MAJOR REQUIREMENTS FOR THE BACHELOR OF ARTS IN
BUSINESS ADMINISTRATION with a CONCENTRATION IN
MARKETING and INFORMATION SYSTEMS
CATALOG YEAR 2021 – 2022

Lower Division Core (21 units)

You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.
All core courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

Once you have completed all lower division core, you may declare your concentration online.

- MATH 135 Business Calculus (3)
- OR MATH 130 Calculus for the Natural Sciences (4)
- OR MATH 150A Calculus I (4)
- BUAD 201 Business Writing (3)
- ACCT 201A Financial Accounting (3)
- ECON 201 Principles of Microeconomics (3)
- ACCT 201B Managerial Accounting (3)
- ECON 202 Principles of Macroeconomics (3)
- MGMT 246 Business and Its Legal Environment (3)

Upper Division Core (27 units)

You may complete your upper division core concurrently with your concentration requirements once your concentration is declared.

- BUAD 301 Advanced Business Communication (3)
- ISDS 361A Business Analytics I (3)
- MKTG 351 Principles of Marketing (3)
- FIN 320 Financial Management I (3)
- ISDS 351 Principles of Information Systems (3)
- ISDS 361B Business Analytics II (3)
- MGMT 339 Managing Operations (3)
- MGMT 340 Organizational Behavior (3)
- ECON 315 Intermediate Business Microeconomics (3)
- OR ECON 320 Intermediate Macroeconomics Analysis (3)

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. Underlined courses in economics may double count to fulfill GE Area D.3 requirement.

- APPROVED COURSES: ECON 330, 332, 333, 334, 335, 336, FIN 370, 371, 375, MGMT 350

Approved Practicum Requirement (3 units)

The practicum may not double count with concentration courses or concentration electives and must be completed with "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade. There are three Practicum pathway options to choose from. Select one to fulfill the Practicum requirement:

1) Experiential Learning course - view the Practicum Pathways website for an approved list.
2) Academic Internship - view the MKTG 495 or ISDS 495 information card.
3) BUAD 300 Professional and Career Development - Note: BUAD 300 is only open to students with projected Sophomore or Junior standing. Transfer students choosing this option should take BUAD 300 in their first semester.

For full details, view the Practicum Pathways website.

Marketing & Information Systems Concentration Requirements (24 Units)

Once you complete all lower division business core, you must declare your concentration to enroll in concentration courses and electives.
All concentration courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

REQUIRED COURSES
- ISDS 402* Database Management Systems (3)
- ISDS 406* Systems Analysis and Design (3)
- ISDS 415* Principles of Business Intelligence (3)
- MKTG 353* Marketing Information Technology (3)
- MKTG 379* Marketing Research Methods (3)
- MKTG 489* Developing Marketing Strategies (3)

Complete 3 units (one course) of elective coursework from the list below:

- ISDS/MKTG 443*
- ISDS 473*
- ISDS 474*

AND

Complete 3 units (one course) of elective coursework from the list below:

- MKTG 425*
- MKTG/ISDS 443*
- MKTG 455*
- MKTG 465*

You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.

NOTE: ISDS/MKTG 443 can be used for either an ISDS elective or Marketing elective, but not both.

Capstone Core Course (3 Units)

You may complete your capstone course concurrently with your concentration courses.
The capstone must be completed with a "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)

PREREQUISITES: All upper and lower division business core course completed with a grade of "C" or better.
FOUR-YEAR ROADMAP FOR BA IN BUSINESS ADMINISTRATION  
MARKETING and INFORMATION SYSTEMS CONCENTRATION 
Catalog Year 2021 – 2022 
120 units

It is important to keep course sequencing in mind; however, you may adjust the sequencing to fit your schedule as long as pre-and co-requisites are taken into consideration. To ensure that you are fulfilling pre-requisites, **bolded** courses should be prioritized and completed in the order listed. Failure to complete bolded courses in the semester indicated will potentially limit the ability to graduate in four years.

