

MAJOR REQUIREMENTS FOR THE BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION with a CONCENTRATION IN
MARKETING
2018-2019

Major Preparations Requirements (36 units minimum)

Minimum 2.5 GPA in major preparation requirements

BUS 10	Introduction to Business (4)
BUS 20	Financial Accounting and Reporting (4)
CS 8	Introduction to Computing (4)
ECON 2	Introduction to Macroeconomics (5)
ECON 3	Introduction to Microeconomics (5)
ECON 102 or 103	Intermediate Microeconomics (5) or Intermediate Macroeconomics (5)
MATH 22 or 009B	Calculus for Business (5) or First Year Calculus II (4)
STAT 48	Statistics for Business (5)

Upper Division Major Requirements (40 units)

Minimum 2.0 GPA in Upper Division Major Requirements

BUS 100W	Management Writing and Communication (4)
BUS 101	Information Technology Management (4)
BUS 102	Ethics and Law in Business and Society (4)
BUS 103	Marketing and Distribution Management (4)
BUS 104	Decision Analysis and Management Science (4)
BUS 105	Production and Operations Management (4)
BUS 106	Introduction to Financial Management (4)
BUS 107	Organizational Behavior (4)
BUS 108	Financial Evaluation and Managerial Analysis (4)
BUS 109	Competitive and Strategic Analysis (4)

Marketing Concentration Requirements (20 units)

Minimum 2.0 GPA in Concentration Requirements

Students must complete **20 units** of elective coursework in Marketing. Students are strongly advised to choose one of the following advisory tracks and select as many courses as possible and supplement with additional courses as needed to complete the 20 unit requirement. Selecting a track will not appear on your transcript but can be reflected on your resume.

Consumer	Business	Marketing Research	Marketing Consulting	Additional Courses		
Marketing	Marketing	& Analytics	BUS 113	BUS 111	BUS 116	BUS 152
BUS 112	BUS 113	BUS 115	BUS 115	BUS 112	BUS 117	BUS 159
BUS 117	BUS 116	BUS 119	BUS 116	BUS 113	BUS 118	BUS 164
			BUS 119	BUS 114	BUS 119	
				BUS 115	BUS 151	

Upper Division Business Electives (12 units*)

Choose three (3) additional upper division business electives. Students with BUS 108 credit from community college need 16 units (4 courses)*. The approved list is available in the Undergraduate Business Programs office.

PREREQUISITE INFORMATION SHEET
2018-2019

Most business courses have prerequisites. Before you register, make sure you meet all course requirements.

Business Administration is a selecting major and students must meet all four (4) requirements in order to be accepted into the major:

1. All major preparation courses must be completed with a minimum 2.5 GPA or better.
2. All breadth requirements must be completed (with the exception of foreign language and ENGL 1C which you must complete by the time you graduate).
3. Minimum UCR GPA of 2.7 or better.
4. Students must be admitted before completing 120 units.

BUSINESS ADMINISTRATION CORE COURSES

COURSES

PREREQUISITES

BUS 10	None
BUS 20	None
CS 8	None
ECON 2	None
ECON 3	None
ECON 102 or 103	ECON 3 or MATH 9 or MATH 9HA or MATH 2 ECON 2
MATH 22	MATH 4 or MATH 8A with a 'C' or better or high score on placement test
STAT 48	CS 8; MATH 4/5/6B/7A/9A/9HA
BUS 100W	ENGL 1B with a 'C' or better
BUS 101	CS 8; Upper division standing
BUS 102	Upper division standing
BUS 103	Upper division standing
BUS 104	CS 8; STAT 48 or STAT 100A; Upper division standing
BUS 105	BUS 104
BUS 106	BUS 20; ECON 2; ECON 3; ECON 101 or STAT 48; Upper division standing
BUS 107	Upper division standing
BUS 108	BUS 20; Upper division standing
BUS 109	Senior Standing in Business Administration

MARKETING

BUS 111.....BUS 103	BUS 119... ..BUS 103
BUS 112.....BUS 103	BUS 151... ..BUS 103
BUS 113.....BUS 103	BUS 152... ..BUS 103
BUS 114.....BUS 103	BUS 159... ..BUS 103
BUS 115... ..BUS 103	BUS 164... ..BUS 103
BUS 116... ..BUS 103	
BUS 117... ..BUS 103	
BUS 118... ..BUS 103	