evolving business environment.

Graduates of the program will have the opportunity to embark on a career such as Operations Manager, Supply Chain Manager, Logistics Analyst, Shipping Agent, Purchasing Manager, Transportation Manager, Account Manager, Vessel Planner, Junior Supply Officer, Supply chain planner, among others.

Program Learning Objectives

1. Apply knowledge to identify opportunities and solve business problems.
2. Use current technology to analyze data and drive business decisions.
3. Evaluate the social and ethical responsibilities of business organizations.
4. Evaluate the social, economic, and environmental impact of decisions made in their disciplines.
5. Engage team members whose backgrounds and perspectives differ.
6. Evaluate the cultural context of business decisions in a global environment.
7. Demonstrate effective written communication skills.
8. Demonstrate effective oral communication skills.
9. Demonstrate effective participation in teams.

Concentrations

Accounting

1. Prepare journal entries that measure and record the impact of financial transactions on the firm.
2. Analyze and prepare financial reports.
3. Explain effects of transactions on income statements and balance sheets.
4. Recognize the ethical dimensions and tax related implications for transactions.

Consumer Packaging

1. Conceptualize innovative packaging systems tailored to specific customer requirements.
2. Validate designs through data analysis and customer insights.
3. Develop a comprehensive understanding of various packaging materials and the associated testing equipment.
4. Execute both qualitative and quantitative marketing analyses for diverse products.
5. Explore critical considerations for package design, such as inclusivity, sustainable practices, and prevailing industry trends.
6. Consider intricate supply chain management and logistics issues.

Entrepreneurship

1. Demonstrate entrepreneurial discovery skills (questioning, observing, experimenting, associating, and networking) and the ability to generate new insights that impact a startup's business model.
2. Contribute to the creation or iteration of a startup's business model.

Financial Management

1. Distinguish among various financial intermediaries and markets.
2. Apply time value of money concepts.
3. Formulate and explain the relationship between risk-return tradeoff.
4. Synthesize data using appropriate visualization and statistical techniques.
5. Apply knowledge of advanced methods in financial data science to extract and report insights from financial data in various forms.
6. Employ discipline knowledge and skills orally and in written form in a professional manner.

Information Systems and Analytics

1. Develop business computer applications that implement basic programming constructs.
2. Apply concepts and techniques associated with relational database design and development.
3. Demonstrate technical skills in managing information systems infrastructure and addressing security issues.
4. Apply concepts and techniques associated with data analytics in the business environment.
5. Demonstrate interpersonal and teamwork skills required for information systems professionals.

Management and Human Resources

1. Describe how organizations function as social systems.
2. Apply theory to develop and change organizations.

3. Apply basic skills in human resources management.
4. Demonstrate interpersonal skills required for HR and managerial roles.

Marketing Management

1. Assess the role of marketing in a business enterprise.
2. Apply consumer behavior concepts to marketing.
3. Describe and apply the strategic marketing planning and execution process.
4. Identify the roles of advertising, sales promotion, and personal selling in integrated marketing communication.
5. Collect, evaluate, and apply primary and secondary customer data to solve marketing problems.

Real Estate Finance

1. Evaluate physical real estate (land and building analysis).
2. Evaluate real estate as a security (REITs, securitization).
3. Produce investment analysis for real estate.
4. Assess risk related to real estate.
5. Conduct market and best use analysis (zoning and build code requirements).
6. Explain the role of leverage and taxes.

Supply Chain Management

1. Analyze the flow of goods, services, and information to increase supply chain performance.
2. Evaluate different sourcing and procurement strategies for selecting suppliers, mitigating risk, and negotiating value-driven contracts.
3. Apply the principles of sustainability and quality tools to promote circular supply chains that reduce waste and maximize value.
4. Identify the key components of intermodal transportation and maritime logistics that support efficient global transportation.
5. Effectively use supply chain analytics techniques to optimize operations, enhance efficiency, and drive informed decision-making across various parts of the supply chain.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>) section of this catalog, including:

- 40 units of upper-division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No Major, Support or Concentration courses may be selected as credit/no credit. In addition, no more than 12 units of cooperative or internship courses can count towards your degree requirements.

