



College of Business Administration

Bachelor of Science in Business Administration (BSBA) Majors in the College of Business Administration

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. All business students take the same courses in the freshman and sophomore years. After completing the lower division requirements in business, each student must select an upper division major. The available majors are listed in detail below.

Minors Offered by the College of Business Administration

Complementary to all majors, Business minors are available in: Accounting, Business Administration, Entrepreneurship, Finance, Information Systems, Management, Marketing and Real Estate.

Accounting Major

Financial records are necessary to any organization whether it be a national company or a one-person repair shop. No organization can survive without the recording, organization, interpretation and communication of financial information. The person responsible for these functions is the accountant. Accounting can be called the language of business. Its roots go back thousands of years to a time when an exchange of goods was recorded on pieces of clay. Today's accountants use sophisticated computers and communications equipment for their work. Intelligent and accurate management decisions are dependent upon the ability of accountants to analyze and interpret the data they compile on these machines. The major provides students with technical accounting skills, as well as expanded skills in analytical reasoning, problem solving, computers, and oral and written communication. The accounting program prepares students to succeed in careers with public accounting firms, corporations, and non-profit organizations.

General Business Major

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.

Finance Major

Within our economic system, finance is concerned with capital, which is money or property owned or used in business. Finance majors study both the sources of capital and the uses of capital. The finance curriculum revolves around the valuation process in a free market system. Once an individual or company can value various alternatives, the allocation of resources and the decision process in business becomes much simpler. Students who are interested in business should have a thorough understanding of the financial process. Upon graduation, students accept a wide variety of positions with business in general. The curriculum of the finance major is designed to give the student breadth in a variety of fields in addition to finance and business.

Financial Services Major

Financial Services is one of the most dynamic fields in finance. It includes banking, securities, insurance and personal financial planning. Personal financial planning is a new service industry that has sprung from its insurance, securities, and banking roots to become an important link between a variety of individuals and businesses and the broad spectrum of financial information. Students interested in working directly with people to help organize their finances and plan for their financial futures should consider a major in financial services. Because financial planners must talk to individuals about all of the possibilities for investment and protection, they need to know about all areas of business and finance. They must also be capable of understanding and dealing with the needs of individuals. Students interested in financial services should possess an unusual combination of qualities. They should be humanistic, that is, they should care about and enjoy working with people. At the same time, they must be able to deal with quantitative measures and information, and to understand sophisticated theoretical concepts.

**For additional information, check out our website: <http://cbaweb.sdsu.edu/bac>
or come to the Business Advising Center at EBA448, (619) 594-5828**

Information Systems Major

Good business decisions require good information. The purpose of an information system is to provide management with the information that is essential to decision-making, and to assist in interpreting that information. Students interested in using information technology and the Internet to solve business problems and in devising new and more efficient solutions, should consider a major in information systems. The major is intended to prepare students for their first job in information systems, which is normally as a systems analyst. In that job, you will study problems, design solutions and implement those solutions using information technology. The major will also prepare students for continued growth as a manager in information systems.

Management Major

Managers are responsible for achieving organizational objectives by coordinating money, materials, machines, and most important of all, the efforts of people. Managers set objectives, establish policies, plan, organize, direct, communicate, and make decisions. Since their principal concern is solving problems, managers are continually defining problems and seeking solutions. To be an effective manager, an individual needs a broad knowledge of the practice of management, the workings of business and the economy, and the behavior of people. The knowledge obtained in the B.S. degree at SDSU should be sufficient to qualify the student for a broad range of beginning managerial positions in business organizations. The management major offers the unique feature of focusing on the type of organization or industry, as opposed to specific tasks. In addition to the Management-General major, there are two specializations:

- **Management Specialization in Entrepreneurship (ENT)**: Entrepreneurs start companies or create new ventures within an existing organization. The major coursework is focused on the process of initiating, expanding, purchasing, and consolidating businesses, focusing on innovation and creative approaches.
- **Management Specialization in Human Resource Management (HRM)**: Prepares for careers in human resource management analysis, administration roles such as recruiters, trainers, compensation and benefits specialists, labor relations specialists, and ethical officers for the organization.

Marketing Major

Marketing has been defined as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services, to create exchanges that satisfy individual and organization objectives." The marketing major studies how products and services are developed, priced, promoted, distributed and sold. The process requires an understanding of buyer and seller behavior within the context of the overall market environment. Added emphasis is given to the important area of global markets with their own special challenges and opportunities. Marketing is an essential part of every business. Not-for-profit organizations also have to market their products/services, and the marketing discipline addresses the special needs of such organizations. In addition to the Marketing-General major, there are two specializations:

- **Marketing Specialization in Integrated Marketing Communications (IMC)**: includes courses from the School of Communications and prepares for careers in advertising and promotion, as account executives, media directors and production managers.
- **Marketing Specialization in Professional Selling and Sales Management (PSSM)**: prepares for careers in sales (which is the most common source of employment for recent marketing graduates), market research, product specialization, physical distribution, and purchasing.

Real Estate Major

Majors in real estate receive a solid foundation in business and real estate through required courses and depth in a particular sub-profession through one of three specialty tracks: real estate development, mortgage banking, and real estate investment advising. Graduates will also be prepared to continue learning, develop leadership, and contribute to communities as a result of their total degree program experience. SDSU's program in real estate provides students with analytical skills, technical competence to perform market analyses, and an understanding of the tools necessary to perform in today's complex real estate industry. This means each graduate from the real estate program should be able to join any real estate organization and make an impact/contribution from their first day of employment. Graduates should be capable of making a wide variety of management decisions concerning real estate including the ability to apply new economic concepts and up-to-date analytical tools to the process of real estate decision making.