### Year 1

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
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<tbody>
<tr>
<td>☐ GE Area A.2 ENGL 101 (3)</td>
<td>☐ GE Area A.1 Oral Communication (3)</td>
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<tr>
<td>☐ GE Area B.4 Prerequisite to MATH 135/130/150A (4-5)</td>
<td>☐ GE Area B.4 MATH 135 or MATH 130 or MATH 150A (3-4)</td>
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<tr>
<td>☐ GE Area C.1 Introduction to Arts (3)</td>
<td>☐ GE Area A.3 Critical Thinking (3)</td>
</tr>
<tr>
<td>☐ GE Area C.2 Introduction to Humanities (3)</td>
<td>☐ GE Area B.1 Physical Science (3)</td>
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<tr>
<td>☐ GE Area F Ethnic Studies (3)</td>
<td>☐ University Requirement - American Government (3)</td>
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### Year 2

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<tr>
<th>Third Semester</th>
<th>Fourth Semester</th>
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<tbody>
<tr>
<td>☐ ACCT 201A (3)</td>
<td>☐ ACCT 201B (3)</td>
</tr>
<tr>
<td>☐ GE Area D.1 ECON 201 or ECON 202 (3)</td>
<td>☐ GE Area D.1 ECON 201 or ECON 202 (3)</td>
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<tr>
<td>☐ BUAD 201 (3)</td>
<td>☐ MGMT 246 (3)</td>
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<tr>
<td>☐ GE Area B.2 + B.3 Life Science (3) + Laboratory Experience (1)</td>
<td>☐ GE Area E Lifelong Learning and Self Development (3)</td>
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<tr>
<td>☐ GE Area D.2 American History, Institutions &amp; Values (3)</td>
<td>☐ GE Area C.3/Z Explorations of Arts and Humanities/Cultural Diversity (3)</td>
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### Year 3 (Transfer Students Begin Here)

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<thead>
<tr>
<th>Fifth Semester</th>
<th>Sixth Semester</th>
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<tbody>
<tr>
<td>☐ BUAD 301 (3)</td>
<td>☐ ISDS 361B (3)</td>
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<tr>
<td>☐ ISDS 361A/GE Area B.5 Implications and Explorations in Mathematics and Sciences (3)</td>
<td>☐ MKTG 353 (3)</td>
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<td>☐ MKTG 351 (3)</td>
<td>☐ ISDS 402 (3)</td>
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<td>☐ FIN 320 (3)</td>
<td>☐ MGMT 339 (3)</td>
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<tr>
<td>☐ ISDS 351 (3)</td>
<td>☐ Practicum (3) ¹ (Read Note)</td>
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### Year 4

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<tr>
<th>Seventh Semester</th>
<th>Eighth Semester</th>
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<tbody>
<tr>
<td>☐ MGMT 340 (3)</td>
<td>☐ MGMT 449 (3) ² (Read Note)</td>
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<tr>
<td>☐ ECON 315 or 320 (3)</td>
<td>☐ MKTG 489 (3) ³ (Read Note)</td>
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<td>☐ MKTG 379 (3)</td>
<td>☐ ISDS Elective (3)</td>
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<tr>
<td>☐ MKTG Elective (3)</td>
<td>☐ ISDS 415 (3)</td>
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<td>☐ ISDS 406 (3)</td>
<td>☐ Global Business Requirement (3) ⁴ (Read Note)</td>
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<tr>
<td>☐ GE Area D.3 Exploration in Social Sciences (3) ⁴ (Read Note)</td>
<td>☐ GE Area D.3 Exploration in Social Sciences (3) ⁴ (Read Note)</td>
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### Notes:

¹ [View the Practicum Pathways website](#) for details on each of the Practicum options.

² All lower and upper division business core courses must be completed with “C” or better prior to enrolling in MGMT 449.

³ MKTG 353 and MKTG 379 must be completed prior to enrolling in MKTG 489.

⁴ If you choose ECON 330, 332, 333, 334, 335 or 336 to fulfill the Global Business requirement, it will double-count for GE Area D.3.