

# Business Administration

IN THE FOWLER COLLEGE OF BUSINESS

**OFFICE:** Education and Business Administration 448

**TELEPHONE:** 619-594-5828

**WEBSITE:** <https://business.sdsu.edu/undergrad>

A Member of the AACSB International—The Association to Advance Collegiate Schools of Business.

## Faculty

Faculty assigned to teach in Business Administration are drawn from departments in the Fowler College of Business.

### Offered by the College

Master of Business Administration degree.

Master of Business Administration degree for executives.

Master of Science degree in business administration.

Master of Business Administration degree and

Juris Doctor degree.

Master of Business Administration and Master of Arts in Latin American studies degrees (concurrent program).

Major in general business with the B.S. degree in business administration.

Minor in business administration.

Certificate in business administration.

## The Majors

Business administration offers a major in General Business that is open to all students, including students who have completed the approved Transfer Model Curriculum in Business. For additional majors, minors, additional programs, and courses in the Fowler College of Business, see listings under Accountancy, Finance, Management, Management Information Systems, and Marketing.

## General Business Major

Business refers to the multitude of activities required to accomplish commercial transactions in society. Included in the process of business are management activities designed to direct, organize, and lead the processes needed to accomplish transactions; marketing activities designed to facilitate the exchanges that constitute transactions; financial activities designed to provide for and support the capital needed for transactions to occur; information system activities designed to plan and organize the processes required to ensure activity; and accounting activities designed to monitor and audit overall business activity.

The General Business major provides an overview and fundamental working knowledge of the varied aspects of business. Students receive a broad and generalized understanding of the function of business and how the various sub-disciplines of business interact to contribute to the success of an organization. Students select courses across all business sub-disciplines, obtaining an understanding of the field of business. Courses are selected within a particular sub-discipline to develop specialized knowledge of a particular area of business.

Positions available to graduates with a General Business major are those that require a broad, overarching understanding of the business function, rather than a specialized knowledge within a particular business sub-discipline. Examples are in retailing, sales, and other service industries.

## Business Honors Program

The Business Honors Program offers excellent upper division business students the opportunity to explore issues in our local, regional, and global business environments focusing on the social and ethical responsibility that business has to the community and society. Honors students will enroll in a one unit business honors seminar each semester. During their enrollment they will participate in activities to promote their academic and personal growth, documenting their work in a written portfolio.

Generally, students should apply to this program at the time of application to upper division business. Applicants must submit an essay with their application. Applicants must have a 3.6 cumulative GPA or good standing in the Weber Honors College. Students

not meeting these requirements may petition for admission to the program. Successful completion of the Business Honors Program will be recognized at graduation. Contact Dr. Robert A. Judge, Department of Management Information Systems, for more information about this program.

## Statement on Computers

Before enrolling in upper division courses in the Fowler College of Business, students must be competent in the operation of personal computers, including word processing and spreadsheets. Business students are strongly encouraged to have their own computers capable of running word processing, spreadsheet, presentation, e-mail, and Internet applications such as those found in packages sold by major software publishers. Availability of on-campus computing resources can be limited due to increasing demand across the university.

## Retention Policy

The Fowler College of Business expects that all business students will make reasonable academic progress towards the degree. Business premajors who have earned 60 units but have less than a 2.9 may be removed from the premajors and placed in undeclared. Upper division business majors earning less than a 2.0 average in their major GPA for two consecutive semesters may be removed from business and placed in undeclared.

## Transfer Credit

**Lower Division:** Courses clearly equivalent in scope and content to San Diego State University courses required for minors or as preparation for all business majors will be accepted from regionally accredited United States institutions and from foreign institutions recognized by San Diego State University and the Fowler College of Business.

**Upper Division:** It is the policy of the San Diego State University Fowler College of Business to accept upper division transfer credits where (a) the course content, requirements, and level are equivalent to San Diego State University courses and (b) where the course was taught in an AACSB International—The Association to Advance Collegiate Schools of Business—accredited program. Exceptions require thorough documentation evidencing the above standards.