Code	Title	Units
MAJOR COURSES		
BUS 1100	Career Readiness I	1
BUS 1342 or BUS 3343	Financial Institutions ¹ Quantitative Methods in Finance	3
BUS 2206	Career Readiness II	1
BUS 2207	Legal Responsibilities of Business	3
BUS 2214	Financial Accounting	3
BUS 2215	Managerial Accounting	3
BUS 3306	Career Readiness III	1
BUS 3346	Principles of Marketing	3
BUS 3387	Organizational Behavior	3
BUS 3391	Information Systems	3
BUS 4401 & BUS 4411	Strategic Management and BSBA Assurance of Learning Assessment	3
BUS 4404	Law, Governmental, and Social Influences on Business	3

Technology Management		
Select from the following:		3
ITP 3303	Lean Six Sigma Green Belt	
ITP 3330	Packaging Fundamentals	
ITP 3341	Packaging Polymers and Processing	
ITP 3371	Supply Chain Management in Manufacturing and Services	
International Business		
Select from the following:		3-4
BUS 3302	International and Cross Cultural Management	
BUS 3304	International Supply Chains	
BUS 3433	Global Financial Institutions and Markets	
BUS 4410	The Legal Environment of International Business	
BUS 4446 & 4446A	International Marketing and International Marketing Project	
ECON 3061	International Trade Theory	
Senior Project		
Select from the following:		3-4
BUS 4461 & BUS 4462	Senior Project I and Senior Project II	
BUS 4464	Applied Senior Project Seminar	
BUS 4465	Senior Project: Building and Launching the Technology Startup ²	
BUS 4467	Senior Project: Growing the Early Stage Startup ²	
BUS 4472	Senior Project: Volunteer Income Tax Assistance ³	
BUS 4473	Senior Project: Auditing Analytics ³	
BUS 4474	Senior Project: Low Income Taxpayer Clinic ³	
Concentration		
(See list of Concentrations below)		20-24
SUPPORT COURSES		
ECON 2001	Survey of Economics (4B) ⁴	3
Select from the following: (2) ^{4, 5}		3-4
MATH 1264	Calculus for Data Science I	
MATH 1267	Business Calculus	
STAT 1210	Business Statistics I	3
STAT 1220	Business Statistics II	3
GENERAL EDUCATION (GE)		
(See GE program requirements below) ⁶		37
FREE ELECTIVES		
Free Electives ^{7, 8}		5-12
Total Units		120

¹ BUS 3343 is a substitute for BUS 1342. Students interested in the Financial Management and/or Real Estate Finance concentrations are strongly recommended to take BUS 3343. Students interested in the Entrepreneurship concentration are recommended to take BUS 1342.

² Recommended for Entrepreneurship concentration students. For other concentration students, additional prerequisites may be needed to complete this requirement.

³ Recommended for Accounting concentration students. For other concentration students, additional prerequisites may be needed to complete this requirement.

⁴ Required in Major or Support; also satisfies General Education (GE) requirement.

⁵ MATH 1264 is recommended for those pursuing the Cross-Disciplinary Studies Data Science Minor or Actuarial Preparation Minor.

⁶ CHEM 1120 is recommended for those pursuing the Consumer Packaging concentration to fulfill GE Area 5A & 5C.

⁷ If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.

⁸ Students should consider taking BUS 1204 for free electives.

Concentrations

Accounting

Code	Title	Units
REQUIRED COURSES		
BUS 3319	Data Analytics and Accounting Information Systems	3
BUS 3320	Federal Income Taxation for Individuals	3
BUS 3321	Intermediate Accounting I	3
BUS 3322	Intermediate Accounting II	3
BUS 3323	Financial Statement Auditing	3
Accounting Electives		
Select from the following:		6
BUS 4424	Advanced Data Analytics in Accounting	
BUS 4425	Advanced Managerial Accounting with Data Analytics	
BUS 4426	Taxation of Corporations and Partnerships	
BUS 4427	Advanced Financial Reporting	
BUS 4428	Independent Study in Accounting	
Total Units		21

Consumer Packaging

Code	Title	Units
REQUIRED COURSES		
BUS 3396	Consumer Insights	3
BUS 4418	Marketing Research	3
ITP 2234	Packaging Design Fundamentals	3
ITP 3330	Packaging Fundamentals ¹	3
ITP 3334	Structural Packaging Design	3
ITP 4475	Distribution Packaging Dynamics	3
Approved Electives		
Select from the following: ¹		3
ITP 2241	Industrial and Packaging Materials ²	
ITP 3304	International Supply Chains	
ITP 3341	Packaging Polymers and Processing	
ITP 3371	Supply Chain Management in Manufacturing and Services	
ITP 4408	Fiber-Based Packaging	
ITP 4409	Packaging Machinery and Processes	
ITP 4411	Packaging Sustainability	
ITP 4414	Packaging Laws and Regulations	
ITP 4430	Healthcare Packaging	
Total Units		21

¹ Courses taken to meet a major course requirement cannot be double-counted in the concentration.

² CHEM 1120 is recommended for those pursuing the Consumer Packaging concentration to fulfill GE Area 5A & 5C.

