



# CALIFORNIA STATE UNIVERSITY FULLERTON

Mihaylo College of Business and Economics

## MAJOR REQUIREMENTS FOR THE BACHELOR OF ARTS IN BUSINESS ADMINISTRATION with a CONCENTRATION IN MARKETING and INFORMATION SYSTEMS 2017-2018

### Lower Division Core (21 units)

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Acct 201A	Financial Accounting (3)
Acct 201B	Managerial Accounting (3)
Buad 201	Business Writing (3)
Econ 201	Principles of Microeconomics (3)
Econ 202	Principles of Macroeconomics (3)
Mgmt 246	Business and Its Legal Environment (3)
Math 135,130, Business Calculus (3), A Short Course in Calculus (4), Calculus I (4) OR 150A	

### Upper Division Core (27 units)

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Buad 301	Advanced Business Communication (3)
Econ 315 OR 320	Intermediate Business Microeconomics or Intermediate Macroeconomics Analysis (3)
Fin 320	Financial Management I (3)
ISDS 351	Principles of Information Systems (3)
ISDS 361A	Business Analytics I (3)
ISDS 361B	Business Analytics II (3)
Mgmt 339	Managing Operations (3)
Mgmt 340	Organizational Behavior (3)
Mktg 351	Principles of Marketing (3)

### Capstone Core Course (3 units)

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Mgmt 449	Seminar in Strategic Management (3)
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### Global Business Requirement (3 units)

Complete one three-unit course in the area of Global Business. The course must be selected from the list of Approved Global Business Courses and may not be a course in your concentration. The approved list is available in the Business Advising Center.

### Marketing and Information Systems Requirements (24 units)

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

#### Required ISDS Courses (9 units):

ISDS 402	Database Management Systems (3)
ISDS 406	Systems Analysis & Design (3)
ISDS 415	Principles of Business Intelligence (3)

#### And 3 units chosen from the following:

ISDS 443*	Mktg Analytics: Decision Making in the Information Age (3)
ISDS 473	Applied Business Forecasting (3)
ISDS 474	Data Mining for Managers (3)

#### Required Marketing Courses (9 units):

Mktg 353	Marketing Information Technology (3)
Mktg 379	Marketing Research Methods (3)
Mktg 489	Developing Marketing Strategies (3)

#### And 3 units chosen from the following:

Mktg 425	Retail Marketing Strategy (3)
Mktg 443*	Mktg Analytics: Decision Making in the Information Age (3)
Mktg 455	Strategic Internet Marketing (3)
Mktg 465	Managing Services Marketing (3)

\*ISDS/Mktg 443 can be used for either an ISDS elective or Marketing elective, but not both

## PREREQUISITE INFORMATION SHEET 2017-2018

Most business and economics courses have prerequisites and/or corequisites. Before you register, make sure you meet all course requirements. You may be administratively dropped if you do not.

Most upper division courses in the Mihaylo College of Business and Economics are restricted and not open to pre-business, pre-international, pre-economics or undeclared students. If you are still “pre-”, then it is important that you focus on the lower division core requirements. **Once you have completed all of the lower division core courses with grades of “C” (2.0) or better, then you may declare your concentration through the Business Advising Center at either the Fullerton or Irvine Campus.**

### BUSINESS ADMINISTRATION CORE COURSES

#### COURSES      PREREQUISITES

Acct 201A	None, but not recommended for first-time freshmen
Acct 201B	Acct 201A with a grade of “C” or better
Buad 201	English 101 (or equivalent) with grade of “C” (2.0) or better
Econ 201	None, but not recommended for first-time freshmen
Econ 202	None, but not recommended for first-time freshmen
Mgmt 246	Completion of G.E. Area A.2 with a grade of “C-” or better
Math 135/130	Math 115 or Math 125 or a passing score on the Math Qualifying
<b>OR</b> 150A	Exam (MQE) or Math department approved exemption
Buad 301	English 101 & Buad 201 with a grade of “C” (2.0) or better or completion of Associates Degree for Transfer (ADT) from a CA Community College
Econ 315 <b>OR</b> 320	Econ 201, Econ 202 and Math 135/130/150A. Corequisites: Buad 301 & ISDS 361A
Fin 320	Acct 201A. Corequisites: Buad 301 & ISDS 361A
ISDS 351	Corequisite: Buad 301
ISDS 361	Math 135/130/150A. Corequisite: Buad 301
ISDS 361B	ISDS 361A
Mgmt 339	Corequisites: Buad 301 & ISDS 361A
Mgmt 340	G.E. category in Social Sciences. Corequisites: Buad 301 & ISDS 361A
Mktg 351	Buad 301
Mgmt 449*	Buad 301 and all MCBE core courses

### MARKETING & INFORMATION SYSTEMS COURSES

#### COURSES

#### PREREQUISITES

#### COURSES

#### PREREQUISITES

ISDS 402*	Buad 301	MKTG 353*	Mktg 351, ISDS 361 A & Buad 301
ISDS 406*	Buad 301 & ISDS 402	MKTG 379*	Mktg 351, ISDS 361 A & Buad 301
ISDS 415*	ISDS 402 with a “C” or better	MKTG 425*	Mktg 351
ISDS 443*	ISDS 361A & Mktg 351	MKTG 443*	ISDS 361 A & Mktg 351
ISDS 473*	Buad 301, ISDS 361 A & 361 B	MKTG 455*	Mktg 351
ISDS 474*	Buad 301, ISDS 361 A & 361 B	MKTG 465*	Mktg 351
		MKTG 489*	Mktg 351, 353, 370, 379 & senior standing