## Impacted Program

All majors in the Fowler College of Business are impacted. Before enrolling in any upper division courses in business administration, students must advance to an upper division business major and obtain a business major code. To be admitted to an upper division business major (accounting, finance, financial services, general business, real estate, information systems, management, or marketing), students must meet the following criteria:

- a. Complete with a grade of C (2.0) or better: Accountancy 201, 202; Economics 101, 102; Finance 240 (or an approved business law course); Management Information Systems 180; Mathematics 120 (or an approved calculus course or an approved three-unit finite mathematics course); Rhetoric and Writing Studies 290 (RWS 290 is not required for the accounting major); and either Statistics 119 or Economics 201. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Complete a minimum of 60 transferable semester units;
- c. Have a cumulative GPA of 2.9.

Students who meet all requirements except the GPA may request to be placed on the waiting list. While all spaces are usually filled by eligible students, if there is room in the program after all the fully qualified students have been accommodated, students will be admitted from the waiting list in GPA order. Contact the Fowler Center for Student Success (EBA-448), 619-594-5828, for more information.

## Business Administration

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

### General Business Major

With the B.S. degree in Business Administration

(Major Code: 05011) (SIMS Code: 221751)

(SIMS Code: 221752 - SDSU Global Campus)

The General Business major is open to all students, including students who have completed the California Community College Associate in Science in Business for Transfer (AS-T) degree completing the Transfer Model Curriculum (TMC) for business. The General Business major is also offered fully online through admission to the SDSU Global Campus business degree completion program. For additional information, students can go to <https://business.sdsu.edu/online>.

A minor is not required with this major.

**Preparation for the Major.** Complete with a grade of C (2.0) or better: Accountancy 201, 202; Economics 101, 102; Finance 240 (or an approved business law course); Management Information Systems 180; Mathematics 120 (or an approved calculus course or an approved three-unit finite mathematics course); Rhetoric and Writing Studies 290; and either Statistics 119 or Economics 201. (27 units)

These prerequisite courses may not be taken Cr/NC; the minimum grade in each class is C. Additional progress requirements must be met before a student is admitted to the upper division general business major.

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or completing one of the approved upper division writing courses (W) with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** Thirty-nine to 40 upper division units consisting of Business Administration 300, 310, 323, 350, 360, 370. Business Administration 404, 405, or 458 (three units); Accountancy 325 or 326; three units selected from Finance 321, 326, 327, 328, 329, and 331; three units selected from Management 352, 357, 358; three units selected from Management Information Systems 306, 315, and 380; four units selected from Marketing 371, 372, 373, 376, 377; six to seven units selected from 400-level and 500-level courses in the Fowler College of Business. A "C" (2.0) average or better is required in the courses stipulated here for the major.

### Business Administration Minor

(Minor Code: 05010) (SIMS Code: 221750)

(See also, minors in Accounting, Entrepreneurship, Finance, Information Systems, Management, Marketing, and Real Estate.)

The minor in business administration provides a general overview of business for non-business majors. While it is open to qualified students from all majors (except majors in the Fowler College of Business, Hospitality and Tourism Management, or International Business), it is particularly recommended for students whose career plans include self-employment or small business management. The minor in business administration is administered by the Fowler Center for Student Success (EBA-448), 619-594-5828.

Admission to the minor in business administration requires completion of at least 60 units with a minimum GPA of 2.9 or better and completion of Accountancy 201 and Management Information Systems 180 with grades of C (2.0) or better.

The minor in business administration consists of a minimum of 21 to 23 units to include Business Administration 323, 350, 370; Accountancy 201; Management Information Systems 180; and six to eight units selected from Finance 327, 328; Management 352, 358; Marketing 371, 373, 476.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed in residence at San Diego State University.

Students must meet the prerequisites for the minor in effect at the time that they declare the minor. Contact the Fowler Center for Student Success (EBA-448) for admissions criteria and procedures.

