



## Bachelor of Science in Business Administration



4700 Ygnacio Valley Road, Concord, CA 94521    www.concord.csueastbay.edu    925-602-6700

The **Business Administration** major provides a broadly oriented professional education. The program is based on the realization that while many business school graduates secure their initial job through their specialization in one of the functional areas, in a relatively short period of time they progress to positions which require a broad managerial approach incorporating the perspectives of other specialties in addition to their own. Thus, the major in Business Administration is structured around a large core of required courses that exposes students to the basic tools of quantitative methods and economic theory, provides students with an introduction to each of the primary functional areas of business, and still leaves students opportunity to pursue a limited specialization in one or two of these functional areas. The Business Administration program is accredited by the American Assembly of Collegiate Schools of Business.

### SCHEDULING

The Business Administration core requirements are scheduled to allow a student to complete the upper division portion of the Business Administration program by taking day and/or evening classes within a two year period. The option courses are available evenings only.

### APPLICATION

The Concord Campus operates on the quarter system with four quarters a year. Applications are accepted every quarter. Applicants who want to enroll at the Concord Campus must be eligible for admission as an upper division student. Upper division and graduate courses only are offered at the Concord Campus.

### ACADEMIC ADVISING

Academic Advising is available by appointment. Call (925) 602-6700 for days and times. Students may also contact the College of Business and Economics Student Service Center in Hayward at (510) 885-3323.

### MAJOR REQUIREMENTS

#### LOWER DIVISION REQUIREMENTS

- ACCT 2251 Financial Reporting & Analysis I (4)
- ACCT 2253 Accounting for Management Decision-Making (4)
- ECON 2301 Principles of Microeconomics (4)
- ECON 2302 Principles of Macroeconomics (4)
- MGMT 2701 Legal Environment of Business (4) (now ACCT 2701)
- MATH 1810 Math for Business & Social Sciences I (4)
- STAT 1000 Elements of Probability and Statistics (5) or STAT 2010 Statistics for Business & Economics (5)
- \*PC Software Proficiency (0-4)  
\* Students lacking this proficiency may take CIS 1270 (4) or pass a PC proficiency exam.

#### UPPER DIVISION CORE REQUIREMENTS

- CIS 3060 Computer Information Systems (4)
- ECON 3551 Managerial Economics & Business Strategy (4)
- FIN 3300 Financial Management (4)
- MGMT 3100 Decision Science (4)
- MGMT 3614 Organizational Behavior (4)
- MGMT 3620 Intro to Production & Operations Mgmt. (4)
- MGMT 4500\* Business, Government & Society (4)
- MGMT 4650 Seminar in Strategic Business Mgmt. (4)
- MGMT 4670 Multinational Business (4) or ECON 3107 Global Economic Analysis (4)
- MKTG 3401 Marketing Principles (4)
- MKTG 3495 Business Communication (4)  
\*Accounting students take ACCT 4911 Ethics, Regulation, and Financial Statement Fraud (4)

#### ELECTIVE REQUIREMENTS

Sixteen (16) units of any upper division ACCT, CIS, ECON, ENTR, FIN, MGMT, MKTG, TC course that is not counted toward the student's primary option if that primary option is any other than ACCT, C.I.S. or T.M. (excluding 3898, 4900; ACCT 3228, 4226, 4227, 4915; ECON 3000; TC 4877).

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#### OR

Accounting Option Students: Twelve (12) units of any upper division ACCT, CIS, ECON, ENTR, FIN, MGMT, MKTG, TC course that is not counted toward the student's primary option if that primary option is ACCT., C.I.S. or T.M. (excluding 3898, 4900; ACCT 3228, 4226, 4227, 4915; ECON 3000; TC 4877)

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#### OPTION REQUIREMENTS

Option requirements vary and are listed in the college catalog. Options available at the Concord Campus are:

- Accounting
- Corporate Management
- Finance
- Human Resources Management
- Marketing Management

**B.S. Business Administration**  
2006-08 LOWER DIVISION REQUIREMENTS

Lower division courses required for the major can be completed at local community colleges. Listed below are the East Bay courses and the courses the department will accept from nearby colleges.

CSUEB	DVC	LMC	CCC	SCC	NVC
ACCT 2251	BUSAC 186	BUS 186	BUS 186	ACCT 1	ACCT 125
ACCT 2253	BUSAC 187	BUS 187	BUS 187	ACCT 2	ACCT 126
ECON 2301	ECON 221	ECON 10	ECON 221	ECON 2	ECON 101
ECON 2302	ECON 220	ECON 11	ECON 220	ECON 1	ECON 100
MGMT 2701 (now ACCT 2701)	BUS 294	BUS 294	BUS 294	BUS 18	BUSI 103
MATH 1810	MATH 182 or 192	MATH 37 or 50	MATH 180 or 190	MATH 30 or 20	MATH 115 or 120
STAT 1000 or STAT 2010	MATH 142 or BUS 240	MATH 34 or 38	MATH 164 or BUS 240	MATH 11	MATH 232
CIS 1270/ PC PROF**	COMSC 100/100L	COMSC 40	CIS 135	CIS 1	COMS 110

\*\* May be waived through PC proficiency examination.

Source cited: [www.assist.org](http://www.assist.org) (07-08)