

GENERAL BUSINESS (BBA) - GENERAL TRACK

Program Overview

The general business program offers a solid background in business fundamentals and can be tailored to accommodate a variety of career aspirations. The program also serves students who have already begun their careers and who wish to further their advancement potential. This major allows students a greater degree of flexibility in course selection, allowing students to select courses that most directly relate to their businesses or careers.

Career Opportunities

General business majors have a broad degree of career choices. The ones most suited to their degree depend on the specific course selection. General business prepares students for careers ranging from entrepreneurial ventures, small business or family business proprietorship, to corporate careers in many of the areas listed for the other business majors.

Program of Study Core Requirements

Code	Title	Credit Hours
BBA Core		
Minimum grade of C is required ¹		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
or MISM 3116	Business Analytics II	
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

¹ Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3

BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18

BBA Program Requirements

Minimum 2.0 GPA is required

Minimum grade of C is required in your major's prerequisite course

BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
or MISM 3116	Business Analytics II	
BUSA 3126	Business Law	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
Total, BBA Program Requirements		27

Major Requirements

Minimum grade of C is required

ENTR 3175	Introduction to Entrepreneurship	3
FINC 3115	Corporate Financial Analysis	3
MGMT 3135	Human Resource Management	3
MKTG 3135	Consumer Behavior	3
Total, Major Requirements		12

Major Electives

Minimum grade of C is required

ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MGMT/MKTG 4***	Elective	3
Select 6 credits of electives from ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MGMT/MKTG 3***/4***	Elective	6
Select 6 hours of electives from ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MKTG 3***/4***	Elective (other than MGMT)	6
Total, Major Electives		15

General Electives

Unrestricted Electives 1***/2***/3***/4***	Elective	6
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Total, General Electives	6
Total Credit Hours	123

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111	College Algebra (or higher) (minimum grade of C)	3
AREA D	Non-Lab Science	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2100	Introduction to Information Systems in Business	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		15
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
Credit Hours		16
Spring		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
Credit Hours		17

Third Year

Fall

BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
MGMT 3115	Principles of Management (minimum grade of C) (minimum 2.0 GPA)	3
MKTG 3115	Principles of Marketing (minimum grade of C)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3
Credit Hours		15

Spring

BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3
FINC 3105	Principles of Finance (minimum grade of C) (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3
MKTG 3135	Consumer Behavior (minimum grade of C) (minimum 2.0 GPA)	3
AREA I	Business Elective (3000 or 4000 level) (minimum 2.0 GPA)	3
Credit Hours		15

Fourth Year

Fall

FINC 3115	Corporate Financial Analysis (minimum grade of C)	3
MGMT 3135	Human Resource Management (minimum grade of C)	3
ENTR 3175	Introduction to Entrepreneurship (minimum grade of C)	3
AREA H	Business Elective (4000 level only) (minimum grade of C)	3
AREA I	General Elective (minimum 2.0 GPA)	3
Credit Hours		15

Spring

BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
AREA H	Non-MGMT Business Elective (minimum grade of C)	3
AREA H	Non-MGMT Business Elective (minimum grade of C)	3
AREA I	Business Elective (3000 or 4000 level) (minimum 2.0 GPA)	3
AREA I	General Elective (minimum 2.0 GPA)	3
Credit Hours		15
Total Credit Hours		123

An overall 2.0 GPA is required for graduation.

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and C average in Area I business electives.