Entrepreneurship

Code	Title	Units
REQUIRED COURSES		
BUS 3310	Introduction to Entrepreneurship	4
BUS 3330	Funding and Managing Startup Companies	4
ITP 4406	Business-to-Business Complex Solutions Selling	3
BUS 4447	Defining and Building Technology Startups	4
or BUS 4488	Building a Startup Skill Set	
Approved Electives		

Select from the following: ^{1, 2}

6-8

BUS 3311 or BUS 4312	Managing Technology in the International Legal Environment Entrepreneurship Law
BUS 3313	Customer Development
BUS 4408	Innovation and Entrepreneurship Through Disruptive Technologies
BUS/COMS 4458 or BUS 2234	Solving Big World Challenges Introduction to Design Thinking
BUS 4489 & 4489A	Negotiation and Negotiation Project
ITP 3326 or ITP 3371	Product Design and Development Supply Chain Management in Manufacturing and Services
ITP 4428	Commercialization of Innovation

Total Units
21
¹ Units in excess of total will be applied towards major's free electives.

² Courses taken to meet a major course requirement cannot be double-counted in the concentration.

Financial Management

Code	Title	Units
REQUIRED COURSES ¹		
BUS 3411	Finance Practicum	1
BUS 3431	Security Analysis and Portfolio Management	4
BUS 3438	Corporate Finance	4
BUS 3441 or BUS 3440	Financial Modeling and Analytics in Python or R Financial Modeling and Visualization in Excel	4
Select one track from the following: ²		9-11
Financial Analytics Track		
BUS 4442	Introduction to Futures and Options	
BUS 4468	Blockchain in Finance ³	
BUS 4469	Foundations of Financial Technology ³	
ECON 3015	Programming for Economics and Analytics	
ECON 3021 or STAT 3430	Econometrics Applied Regression Analysis	
Financial Management Track		
BUS 3443	Case Studies in Finance	
BUS 4439	Fixed Income Securities Market	
BUS 4434	Real Estate Finance	
BUS 4442	Introduction to Futures and Options	
BUS 4448	Mergers and Acquisitions ⁴	
ECON 3015	Programming for Economics and Analytics	
ECON 3021 or STAT 3430	Econometrics Applied Regression Analysis	
Financial Planning and Wealth Management Track		
BUS 3443	Case Studies in Finance	
BUS 4434	Real Estate Finance	
BUS 4437	Retirement and Estate Planning ⁵	
BUS 4445	Risk Management and Insurance Planning ⁵	
ECON 3021 or STAT 3430	Econometrics Applied Regression Analysis	

Total Units
22
¹ All students need an approval from the finance chair to enroll in the Financial Management concentration.

- ² Courses taken to meet a major course requirement cannot be double-counted in the concentration. Units in excess of total will be applied towards major's free electives.
- ³ Highly recommended for students in the Financial Analytics track.
- ⁴ Highly recommended for students in the Financial Management track.
- ⁵ Highly recommended for students in the Financial Planning and Wealth Management track.

Information Systems and Analytics

Code	Title	Units
REQUIRED COURSES		
BUS 3392	Business Application Development	3
BUS 3393	Database Systems in Business	3
BUS 3394	Systems Analysis and Design	3
BUS 3399	IT Infrastructure and Security Management	3
BUS 4497	Business Analytics	3
Select from the following:		3
BUS 3392A	Business Application Development Project	
BUS 3393A	Database Systems in Business Project	
BUS 3394A	Systems Analysis and Design Project	
BUS 3399A	IT Infrastructure and Security Management Project	
BUS 4497A	Business Analytics Project	
Approved electives		
Select from the following:		3
BUS 3395	Information Systems Project Management	
BUS 4486	Social Media Text Mining	
BUS 4490	Data Visualization	
BUS 4492	Technology-Supported Collaboration	
BUS 4493	User Experience Analysis and Design	
BUS 4496	Software Testing	
BUS 4498	Directed Topics in Information Systems	
BUS 4499	Data Communications and Networking	
Total Units		21

Management and Human Resources

Code	Title	Units
REQUIRED COURSES		
BUS 3384	Human Resources Management	3
BUS 3388	Training, Developing, and Managing Employees	3
BUS 4477	Management Consulting, Change, and Development	3
BUS 4489	Negotiation	3
Select from the following:		3
BUS 3384A	Human Resources Management Project	
BUS 3388A	Training, Developing, and Managing Employees Project	
BUS 4477A	Change Management Project	
BUS 4489A	Negotiation Project	
Approved Electives		
Select from the following: ^{1, 2}		6-7
BUS 3310	Introduction to Entrepreneurship	
BUS 3380	Work and Wellbeing	
BUS 3382	Leadership and Organizations	
BUS 3391	Information Systems	
BUS 4430	Internship/Cooperative Education	
BUS 4475	Rewarding and Compensating Employee Performance	
BUS 4476	Leading Social Innovation	

BUS 4480	People Analytics
BUS 4481	Advanced Topics in Management and Human Resources
BUS 4490	Data Visualization
BUS 4492	Technology-Supported Collaboration
BUS 4497	Business Analytics

Total Units **21**

¹ Courses taken to meet a major course requirement cannot be double-counted in the concentration.