### Business Administration Certificate

(SDSU Imperial Valley Only)

(SIMS Code: 221703)

This certificate is designed primarily for persons who want to gain an increased understanding of essential principles through upper division business courses, and for students who decide to go on to pursue the B.S. degree with a major in either management, finance, accounting, marketing, information systems, or real estate at the San Diego campus. For those not seeking the B.S. degree it provides a program designed to give self-improvement opportunities for the purpose of securing employment, promotion or upward mobility on the job.

All students seeking admission to the program must have successfully completed 56 transferable lower division units with a grade point average of 2.0. This includes completion of the lower division preparation required for any business administration major, i.e., Accountancy 201, 202; Economics 101, 102; Finance 240; Management Information Systems 180; Mathematics 120 (or an approved calculus course); Rhetoric and Writing Studies 290; and Statistics 119 or Economics 201.

The certificate will be awarded upon successful completion of the following courses: Business Administration 323, 350, 370; Business Administration 360 or Management Information Systems 301; and three units selected from Finance 321, 589; or Management 444. (15 units)

### Courses (B A)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

#### LOWER DIVISION COURSES

##### B A 100. Exploration of Business (1) Cr/NC

Prerequisite: Member of Fowler College of Business learning community.

Business careers and business education. Skills needed, opportunities, and options within various occupations. Study and interpersonal skills for academic and personal success. Special sessions featuring campus resources to include library, advising, health and wellness services.

##### B A 299. Special Study (1-4)

Prerequisites: Consent of department chair and instructor. Individual study. Maximum credit six units.

#### UPPER DIVISION COURSES

(Intended for Undergraduates)

##### B A 300. Ethical Decision Making in Business (1)

Prerequisite: Approved upper division business major or another major approved by the Fowler College of Business. **Proof of completion of prerequisite required:** Copy of transcript.

Theoretical concepts and dimensions of ethics in business decisions. Ethics of decision alternatives using different approaches and philosophies, with application of an integrative ethical decision model to cases from various business subdisciplines.

##### B A 310. Foundations of Business in a Global Environment (1)

Prerequisite: Approved upper division major.

Introduction to the program of study leading to the Bachelor of Science in Business Administration. Integration of various business disciplines to accomplish strategic goals. Presentation of the concept of global awareness, one of the fundamental pillars of global competency necessary in today's business world.

##### B A 311. Lavin Entrepreneur I Seminar (1) Cr/NC

Prerequisite: Admission to Lavin Entrepreneur Program.

Lavin entrepreneurs will be introduced to entrepreneurship as a potential path for future career development. Students will begin developing entrepreneurial competencies, professional networks, and be introduced to the basics of ideation, opportunity recognition, and business model development.

**B A 312. Lavin Entrepreneur II Seminar (1) Cr/NC**

Prerequisite: Business Administration 311.

Lavin entrepreneurs will continue building their entrepreneurial competencies and mindset, utilizing entrepreneurship frameworks for business opportunity assessment, ideation, and feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

**B A 323. Fundamentals of Finance (3)**

Prerequisites: Approved upper division business major, business minor, or another major approved by the Fowler College of Business. For approved business majors, credit or concurrent registration in Business Administration 310. **Proof of completion of prerequisites required:** Copy of transcript.

Objectives of financial management. Financing the business enterprise. Internal financial management. Introduction to the cost of capital, valuation, dividend policy, leverage, international finance, and the techniques of present value and its applications. Sources of capital. (Formerly numbered Finance 323.)

**B A 350. Management and Organizational Behavior (3)**

Prerequisite: For approved business majors, credit or concurrent registration in Business Administration 310. **Proof of completion of prerequisite required:** Copy of transcript.

Human behavior at individual, interpersonal, and group levels including effect of organization structure on behavior. Emphasis on managerial roles, historical evolution of management, ethics, and behavior in multicultural contexts. (Formerly numbered Management 350.)

