



**SAN FRANCISCO BAY  
UNIVERSITY**

**For more information about  
Bachelor of Science in Business  
Administration**

**(510) 803-SFBU EX. 1**

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161 Mission Falls Ln.  
Fremont, CA 94539, USA

[WWW.SFBU.EDU](http://WWW.SFBU.EDU)



**Combining Information Science With  
Business Administration**

Students who complete the rigorous BSBA program will learn:

- The latest management and marketing trends and tactics
- How to lead
- Software scripts and databases
- Best practices for business management

**Well Rounded Skills for Silicon Valley**

The BSBA program helps problem solvers excel in business. It teaches students to develop competitive intelligence, improve marketing tactics, manage efficiently, and boost team project effectiveness. You may also mix and match in-person and online courses, or choose to take courses 100% online.

**Double Your Opportunities and Save  
Time: BSBA + MBA**

The School of Business offers business and non-business students a pathway to earn a follow-on MBA degree more quickly and at less cost than is normally the case. The approach is based on transferring graduate unit credits in to your MBA.

Towards the end of their bachelor programs, bachelor students are permitted to take graduate level courses (numbered in the 500s) and some undergraduate level courses (numbered from 450G to 499G) for transferable graduate level credit.



**BACHELOR OF SCIENCE**

**Business  
Administration**

- **Imagine Your Opportunities & Possibilities**
- **Accelerate Your Career Path**
- **Increase Your Marketability & Competitiveness**
- **Enhance Key Skill Areas and Salary Potential**



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# Curriculum Sampler

- MGT480 Entrepreneurship
- MKT310 Principles of Marketing
- BLAW310 Introduction to Business Law
- FIN310 Fundamentals of Finance
- ECON201 Principles of Macroeconomics
- MKT221 HTML & CSS Web Page Construction
- BAN335 Intro to Python for Commerce
- BAN460 Introduction to Business Analytics
- MGT451 Project Management
- MGT460 Production and Operations Management

## Scholarships & Grants Available

SFBU offers generous scholarships and grants that can make your degree practically FREE. Apply for scholarships that offer up to full tuition discounts. Available for qualified domestic and international students.

## WSCUC Accreditation

San Francisco Bay University is accredited by the WASC Senior College and University Commission (WSCUC), 1080 Marina Village Pkwy, Suite 500, Alameda, California 94501, (510) 748-9001.

## Completing Your BSBA Fast

You can complete your BSBA (120 trimester units) in as little as 8 trimesters (approximately three calendar years) by taking 15 units/5 courses per trimester.

*"San Francisco Bay University has given me the opportunity to pursue my career goals and a chance to reach my full academic potential."*

Christian Clarke  
Housing & President's Scholarship Recipient

## The Ideal Degree

**"Your dreams are achievable with firm dedication and flexible education. On your journey, let our professors be your guides."**

Mr. James Connor  
Dean, School of Business & Information Technology

**Earn Your Degree Online  
or On Campus**