

BUSINESS ADMINISTRATION BS

More Information

Advising Requirement

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

E-advising Tools

Students are encouraged to use the interactive e-advising tools that have been designed to help them graduate within four years. These tools can be accessed through the Student Center.

The Bachelor of Science in Business Administration requires completion of a lower-division core prior to taking most upper-division core courses. Successful completion of the lower-division core allows students to advance to the upper-division core that continues their general background in business and into their specialty option. Business administration offers options in accounting, entrepreneurship, finance, human resource management, management, marketing, and project management.

Students must receive a verified grade of C or higher in each lower-division core course in order to advance into most of the upper-division core and option courses. If a student receives a grade of C- or lower in one of the lower-division core courses, that course must be repeated until a grade of C or higher is attained. The set of lower-division and upper-division core courses are listed under Course Requirements for the Major.

More information about College of Business programs, with helpful advising information for first-year and transfer students, is available by contacting

Business Student Advising and Services
Glenn Hall 321
530-898-4480
Email: businessadvisor@csuchico.edu

Grading Requirement

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

Course Requirements for the Major: 72-75 units

Completion of the following courses, or their approved transfer equivalents, is required of all candidates for this degree. Courses in this program may complete more than one graduation requirement.

Major Core

Students in the major must complete each of the following seven lower-division core courses with a C or higher. All the lower-division core must be completed prior to taking upper-division core courses, with the exception of BCOM 300W and MINS 301, which can be completed prior to completing all the lower-division core. Students are advised to take MATH 107, but MATH 109 or MATH 120 will be accepted as substitutes.

Students must complete the lower-division core prior to taking upper-division core courses, except for BCOM 300W and MINS 301.

Course	Title	Units
Lower Division		
ACCT 201	Introduction to Financial Accounting	3
ACCT 202	Introduction to Managerial Accounting	3
BLAW 203	Introduction to Business Law	3
ECON 102	Principles of Macroeconomic Analysis	3
ECON 103	Principles of Microeconomic Analysis	3
MATH 107	Finite Mathematics for Business	3
MATH 108	Statistics of Business and Economics	3
Upper Division		
BCOM 300W	Communication in Business (W)	3
BSIS 308	Decision Analysis for Business	3
FINA 307	Survey of Finance	3
MGMT 303	Survey of Management	3
MGMT 304	Human Resource Management	3
MINS 301	Corporate Technology Integration	3
MKTG 305	Survey of Marketing	3
OSCM 306	Operations Management	3
Capstone		
Select one of the following: ¹		3
BADM 495	Applied Strategic Decision Making	
BADM 495HW	Applied Strategic Decision Making - Honors (W)	
Major Option		
Select one of the following:		24-27
Accounting (p. 1)		
Entrepreneurship and Small Business Management (p. 2)		
Finance (p. 2)		
Human Resource Management (p. 2)		
Management (p. 3)		
Marketing (p. 3)		
Project Management (p. 3)		
Total Units		72-75

¹ Students with at least a 3.5 grade point average in the BADM major may wish to take the honors course BADM 495HW.

Major Option Course Requirements

Students must select one of the following options for completion of the major course requirements.

For business majors, Business Administration status is required for all option classes.

Accounting Option: 27 units

The option in accounting provides students with the skills needed to succeed in the accounting profession. All courses counted toward the option in accounting must be completed with a grade of C or higher. No accounting option coursework (300 level or higher) may be transferred in from any institution outside of California State University, Chico. Various courses in the option have prerequisite courses where a minimum grade

is required. An accounting student may be enrolled in a maximum of three accounting option courses per semester.

Course	Title	Units
ACCT 320	Cost Management Accounting I	3
ACCT 325	Intermediate Accounting I	3
ACCT 326	Intermediate Accounting II	3
ACCT 327	Intermediate Accounting III	3
ACCT 365	Not-for-Profit Accounting	3
ACCT 421W	Auditing and Assurance (W)	3
ACCT 425	Advanced Accounting	3
ACCT 437	Federal Income Taxation I	3
ACCT 537	Federal Income Taxation II	3
Total Units		27

Entrepreneurship and Small Business Management Option: 24 units

Students may complete this option in two or three semesters.