**B A 360. Introduction to Operations and Supply Chain Management (3)**

Prerequisites: Statistics 119 or Economics 201. Recommended: Mathematics 120. Approved upper division business major, business minor, or another major approved by the Fowler College of Business. For approved business majors, credit or concurrent registration in Business Administration 310. **Proof of completion of prerequisites required:** Copy of transcript.

Managerial concepts and quantitative methods associated with the design, execution, and management of operations and supply chain systems. (Formerly numbered Management Information Systems 302 and Information and Decision Systems 302.)

**B A 370. Marketing (3)**

Prerequisites: Approved upper division business major, business minor, or another major approved by the Fowler College of Business. For approved business majors, credit or concurrent registration in Business Administration 310. **Proof of completion of prerequisites required:** Copy of transcript.

Function of marketing in organizations and society. Strategic marketing planning in domestic and global settings to include marketing concepts, consumer behavior, market research, product planning, pricing, distribution, promotion, and influence of the external environment on marketing decisions. (Formerly numbered Marketing 370.)

**B A 400. Business Honors Seminar (1) Cr/NC**

Prerequisite: Admission to the Fowler College of Business Honors Program.

Current issues affecting local, national, and global business environments. Maximum credit five units.

**B A 401. Business Internship (1) Cr/NC**

Prerequisite: Approved upper division business major, business minor, or another major approved by the Fowler College of Business.

Internships with business firms, non-profit organizations, or government agencies. Work done under joint supervision of intern organization and academic supervisor. Not applicable for credit in the major. Maximum credit four units with new content.

**B A 402. Exploration of Business Career Development (1) Cr/NC**

Prerequisite: Upper division standing in the Fowler College of Business.

Prepare students for careers after college and transition from college to career. Personal preparation and analysis of identification of best career options for each student.

**B A 404. Small Business Consulting (3)**

Prerequisites: Approved upper division business major; Business Administration 300, 310, 323, 350, 370; Business Administration 360 or Management Information Systems 301; and consent of instructor.

Counseling of existing small businesses. Application of principles from all fields of business administration. Maximum credit six units.

**B A 405. International Business Strategy and Integration (3)**

Prerequisites: Business Administration 300, 323, 350, 370, Business Administration 360 or Management Information Systems 301.

**Proof of completion of prerequisites required:** Copy of transcript.

Integration of business administration principles and concepts for strategy design, implementation, and control in domestic, and global markets. Establishment of top management policy emphasized through case studies, experiential exercises, and simulations. (Formerly numbered Management 405.)

**B A 411. Lavin Entrepreneur III Seminar (1) Cr/NC**

Prerequisite: Business Administration 312.

Lavin entrepreneurs will focus on implementing learned entrepreneurial competencies into refined business models, refining start-up opportunities through customer iteration and development. Understand data metrics, successful customer interaction, and pivoting the business model toward success.

**B A 412. Lavin Entrepreneur IV Seminar (1) Cr/NC**

Prerequisite: Business Administration 411.

The final deliverable of this capstone course in presenting an iterated business model canvas to potential investors. Lavin entrepreneurs have the potential, knowledge, and tools to launch a company, bring their viable business opportunity to life.

**B A 458. Management Decision Games (1-3)**

Prerequisites: Consent of instructor. Approved upper division business major; Business Administration 300, 310, 323, 350, 370; Business Administration 360 or Management Information Systems 301. **Proof of completion of prerequisites required:** Copy of transcript.

Integrated managerial decision making within a dynamic environment through the use of business games.

**B A 496. Selected Topics in Business Administration (1-4)**

Prerequisite: Consent of department chair.

Selected areas of concern in business administration. May be repeated with new content with consent of department chair. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

**B A 498. Investigation and Report (1-3)**

Prerequisites: Senior standing and consent of instructor.

A comprehensive and original study of a problem connected with business administration under the direction of one or more members of the Fowler College of Business staff. May be repeated with new content. Maximum credit six units.

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**GRADUATE COURSES**

Refer to the *Graduate Bulletin*.