² Units in excess of total will be applied towards major's free electives.

Marketing Management

Code	Title	Units
REQUIRED COURSES		
BUS 3396 & 3396A	Consumer Insights and Consumer Insights Project	4
BUS 4418 & 4418A	Marketing Research and Marketing Research Project	4
Approved Electives		
Select from the following: ¹		12
BUS 3347	Professional Selling Skills	
BUS 4421 & 4421A	Marketing Analytics and Marketing Analytics Activity	
BUS 4423 & 4423A	Digital Marketing and Digital Marketing Activity	
BUS 4430	Internship/Cooperative Education ²	
BUS 4450 & 4450A	Current Topics in Marketing and Current Topics in Marketing Activity	
BUS 4451 & 4451A	New Product Development and Launch and New Product Development and Launch Project	
BUS 4453 & 4453A	Digital and New Media Marketing and Digital and New Media Marketing Project	
BUS 4454 & 4454A	Marketing Projects and Marketing Projects Activity	
BUS 4455 & 4455A	Marketing Strategy and Marketing Strategy Project	
BUS 4457 & 4457A	Integrated Marketing Communications and Integrated Marketing Communications Project	
Total Units		20

¹ Courses taken to meet a major course requirement cannot be double-counted in the concentration.

² This course does not have an activity. Marketing requires this course to be four units.

Real Estate Finance

Code	Title	Units
REQUIRED COURSES ^{1, 2}		
BUS 3431	Security Analysis and Portfolio Management	4
BUS 3440	Financial Modeling and Visualization in Excel	4
BUS 4434	Real Estate Finance	4
Approved Electives		
Select from the following: ³		9
BUS 3441	Financial Modeling and Analytics in Python or R	
BUS 3443	Case Studies in Finance	
BUS 4409	Law of Real Property and Real Estate	
BUS 4439	Fixed Income Securities Market	

BUS 4469	Foundations of Financial Technology
CM 4475	Real Property Development Principles ⁴
ECON 3021	Econometrics
ECON 3039	Microeconomics for Business and Public Policy
ECON 4055	Urban Economics

Total Units **21**

¹ All students need an approval from the finance department chair to enroll in the concentration.

² All students enrolled in the concentration are recommended to pursue a minor with the CAED department. The most popular minor is the Real Estate Property Development minor.

³ Courses taken to meet a major course requirement cannot be double-counted in the concentration.

⁴ Highly recommended for students concentrating in real estate finance. This course also counts toward the real estate development minor.

Supply Chain Management

Code	Title	Units
REQUIRED COURSES		
BUS 2208	Shipping and Port Management	3
BUS 3308	Logistics and Intermodal Transportation	3
BUS 4416	Strategic Sourcing and Procurement Management	3
BUS 4417	Supply Chain Analytics	3
ITP 3303	Lean Six Sigma Green Belt ¹	3
ITP 3371	Supply Chain Management in Manufacturing and Services ¹	3
ITP 4410	Operations Planning and Control	3
Approved Electives		
Select from the following: ¹		3
BUS 3304	International Supply Chains	
BUS 4489	Negotiation	
BUS 4497	Business Analytics	
ITP 4403	Lean and Quality Systems Management	

Total Units **24**

¹ Courses taken to meet a major course requirement cannot be double-counted in the concentration.

General Education (GE) Requirements

- 43 units required, 6 of which are specified in Major and/or Support.
- If any of the remaining 37 Units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
- See the complete GE course listing (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: 1A (English Composition), 1B (Critical Thinking), 1C (Oral Communication), and 2 (Mathematics and Quantitative Reasoning).

Lower-Division General Education

Area 1	English Communication and Critical Thinking	
1A	Written Communication	3
1B	Critical Thinking	3
1C	Oral Communication	3
Area 2	Mathematics and Quantitative Reasoning	
2	Mathematics and Quantitative Reasoning (3 units in Support) ¹	0
Area 3	Arts and Humanities	
3A	Arts	3
3B	Humanities: Literature, Philosophy, Languages other than English	3

Area 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	
4A	American Institutions (Title 5, Section 40404 Requirement)	3
4B	Social and Behavioral Sciences (3 units in Support) ¹	0
Area 5	Physical and Life Sciences	
5A	Physical Sciences ²	3
5B	Life Sciences	3
5C	Laboratory (may be embedded in a 5A or 5B course) ²	1
Area 6	Ethnic Studies	
6	Ethnic Studies	3
Upper-Division General Education		
Upper-Division 2/5	Mathematics and Quantitative Reasoning or Physical and Life Sciences	3
Upper-Division 3	Arts and Humanities	3
Upper-Division 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	3
Total Units		37

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

² CHEM 1120 is recommended for those pursuing the Consumer Packaging concentration.

Coming soon