Course	Title	Units
Foundation		
MGMT 450	Introduction to Entrepreneurship	3
MGMT 451	Business Plan Development and Financing	3
Domain Knowledge		
The Domain Knowledge requirement is intended to provide greater depth in the domain of business expertise necessary to launch successful ventures.		
BLAW 415	Entrepreneurship Law	3
MGMT 452	Launching and Managing New Ventures	3
MGMT 456	Entrepreneurial Analytics	3
MKTG 468	Entrepreneurial Marketing	3
Setting		
The Setting requirement is intended to address different settings in which entrepreneurial knowledge, skills and abilities can be applied.		
Select one of the following: 3		
MGMT 453	Social Entrepreneurship	
MGMT 454	Family Business Ventures	
MGMT 455	Digital Entrepreneurship	
Electives		
Select three units from the following: 3		
BADM 389	Internship in Business Admin	
BADM 499H	Honors Seminar in Business	
BLAW 450	Intellectual Property Law	
FINA 456	Risk and Insurance	
MGMT 444	Managing Project Teams	
MGMT 453	Social Entrepreneurship ¹	
MGMT 454	Family Business Ventures ¹	
MGMT 455	Digital Entrepreneurship ¹	
MGMT 460	Managing for Sustainability	
MGMT 470	Business Dynamics	
MGMT 489B	Practicum in Entrepreneurship and Small Business Management ²	
MGMT 498	Special Topics in Management ³	
MKTG 380	Marketing Research	

MKTG 465	Digital Marketing	
MKTG 473	Strategic Personal Selling	
Total Units		24

¹ MGMT 453, MGMT 454, and MGMT 455 may only be taken if not chosen in the above selection.

² A maximum of 15 units of courses ending in 89 may count for the bachelor's degree.

³ Must be taken for 3 units.

Finance Option: 24 units

Finance is an option which you may complete in two semesters. The first semester, students will take FINA 351, FINA 355, and two electives.

Course	Title	Units
Course Requirements		
FINA 351	Investments	3
FINA 355	Financial Management: Intermediate Theory	3
FINA 460	Financial Institutions and Markets	3
Select five courses from the lists below, at least four courses from List 1: 15		
<i>List 1:</i>		
FINA 369	Real Estate Finance and Investments	
FINA 399	Special Problems ¹	
FINA 453	Estate Planning	
FINA 454	Financial Planning: Applications	
FINA 456	Risk and Insurance	
FINA 458	Management and Regulation of Financial Institutions	
FINA 459	International Finance	
FINA 480	Financial Management: Applications	
FINA 481	Investment Analysis and Policy	
FINA 487	Understanding the Securities Industry	
FINA 498	Special Topics in Finance ¹	
<i>List 2:</i>		
ACCT 320	Cost Management Accounting I	
ACCT 325	Intermediate Accounting I	
ACCT 437	Federal Income Taxation I	
BADM 389	Internship in Business Admin	
ECON 301	Microeconomic Analysis	
ECON 302	Macroeconomic Analysis	
REAL 301	Principles of Real Estate	
Total Units		24

¹ Must be taken for 3 units.

Human Resource Management Option: 24 units

Students may complete this option in two or three semesters.

Course	Title	Units
BLAW 413	Employment Law	3
BLAW 414	Labor Law and Collective Bargaining	3
MGMT 430	Human Resource Strategy and Information Systems	3

MGMT 432	Recruitment and Selection	3
MGMT 433	Training and Development	3
MGMT 434	Performance Management	3
Select six units from the following:		6
BADM 389	Internship in Business Admin	
BADM 499H	Honors Seminar in Business	
MGMT 440	Global Corporate Social Responsibility	
MGMT 442	Managing Individual Differences	
MGMT 443	Organizational Design and Change	
MGMT 444	Managing Project Teams	
MGMT 445	International Management	
MGMT 470	Business Dynamics	
MGMT 488	Organizational Consulting	
MGMT 489C	Practicum in Human Resource Management	
MGMT 498	Special Topics in Management ¹	
Total Units		24

¹ Must be taken for 3 units.

