



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  
2016—2017**

**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, OR 150A	Business Calculus (3), A Short Course in Calculus (4), Calculus I (4)

**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” 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 one of the following (3 units)**

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 one of the following (3 units)**

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 2016-2017

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

<u>COURSES</u>	<u>PREREQUISITES</u>
Acct 201A	None, but not recommended for first-time freshmen
Acct 201B	Acct 201A
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	Econ 201
Mgmt 246	None, but not recommended for first-time freshmen
Math 135/130 OR 150A	Math 115 or Math 125 or a passing score on the Math Qualifying Exam (MQE) or Math department approved exemption
Buad 301	English 101 and Buad 201 with a grade of “C” (2.0) or better
Econ 315/320	Econ 202 and Math 135/130. Corequisites: Buad 301 & ISDS 361A
Fin 320	Acct 201A. Corequisites: Buad 301 & ISDS 361A
ISDS 351	Corequisite: Buad 301
ISDS 361A	Math 135/130. Corequisite: Buad 301
ISDS 361B	ISDS 361A
Mgmt 339	Corequisites: Buad 301 & ISDS 361A
Mgmt 340	General Education in social science. Corequisites: Buad 301 & ISDS361A
Mktg 351	Econ 202. Corequisites: Buad 301 & ISDS 361A
Mgmt 449*	Buad 301 and all MCBE core courses

### MARKETING & INFORMATION SYSTEMS COURSES

<u>COURSES</u>	<u>PREREQUISITES</u>	<u>COURSES</u>	<u>PREREQUISITES</u>
ISDS 402*	Buad 301	MKTG 353*	Mktg 351, ISDS 361A & Buad 301
ISDS 406*	Buad 301 & 402	MKTG 379*	Mktg 351, ISDS 361A & Buad 301
ISDS 415*	ISDS 402	MKTG 425*	Mktg 351
ISDS 443*	ISDS 361A & Mktg 351	MKTG 443*	ISDS 361A & Mktg 351
ISDS 473*	Buad 301, ISDS 361A & 361B	MKTG 455*	Mktg 351
ISDS 474*	Buad 301, ISDS 361A & 361B	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.