Note: No major, concentration, or support courses may be taken as credit/no credit.

### MAJOR COURSES (76-80)

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 221 Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 222 Macroeconomics (D2)</td>
<td>4</td>
</tr>
<tr>
<td>ECON 311 Intermediate Micro I</td>
<td>4</td>
</tr>
<tr>
<td>ECON 312 Intermediate Micro II</td>
<td>4</td>
</tr>
<tr>
<td>ECON 313 Intermediate Macro</td>
<td>4</td>
</tr>
<tr>
<td>ECON 339 Econometrics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 460 Research Methodology in App Econ</td>
<td>4</td>
</tr>
</tbody>
</table>

Senior Project - Select:
- ECON 461 Senior Project I and 2 and ECON 462 Senior Project II 2 or ECON 464 Applied Senior Project 4

ECON electives (300-400 level) 6
- 4

ECON electives (400 level) 16

Concentration or General Econ (see reverse) 2, 6 24-28

### SUPPORT COURSES (28-32)

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 207 Legal Responsibilities of Business</td>
<td>4</td>
</tr>
<tr>
<td>BUS 214 Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 215 Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>MATH 141 Calculus I (B1)</td>
<td>4</td>
</tr>
<tr>
<td>STAT 301 &amp; STAT 302 Statistics I &amp; II</td>
<td>8</td>
</tr>
<tr>
<td>Select from the following:</td>
<td>4-8</td>
</tr>
<tr>
<td>BUS 391 Information Systems</td>
<td></td>
</tr>
<tr>
<td>and BUS 392 Business Application Development</td>
<td>4</td>
</tr>
<tr>
<td>CSC 101 Fundamentals of Computer Science</td>
<td></td>
</tr>
<tr>
<td>ECON 395 Programming for Economics and Analytics</td>
<td>6</td>
</tr>
</tbody>
</table>

1. Required in Major/Support; also satisfies GE.
2. Economics majors do not need to choose a concentration but they can if they choose. Students who choose not to declare a concentration follow the General Curriculum in Economics: Complete at least 8 units 300-400 level ECON coursework plus any 20 units of coursework at 300-400 level.
3. Students pursuing the Quantitative Analysis concentration should take MATH 141 and MATH 142 instead of just MATH 141.
4. Requirement may be fulfilled if a student takes a GE D5 course to fulfill an elective or concentration requirement. If so, the student will need 4 additional units of free electives to complete the total units required for the degree.
5. Students pursuing the Information Systems concentration should select CSC 101 or ECON 395; BUS 392 is required in the concentration and cannot be double-counted in support.
6. If a course is taken to meet a major requirement, it cannot be double-counted in support.

### GENERAL EDUCATION (GE)

72 units required, 8 of which are in Major and Support

Minimum of 12 units required at the 300 level.

#### Area A Communication

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Expository Writing</td>
<td>4</td>
</tr>
<tr>
<td>A2 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>A3 Reasoning, Argu &amp; Writing</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Area B Math, Science, & Quantitative Reasoning

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1 Math/Statistics (4 units in Support)</td>
<td></td>
</tr>
<tr>
<td>B2 Life Science</td>
<td>4</td>
</tr>
<tr>
<td>B3 Physical Science</td>
<td>4</td>
</tr>
<tr>
<td>B4 One lab taken with either a B2 or B3 course</td>
<td>4</td>
</tr>
<tr>
<td>B7 Upper-division elective</td>
<td>4</td>
</tr>
</tbody>
</table>

(formerly Area F)

#### Area C Arts and Humanities

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 Literature</td>
<td>4</td>
</tr>
<tr>
<td>C2 Philosophy</td>
<td>4</td>
</tr>
<tr>
<td>C3 Fine/Performing Arts</td>
<td>4</td>
</tr>
<tr>
<td>C4 Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td>C1-C5 Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Area D Society and the Individual

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 American Experience (40404)</td>
<td>4</td>
</tr>
<tr>
<td>D2 Political Economy (4 units in Major)</td>
<td></td>
</tr>
<tr>
<td>D3 Comp Social Institutions</td>
<td>4</td>
</tr>
<tr>
<td>D5 Upper-division elective</td>
<td>4</td>
</tr>
</tbody>
</table>

(formerly Area D4)

### Area E Lifelong Learning and Self-Development

4

### FREE ELECTIVES

4-12

### OTHER DEGREE REQUIREMENTS:

- Cal Poly, Higher Ed, and Major GPA must all be at least 2.00
- For students admitted Fall 2016 and after, a grade of C- or higher is required in GE A1, A2, A3, and one GE B1 course
- All students must complete:
  - United States Cultural Pluralism Requirement
  - Graduation Writing Requirement
  - 60 units Upper Division (any 300-400 level classes)
  - Upper Division units in the Major: 27
- Residency Requirements: See Degree Progress Report for details
**GENERAL ECONOMICS or CONCENTRATION (Select One)**

**GENERAL ECONOMICS**
Complete at least 8 units 300-400 level ECON coursework plus any 20 units of coursework at 300-400 level.