Management Option: 24 units

Students may complete this option in two or three semesters.

Course	Title	Units
Management Core		
MGMT 440	Global Corporate Social Responsibility	3
MGMT 442	Managing Individual Differences	3
MGMT 447	Leadership and Motivation	3
Management Depth		
Select three of the following:		9
MGMT 443	Organizational Design and Change	
MGMT 445	International Management	
MGMT 448	Managing Teams and Conflict in Organizations	
MGMT 470	Business Dynamics	
Select six units from the following:		6
BADM 389	Internship in Business Admin	
BADM 499H	Honors Seminar in Business	
BLAW 413	Employment Law	
BLAW 414	Labor Law and Collective Bargaining	
MGMT 441	Managing Personal Success	
MGMT 443	Organizational Design and Change ¹	
MGMT 444	Managing Project Teams	
MGMT 445	International Management ¹	
MGMT 448	Managing Teams and Conflict in Organizations ¹	
MGMT 450	Introduction to Entrepreneurship	
MGMT 460	Managing for Sustainability	
MGMT 470	Business Dynamics ¹	
MGMT 488	Organizational Consulting	
MGMT 498	Special Topics in Management ²	
Total Units		24

¹ May only be taken if not chosen in the above selection.

² Must be taken for 3 units.

Marketing Option: 24 units

The marketing option is a three-semester sequence of courses beginning with MKTG 371 and MKTG 380. This option credits internship units as part of the program.

Course	Title	Units
MKTG 371	Consumer Behavior	3
MKTG 380	Marketing Research	3
MKTG 490	Strategic Marketing Management	3
Select 15 units from the following:		15
BADM 389	Internship in Business Admin	
MKTG 399	Special Problems ¹	
MKTG 464	Customer Relationship Management	
MKTG 465	Digital Marketing	
MKTG 468	Entrepreneurial Marketing	
MKTG 470	Sales Management	
MKTG/OSCM 471	Distribution Systems and Channel Management	
MKTG 472	Advertising and Marketing Communications	
MKTG 473	Strategic Personal Selling	
MKTG 475	Retailing	
MKTG 476	Business Marketing	
MKTG 477	International Marketing	
MKTG 478	Service Marketing	
MKTG 479	Sales Competitions: Strategy and Practice	
MKTG 482	Sports Marketing	
MKTG 483	Advanced Topics in Professional Sales	
MKTG 485	Brand Strategy	
MKTG 498	Special Topics in Marketing ²	
Total Units		24

¹ No more than 3 units of BADM 389 or MKTG 399 may be used to meet major requirements.

² Must be taken for 3 units.

Project Management Option: 24 units

Course	Title	Units
MGMT 444	Managing Project Teams	3
MGMT 470	Business Dynamics	3
MGMT 471	Managing Multiple and Complex Projects	3
MGMT 489E	Practicum in Project Management	3
Select one of the following:		3
AMAR 458	Project Management	
BSIS 444	Systems Project Management	
Select nine units from the following:		9
AMAR 458	Project Management ¹	
BADM 389	Internship in Business Admin	
BADM 499H	Honors Seminar in Business	
BLAW 413	Employment Law	
BSIS 444	Systems Project Management ¹	
FINA 355	Financial Management: Intermediate Theory	
MGMT 443	Organizational Design and Change	
MGMT 447	Leadership and Motivation	

MGMT 460	Managing for Sustainability
MGMT 488	Organizational Consulting
MGMT 498	Special Topics in Management ³
OSCM 440	Supply Chain Management
OSCM/AMAR 451	Quality Management
Total Units	24

¹ AMAR 458 and BSIS 444 may only be taken if not chosen in the above selection and may only be counted once toward this elective requirement.

