

GENERAL BUSINESS (BBA) - GENERAL TRACK

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.