28

**QUANTITATIVE ANALYSIS CONCENTRATION**
ECON 440 Advanced Econometrics ......................... 4
STAT 331 Statistical Computing with R ..................... 4

Approved Electives \(^1\). Select from the following: .......... 20
BUS 393, 421, 441, 491; ECON 339\(^5\), 395\(^5\) or BUS 392 or CSC 101; ECON 406, 409, 408; IME 301, 305; MATH 142, 143, 206, 241, 242, 244, 248, 304, 306, 344, 406, 412, 413, 414, 416, 418, 437, 451, 452, 453; STAT 323, 324, 330, 416, 419, 425, 426, 427

\(^1\) Consultation with an advisor is recommended prior to choosing approved electives. Courses in Analytics or in Statistics and Decision Analysis provide a focus in analytics. Courses in Statistics and Decision Analysis or in Mathematical Foundations are recommended for students pursuing post-baccalaureate studies.

\(^3\) Economics majors cannot count ECON 339 toward electives in the Quantitative concentration.

**REAL ESTATE FINANCE CONCENTRATION**
BUS 434 Real Estate Finance ..................................... 4
BUS 435 Real Estate Investment ................................. 4
BUS 439 Fixed Income Securities Market ....................... 4
ECON 434 Urban Economics ....................................... 4

Approved Electives \(^2\). Select from the following: .......... 12
AGB 326; BUS 342, 409, 443; CM 475; CRP 412, 446; ECON 311, 339, 435

\(^2\) Economics majors cannot count ECON 395 or BUS 392 or CSC 101 toward electives in the Quantitative concentration.

**CONCENTRATIONS AVAILABLE FROM BUSINESS ADMINISTRATION:**

**ACCOUNTING CONCENTRATION**
BUS 319 Accounting Information Systems .................... 4
BUS 320 Federal Income Taxation for Individuals .......... 4
BUS 321 Intermediate Accounting I ............................. 4
BUS 322 Intermediate Accounting II ............................ 4
BUS 424 Accounting Ethics ....................................... 4
BUS 425 Auditing ..................................................... 4

Accounting Elective. Select one from the following: .......... 4
BUS 323, 412, 417, 422, or 474

**INFORMATION SYSTEMS CONCENTRATION**
BUS 392 Business Application Development .................. 4
BUS 393 Database Systems in Business ....................... 4
BUS 394 System Analysis and Design ........................... 4
BUS 395 Systems Design and Implementation ................... 4

Approved Electives. Select from the following: .......... 8
BUS 491, 492, 495, 496, 497, 498, 499

\(^1\) If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.

**MANAGEMENT AND HUMAN RESOURCES CONCENTRATION**
BUS 382 Leadership and Organizations ....................... 4
BUS 384 Human Resources Management ....................... 4
BUS 388 Cultivating Human Capital ............................ 4
BUS 477 Mgmt Consulting & Change Mgmt ..................... 4
BUS 489 Negotiation ............................................... 4

Approved Electives. Select from the following: .......... 8
BUS/ENGR 310; BUS 471, 476, 497; ITP 303\(^1\), 371\(^1\), 403, 428

\(^1\) If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.

**MARKETING MANAGEMENT CONCENTRATION**
BUS 396 Consumer Insights ..................................... 4
BUS 418 Listening to the Customer .............................. 4
BUS 454 Marketing Projects ....................................... 4
BUS 455 Marketing Strategy ..................................... 4

Select from the following: .......... 28
BUS 311, 392, 451, 470, 476, 487, 489;
BUS/COMS 458; ITP 326\(^1\), 470

\(^1\) If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.

**ENTREPRENEURSHIP CONCENTRATION**
BUS 310 Introduction to Entrepreneurship ................... 4
BUS 347 or ITP 406 or ITP 428 ................................. 4
BUS 418 Listening to the Customer .............................. 4
BUS 436 Entrepreneurial Finance ............................... 4
BUS 488 Building a Startup Skill Set ............................ 4

Approved Electives. Select from the following: .......... 8
BUS 311, 392, 451, 470, 476, 487, 489;
BUS/COMS 458; ITP 326\(^1\), 470

**CONSUMER PACKAGING SOLUTIONS CONCENTRATION**
BUS 396 Consumer Insights ..................................... 4
BUS 418 Listening to the Customer .............................. 4
BUS 419 Strategic Marketing Measurement .................... 4
ITP 234 Packaging Design Fundamentals ....................... 4
ITP 330 Packaging Fundamentals ................................ 4
ITP 475 Packaging Performance Testing ....................... 4

Approved Electives. Select one from the following: ....... 4
GRC 337; ITP 233, 341\(^1\), 408, 411, 414, 415, 430, 485

\(^1\) If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.

**FINANCIAL MANAGEMENT CONCENTRATION**
BUS 431 Security Analysis and Portfolio Mgmt ............... 4
BUS 438 Advanced Corporate Finance .......................... 4
BUS 439 Fixed Income Securities Market ..................... 4

Select from the following: .................................... 12
BUS 433, 434, 435, 436, 437, 441, 442, 443, 444, 445, 448;
ECON 339\(^1\)

Approved Electives. Select one from the following: ....... 4
BUS 320, 321, 412, 417, 425;
ECON 311, 313, 330, 337, 339\(^2\), 405, 406, 408, 409, 424, 440

\(^2\) ECON 339 cannot double count.