

Business, AS-T to Business Administration, B.S., Marketing Concentration 2-Year Transfer Pathway 2025-2026

This pathway assumes completion of AS-T in Business or major prerequisite courses including Macroeconomics, Microeconomics, Financial Accounting, Managerial Accounting, Business Law, Business Communication, Statistics, Finite Math (or Precalculus or Calculus), IGETC or CSU GE Certification. Students who have not completed these requirements prior to transfer will need to complete the missing requirements at either CSUMB or at a community college.

Fall Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 301	Principles of Business Analytics (also satisfies GE UD2 Math)	3	Major, UD2
BUS 303	Major Proseminar	1	Major
BUS 304	Bus Communications & Critical Thinking	3	Major, GVAR
BUS 305	Principles of Management	4	Major
BUS 306	Principles of Marketing	4	Major
Spring Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 308	Information Systems for Decision Making	4	Major
BUS 309 or 310	Principles of Operations Management or Entrepreneurship	4	Major
BUS 421	Marketing Research	4	Conc. 1
HCOM 362* (if US2,3 not yet taken) or BUS 334 or other UD4 GE course	Constitutional History* (if US2,3 not yet taken), The Impact of AI in Technology, or other UD4 GE course	3	UD4, US2,3*
Fall Senior Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 307	Finance	4	Major
BUS 399S	Business Pre-Capstone	4	Major, UDSL
Marketing Conc. Course #2	Marketing Conc. Course #2	4	Conc. 2
Marketing Conc. Course #3	Marketing Conc. Course #3	4	Conc. 3
Spring Senior Courses (14 units total)	Course or GE Title	Units	GE/Major
Marketing Conc. Course #3	Marketing Conc. Course #4	4	Conc. 4
UD3 GE Arts & Humanities (with Language if needed)**	Double-counting GE UD3 Arts or Humanities (with WCL if not yet met)**	3	UD3 (+WCL**)
BUS 499	Strategic Management-Senior Capstone	4	Major
Any US1 course or elective***	Counts toward 3 of 6 units of American Institutions requirement***	3	US1*** or Elective
Total Transfer pathway:		60	

* Students that have completed American Institutions US2,3 can take any UD4 course.

** Students that have not completed language as an AP credit or at a community college will be required to complete a language course at CSUMB. Please meet with your academic advisor to learn how to fulfill this requirement.

*** Students that have completed American Institutions US1 can take any course.