

## Electronic Commerce Systems

College of Business ■ Undergraduate Programs

### Degrees and Programs Offered

Bachelor of Science in  
Business Administration:  
Concentration in Electronic  
Commerce Systems  
Master of Business Administration  
Master of Science  
in Business Administration

### Career Options

Database Specialist  
Network Administrator  
Programmer  
Web Administrator  
Web Developer

### Purpose and Structure of the Electronic Commerce Systems Concentration

The purpose of this concentration is to enable students with an aptitude for technical and people-oriented skills to develop the competency to manage a distributed system. The concentration is structured such that all students learn the technical skills necessary. This prepares students for careers that begin at entry-level support positions, but career advancement leads to increased technical or wider management responsibilities.

### Concentration Focus

The concentration's focus is to prepare people who can analyze an electronic commerce system and design and implement appropriate applications. Students learn one programming language, JAVA, in depth, and software packages such as spreadsheet software and database management software (e.g., Excel and Access). After learning how to design systems, students develop a user-oriented hardware and software system through a project in the classroom setting.

### What Aptitudes Contribute to Successful Completion of This Concentration?

One must have the ability to work with others in studying the feasibility of developing new systems or changing current systems. System design activities require the ability to work from user specifications to create the required system outputs and determine needed input data and databases. The ability to analyze logically is a crucial aptitude. The nature of distributed commerce systems must be studied to determine their essential features, work flows and interrelationships. Presentation of these results to system users requires good oral and written communication skills.

### What Courses Could Be Taken in High School to Prepare for This Concentration?

General courses in computing, microcomputer applications such as spreadsheets or word processing and specific language courses such as JAVA, PASCAL, C or COBOL are helpful. At least two years of algebra is recommended.

### Program Requirements

The Bachelor of Science in Business Administration requires a minimum of 120 units for graduation. All majors in business are required to complete 63 lower- and upper-division units in business and economics, including work in the major field and elective courses, as well as six units of prerequisite courses.

Approved community college courses may be substituted for the courses marked with an asterisk (\*). Lists of acceptable courses from nearby community colleges may be obtained by visiting the College of Business Student Services Web site: [www.sfsu.edu/~cobssc](http://www.sfsu.edu/~cobssc) and [www.assist.org](http://www.assist.org). For colleges not included on the list a detailed description of the course must be submitted to an advisor in the College of Business for evaluation. Community college courses are not accepted to meet the requirements of any upper division course (numbered 300 or above).

### Bachelor of Science in Business Administration: Concentration in Electronic Commerce Systems

#### Prerequisites to Core Courses

DS 110	Mathematical Analysis for Business	FIN 350	Business Finance
or		BUS 360	Business Communication
MATH 110	Business Calculus	ISYS 363	Information Systems for Management
ECON 100	Introduction to Macroeconomic Analysis	MGMT 405	Introduction to Management and Organizational Behavior
ISYS 263	Introduction to Information Systems	MGMT 407	Economics for Managers
		or	
<b>Core Courses</b> (42 units)		DS 411	Decision Modeling with Spreadsheets
ECON 101	Introduction to Microeconomic Analysis	DS 412	Operations Management
ACCT 100	Principles of Financial Accounting	MKTG 431	Marketing
ACCT 101	Principles of Managerial Accounting	BUS 682	Seminar in the Environment of Business
DS 212	Business Statistics I	BUS 690	Seminar in Business Policy and Strategic Management
IBUS 330	International Business and Multicultural Relations		

continued on reverse



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## FOR MORE INFORMATION

### Department of Information Systems

BUS 310

415-338-2138

E-mail: [is@sfsu.edu](mailto:is@sfsu.edu)

Web: <http://is.sfsu.edu/>

### How to apply

Apply online through CSUMentor: [www.csumentor.edu](http://www.csumentor.edu). It's the easiest and fastest way to apply. For more information about SFSU admissions, visit the SFSU Prospective Student Web site: [www.sfsu.edu/prospect](http://www.sfsu.edu/prospect).

### Reaching SFSU by mail

To reach any SFSU department or program by mail, write to the specific office, followed by:  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132

### By phone

University Information  
415/338-1111

### Admissions Office

415/338-1113

E-mail: [ugadmit@sfsu.edu](mailto:ugadmit@sfsu.edu)

### SFSU on the Internet

For access to the University Bulletin (catalog), Class Schedule, and other campus information, visit SFSU on the Web: [www.sfsu.edu](http://www.sfsu.edu)

## Concentration Course Requirements (21 units)

Students must have a minimum grade point average of 2.0 in all concentration courses. Undergraduate majors may not take departmental concentration courses on a CR/NC basis (unless that is the only grading option available).

### Concentration Requirements

ISYS 350 Building Business Applications

ISYS 471 E-commerce Systems

ISYS 475 Building Web Applications with Open Source Software

ISYS 565 Managing Enterprise Networks

9 units selected from the following:

ISYS 367 Advanced Business Applications Programming with JAVA

ISYS 368 Building Advances Business Applications with C#

ISYS 463 Information Systems Analysis and Design

ISYS 464 Managing Enterprise Data

ISYS 512 Business Application Design and Development with .NET

ISYS 567 Information Systems Internship

ISYS 568 Multimedia Business Applications Development

ISYS 639 Software Testing and Quality Assurance

ISYS 663 Information Technology Project Management

MKTG 469 Internet Marketing

**Total for Major**

**63**