² A maximum of 15 units of courses ending in 89 may count for the bachelor's degree.

³ Must be taken for 3 units and may only be taken once for this requirement.

Honors in the Major

Honors in the Major is a program of independent work in your major. It requires 6 units of honors course work completed over two semesters.

The Honors in the Major program allows you to work closely with a faculty mentor in your area of interest on an original performance or research project. This year-long collaboration allows you to work in your field at a professional level and culminates in a public presentation of your work. Students sometimes take their projects beyond the University for submission in professional journals, presentation at conferences, or academic competition. Such experience is valuable for graduate school and professional life. Your honors work will be recognized at your graduation, on your permanent transcripts, and on your diploma. It is often accompanied by letters of commendation from your mentor in the department or the department chair.

Some common features of Honors in the Major program are:

- You must take 6 units of Honors in the Major course work. All 6 units are honors classes (marked by a suffix of H), and at least 3 of these units are independent study (399H, 499H, 599H) as specified by your department. You must complete each class with a minimum grade of B.
- You must have completed 9 units of upper-division course work or 21 overall units in your major before you can be admitted to Honors in the Major. Check the requirements for your major carefully, as there may be specific courses that must be included in these units.
- Your cumulative GPA should be at least 3.5 or within the top 5% of majors in your department.
- Your GPA in your major should be at least 3.5 or within the top 5% of majors in your department.
- Most students apply for or are invited to participate in Honors in the Major during the second semester of their junior year. Then they complete the 6 units of course work over the two semesters of their senior year.
- Your honors work culminates with a public presentation of your honors project.

While Honors in the Major is part of the Honors Program, each department administers its own program. Please contact your major department or major advisor to apply.

Students may apply for admission to the Honors in the Major Program in the College of Business through any of the options offered. An honors student must meet all the requirements of the chosen option with a grade point average that places him or her in the top 5% of students enrolled within the option or must have at least a 3.5 grade point average in the business major. Each honors student must also complete 6 units of the honors course in his or her option with a grade of B or higher. These units must result in a research paper which is publicly presented. See BADM 499H and courses numbered 499H in each option of the course offerings section. Please consult your department for specific information.

See Bachelor's Degree Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/bachelors-degree-requirements/>) for complete details on general degree requirements. A minimum of 39 units, including those required for the major, must be upper division.

General Education Requirements: 48 units

See General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>) and the Class Schedule (<http://www.csuchico.edu/schedule/>) for the most current information on General Education Requirements and course offerings.

This major has approved GE modification(s). See below for information on how to apply these modification(s).

- BSIS 308 is an approved major course substitution for Upper-Division Scientific Inquiry and Quantitative Reasoning (UD-B).

Diversity Course Requirements: 6 units

You must complete a minimum of two courses that focus primarily on cultural diversity. At least one course must be in U.S. Diversity (USD) and at least one in Global Cultures (GC). See Diversity Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/diversity-requirements/>) for a full list of courses. Most courses taken to satisfy these requirements may also apply to General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>).

Upper-Division Writing Requirement

Writing Across the Curriculum (EM 17-009 (<http://www.csuchico.edu/prs/EMs/2017/17-009.shtml/>)) is a graduation requirement and may be demonstrated through satisfactory completion of four Writing (W) courses, two of which are designated by the major department. See Mathematics/Quantitative Reasoning and Writing Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/mathematicsquantitative-reasoning-writing-requirements/>) for more details on the four courses. The first of the major designated Writing (W) courses is listed below.

- Any upper-division Writing (W) course.

The second major-designated Writing course is the Graduation Writing Assessment Requirement (GW) (EO 665 (<https://calstate.policystat.com/policy/9585618/latest/>)). Students must earn a C- or higher to receive GW credit. The GE Written Communication (A2) (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/#A2>) requirement must be completed before a student is permitted to register for a GW course.