

# BS IN BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)



## SACRAMENTO STATE

### In Workflow

1. CBA College Committee Chair (joseph.taylor@csus.edu)
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### Approval Path

1. Wed, 23 Oct 2024 19:41:29 GMT  
Joseph Taylor (joseph.taylor): Approved for CBA College Committee Chair
2. Wed, 23 Oct 2024 20:49:18 GMT  
Jean-francois Coget (coget): Approved for CBA Dean

### History

1. May 3, 2018 by clmig-jwehrheim
2. Sep 18, 2018 by 212408496
3. Sep 18, 2018 by 212408496
4. Sep 17, 2019 by 210552161
5. Oct 13, 2020 by Kenichiro Chinen (chinen)
6. Apr 20, 2021 by 220267334
7. Apr 29, 2021 by Katie Hawke (katiedickson)
8. Aug 8, 2022 by 302822325
9. Aug 10, 2022 by 302822325

Date Submitted: Thu, 17 Oct 2024 00:55:57 GMT

**Viewing: BS in Business Administration (General Management)**

**Last approved: Wed, 10 Aug 2022 20:39:18 GMT**

**Last edit: Mon, 28 Oct 2024 23:30:04 GMT**

Changes proposed by: Nam Kyoon Kim (223013791)

**Academic Group: (College)**

Business

**Academic Organization: (Department)**

Strategy and Entrepreneurship

**Catalog Year Effective:**

2025-2026 Catalog

**Individual(s) primarily responsible for drafting the proposed degree major program:**

Name (First Last)	Email	Phone 999-999-9999
Nam Kyoon Kim	n.kim@csus.edu	916-278-7146

**Type of Program Proposal:**

Major

**Program Change Type:**

Non-Substantive

**Delivery Format:**

Fully Face to Face

**Title of the Program:**

BS in Business Administration (General Management)

**Designation: (degree terminology)**

Bachelor of Science

**Briefly describe the program proposal (new or change) and provide a justification:**

The proposal is to include a new course, Social Entrepreneurship and Innovation in the elective offerings.

**University Learning Goals**

**Undergraduate Learning Goals:**

- Competence in the disciplines
- Knowledge of human cultures and the physical and natural world
- Intellectual and practical skills
- Personal and social responsibility
- Integrative learning

**Program Learning Outcomes**

**Program Learning Outcomes**

**Learning Outcome**

1. Fundamental Business Knowledge: Competence based on fundamental business knowledge.
  - LO 1.1 Demonstrate understanding of fundamental business theories, concepts, and skills.
  - LO 1.2 Ability to analyze business information in performing business related tasks.
2. Integrative Business Competence: Business competence integrated with other business knowledge areas and ethical responsibility.
  - LO 2.1 Ability to identify factors contributing to a managerial problem from a variety of business perspectives.
  - LO 2.2 Enumerate the costs and benefits that potential solutions will have on the interdependent stakeholders of a firm.
3. Effective Business Communication: Business communication utilizing contemporary and classic communication techniques and methods.
  - LO 3.1 Convey information in a variety of business settings.
  - LO 3.2 Evaluate the efficacy of business communications.
4. Applied Business Capability: Ability to translate knowledge of business and management into practice.
  - LO 4.1 Create effective business solutions that are both ethically sound and socially responsible.
  - LO 4.2 Generate innovative and effective solutions for problem solving and decision making.

**Learning Outcomes Display**

Course Code	PLO 1	PLO 2	PLO 3	PLO 4
ACCY 1				
ACCY 2				
ECON 1A				
ECON 1B				
MATH 24				
MGMT 10				
STAT 1				
DS 101				
FIN 101				

GM 105				
HROB 101				
MGMT 102				
MIS 101				
MKTG 101				
OPM 101				
ENTR 187				
GM 170				
IBUS 190				
ACCY 121				
MKTG 160				
MKTG 181				
MKTG 186				
MKTG 188				
FIN 134				
FIN 135				
FIN 138				
HROB 151				
HROB 152				
HROB 157				
MGMT 117				
MKTG 115				
MKTG 121				
MKTG 123				
MKTG 124				
MKTG 125				
MKTG 126				
MKTG 127				
MKTG 129				
IBUS 180				
ENTR 185				
ENTR 189				
ENTR 188				

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

**Do these changes impact the Smart Planner roadmap?**

No

**Catalog Description:****Units required for Major: 66****Total units required for BS: 120****Program Description**

The General Management concentration permits a focus upon the skills of the manager, whether the manager is an entrepreneur or operating at the corporate or agency level, with emphasis on the skills of decision making as taught through the case method. Managerial skills in planning, organizing, and controlling are highly transferable within private industry and within the public and nonprofit sector as well, thus permitting a wide variety of career goals.

**Note:** The use of the words "business administration" throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Business Administration (BUS), Decision Sciences (DS), Entrepreneurship (ENTR), Finance (FIN), General Management (GM), Human Resources/Organizational Behavior (HROB), International Business (IBUS), Management (MGMT), Management Information Science (MIS), Marketing (MKTG), and Operations Management (OPM).

**Note:** Students graduating with a Bachelor of Science in Business Administration (all concentrations) will not be subject to the University's Foreign Language Graduation Requirement. Students who change major may be subject to the University's Foreign Language Graduation Requirement.

**Note:** At least 15 units of upper division business administration courses must be taken in residence at (or under the auspices of) California State University, Sacramento. Of these 15 units, a minimum of nine units must be in upper division courses in the concentration.

**Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.**

**Pre-Requisite Requirements**

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

Code	Title	Units
DS 101	Introduction to Business Analytics	3
MGMT 102	Business Communications	3
HROB 101	The Management of Contemporary Organizations	3

**Computer Literacy**

All business majors must meet spreadsheet competency **prior** to taking upper division courses in the major. This requires completing MIS 10 (or equivalent).

**Minimum Grade Requirements**

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

**Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)**

**Program Requirements**

Code	Title	Units
<b>Required Lower Division (Pre-Requisites) Courses (21 Units)</b>		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis <sup>1</sup>	3
ECON 1B	Introduction to Microeconomic Analysis <sup>1</sup>	3
MATH 24	Modern Business Mathematics <sup>1</sup>	3

MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics <sup>1</sup>	3
<b>Total Units</b>		<b>21</b>

<sup>1</sup> Course also satisfies General Education (GE)/Graduation Requirement.

After completing the last of the pre-requisite courses, students must file supplemental business application to officially apply to Business Administration as their major. Visit <https://www.csus.edu/college/business-administration/undergraduate/advising/impacted-major.html> for more information.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
<b>Required Upper Division (Major) Core Courses (24 Units)</b>		
DS 101	Introduction to Business Analytics	3
FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
<b>Total Units</b>		<b>24</b>

### General Management (GM) Concentration (21 units)

Code	Title	Units
<b>Required Courses (9 Units)</b>		
ENTR 187	Entrepreneurship	3
GM 170	Fundamentals of Business Strategy	3
IBUS 190	International Business	3
<b>Electives (12 Units)</b>		
Select four from the following areas: <sup>1</sup>		12
<b>Accountancy</b>		
ACCY 121	Cost Accounting	
<b>Supply Chain Management</b>		
MKTG 160	Principles of Quality Management	
MKTG 181	Supply Chain Logistics Management	
MKTG 186	Sustainable Supply Chain	
MKTG 188	Supply Chain Analytics	
<b>Finance</b>		
FIN 134	Financial Management	
FIN 135	Investments	
FIN 138	Principles of Risk Management and Insurance	
<b>Human Resources/Organizational Behavior and Environment</b>		
HROB 151	Management of Human Resources	
HROB 152	Management Skills Seminar	
HROB 157	Labor Relations	
MGMT 117	Business, Ethics and Society  <sup>2</sup>	
<b>Marketing</b>		
MKTG 115	Marketing Analytics	
MKTG 121	Marketing Research and Information	
MKTG 123	Public Relations and Ethics in Business	
MKTG 124	Retail Management	
MKTG 125	Advertising	
MKTG 126	Salesmanship	
MKTG 127	Sales Management	
MKTG 129	Marketing Management	
<b>Entrepreneurship and International Business</b>		

IBUS 180	Sustainability Business in Global Economy	
ENTR 185	Venture Growth Strategies	
ENTR 189	Corporate Entrepreneurship	
ENTR 188	Course ENTR 188 Not Found	
<b>Total Units</b>		<b>21</b>

<sup>1</sup> No more than one course may be taken in a single area.

<sup>2</sup> Course also satisfies General Education (GE)/Graduation Requirement.

## General Education Requirements <sup>1</sup>

Code	Title	Units
<b>Area A: Basic Subjects (9 Units)</b>		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking	3
<b>Area B: Physical Universe and Its Life Forms (10 Units)</b>		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1
B4	Math Concepts <sup>2</sup>	0
B5	Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
<b>Area C: Arts and Humanities (12 Units)</b>		
C1	Arts	3
C2	Humanities	3
C1/C2	Area C Course	3
C1/C2	Area C Course - Take upper-division course to complete Area & upper division requirements.	3
<b>Area D: The Individual and Society (3-6 Units)</b>		
	Area D Course	3
	Area D Course <sup>2</sup>	0
	Area D Course - Take upper-division course to complete Area & upper division requirements. <sup>3</sup>	0 - 3
<b>Area E: Understanding Personal Development (3 Units)</b>		
	Area E Course	3
<b>Area F: Ethnic Studies (3 Units)</b>		
	Area F Course	3
<b>Total Units</b>		<b>40-43</b>

<sup>1</sup> To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

**Note:** There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email ([advising@csus.edu](mailto:advising@csus.edu)).

<sup>2</sup> Required in Major; also satisfies GE.

<sup>3</sup> Department offers students a "select from the following" option:

- If student chooses to take MGMT 117, they will meet upper division Area D.

## Graduation Requirements <sup>1</sup>

Code	Title	Units
<b>Graduation Requirements (required by CSU) (6-9 Units)</b>		
	American Institutions: U.S. History	3
	American Institutions: U.S. Constitution & CA Government	3
	Writing Intensive (WI) <sup>2</sup>	0 - 3
<b>Graduation Requirements (required by Sacramento State) (6 Units)</b>		
	English Composition II	3
	Race and Ethnicity in American Society (RE)	3
	Foreign Language Proficiency Requirement <sup>3</sup>	0

<sup>1</sup> To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

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<sup>2</sup> Department offers students a "select from the following" option:

- If student chooses to take MGMT 117, they will meet the Writing Intensive (WI) graduation requirement.

<sup>3</sup> If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>

**Note:** Students with a declared major of BS in Business Administration (all concentrations) are exempt from the Foreign Language Graduation Requirement.

## **Fiscal Impact to Change an Existing Program**

**Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:**

will not affect other academic units' programs

**Provide a fiscal analysis of the proposed changes:**

NA

**How will the above changes be accommodated within the department/College existing fiscal resources?**

Strategy & Entrepreneurship department has recently hired two new Entrepreneurship Faculty who are qualified to teach Social Entrepreneurship Course

**Will the proposed changes require additional resources?**

No

**What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?**

NA

Key: 340