BUSINESS ADMINISTRATION (BS)

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	Financial Institutions [1]	3
or BUS 3343	Quantitative Methods in Finance	
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 & BUS 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	Managing Technology in the International Legal Environment	
or BUS 4312	Entrepreneurship Law	
BUS 3313	Customer Development	
BUS 4408	Innovation and Entrepreneurship Through Disruptive Technologies	
BUS/COMS 4458	Solving Big World Challenges	
or BUS 2234	Introduction to Design Thinking	
BUS 4489 & BUS 4489A	Negotiation and Negotiation Project	
ITP 3326	Product Design and Development	
or ITP 3371	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	Financial Modeling and Analytics in Python or R	4
or BUS 3440	Financial Modeling and Visualization in Excel	
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	Econometrics	
or STAT 3430	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	Econometrics	
or STAT 3430	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	Econometrics	
or STAT 3430	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 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 & BUS 3396A	Consumer Insights and Consumer Insights Project	4
BUS 4418 & BUS 4418A	Marketing Research and Marketing Research Project	4
Approved Electives		
Select from the following: [1]		12
BUS 3347	Professional Selling Skills	
BUS 4421 & BUS 4421A	Marketing Analytics and Marketing Analytics Activity	
BUS 4423 & BUS 4423A	Digital Marketing and Digital Marketing Activity	
BUS 4430	Internship/Cooperative Education [2]	
BUS 4450 & BUS 4450A	Current Topics in Marketing and Current Topics in Marketing Activity	
BUS 4451 & BUS 4451A	New Product Development and Launch and New Product Development and Launch Project	
BUS 4453 & BUS 4453A	Digital and New Media Marketing and Digital and New Media Marketing Project	
BUS 4454 & BUS 4454A	Marketing Projects and Marketing Projects Activity	
BUS 4455 & BUS 4455A	Marketing Strategy and Marketing Strategy Project	
BUS 4457 & BUS 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

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.