*\*Restricted course not open to pre-business, pre-international business, pre-economics or undeclared students. Please consult the California State University, Fullerton Catalog for a full statement of all requirements and regulations, course descriptions, prerequisites, corequisites and general education requirements. This handout is just a brief summary printed for your convenience.*  
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**FOUR-YEAR ROADMAP AND CHECKLIST FOR BA IN BUSINESS ADMINISTRATION  
MARKETING AND INFORMATION SYSTEMS EMPHASIS  
120 units**

This emphasis can be completed in approximately four years but may take up to five years depending on course load. You must average 15 units (five courses) per semester and you must plan ahead so that you will meet all prerequisites. You can opt to complete courses in the summer or winter session. If you are planning to work, you should adjust your unit load accordingly.

Upper-division transfer students can complete the upper-division requirements in approximately two years provided you have completed at least 60 transferable units, are fully GE certified, and have completed all of the lower-division business core. Start following the roadmap in the fifth semester.

**Year 1**

First Semester

- \_\_ GE Area A.2 ENGL 101 101 (3)
- \_\_ Pre-requisite to MATH 130/135/150A (3-4)
- \_\_ GE Area C.1 Introduction to Arts (3)
- \_\_ GE Area C.2 Introduction to Humanities (3)
- \_\_ GE Area C.4 Origins of World Civilization (3)

Second Semester

- \_\_ GE Area A.1 Oral Communication (3)
- \_\_ GE Area B.4 MATH 130 **OR** MATH 135 **OR** MATH 150A (3-4)
- \_\_ GE Area A.3 Critical Thinking (3)
- \_\_ GE Area B.1 Physical Science (3)
- \_\_ GE Area D.4 American Government (3)

**Year 2**

Third Semester

- \_\_ ACCT 201A (3)
- \_\_ GE Area D.1 ECON 201 (3)
- \_\_ BUAD 201 (3)

Fourth Semester

- \_\_ ACCT 201B (3)
- \_\_ ECON 202 (3)
- \_\_ MGMT 246 (3)
- \_\_ GE Area B.2 + B.3\* Life Science(3) + Laboratory Experience (1)
- \_\_ GE Area C.3 and Z (300-400 level)\*\* Explorations in Arts or Humanities and Cultural Diversity (3)

**Year 3**

Fifth Semester

- \_\_ BUAD 301 (3)
- \_\_ ISDS 361A (3)
- \_\_ FIN 320 (3)
- \_\_ MKTG 351 (3)
- \_\_ GE Area E BUAD 300 (3)

Sixth Semester

- \_\_ ISDS 361B (3)
- \_\_ ISDS 351 (3)
- \_\_ MGMT 339 (3)
- \_\_ MKTG 353 (3)
- \_\_ GE Area B.5, Internship or Free Elective\*\*\* (3)

**Year 4**

Seventh Semester

- \_\_ ECON 315 **OR** 320 (3)
- \_\_ MGMT 340 (3)
- \_\_ ISDS 402 (3)
- \_\_ MKTG 379 (3)
- \_\_ MKTG Elective (3)

Eighth Semester

- \_\_ MGMT 449 (3)
- \_\_ GE Area D.5/Global Business Requirement\*\*\*\* (3)
- \_\_ ISDS 406 (3)
- \_\_ ISDS 415 (3)
- \_\_ ISDS Elective (3)

**Year 5**

Ninth Semester

- \_\_ MKTG 489 (3)

## Student Action Plan

### Year 1

- If required, complete all remediation (Math 30A-B, 40, 45, ENGL 99 or 100) by the end of your second semester to avoid Administrative Disqualification.
- Complete MATH 115 or MATH 125 pre-requisite with a C or better before MATH 130/135/150A, if necessary.
- MATH 130/135/150A must be completed with a C or better.
- Complete General Education (GE) courses in areas A.1, A.2, and A.3 with C- or better.
- Courses taught by your major department will not count for GE unless specified.

### Year 2

- \*B.3 Laboratory Experience can be completed with either GE Area B.1 or B.2.
- \*\*GE Area Z must be double counted with GE Area C.3. Please consult with an Academic Advisor.
- All business core courses must be completed with a C or better.
- Meet with an advisor in the Business Advising Center SGMH 1201 **during the semester you are completing your last lower division core requirements.**
- Declaration of a concentration is required before enrollment in concentration courses.
- For questions regarding concentration and career options visit Mihaylo Career Services and/or a faculty mentor.

### Year 3

- **FILE GRAD CHECK** through your Student Center once you have earned 85 units and are one year from graduation.
- Meet with your assigned faculty mentor each semester.
- All classes in the Marketing and Information System emphasis must be completed with a C or better.
- \*\*\*If needed, complete a course in B.5 to meet all unit requirements for Area B. You may also consider an internship or free elective to reach 120 units.

### Year 4

- Attend a Live Grad Check Workshop to have your Graduation Check approved.
- \*\*\*\*ECON 330, 332-336 will satisfy GE Area D.5, an upper-division GE requirement and the Global Business Requirement.
- MKTG 489 requires successful completion of MKTG 351, 353, 379 and senior standing.
- All core courses must be completed before taking MGMT 449.
- A minimum of 120 total units must be completed to graduate.

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