

GENERAL BUSINESS (BBA) - GENERAL TRACK

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	Elective	6
of electives from		
ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MGMT/MKTG 3***/4***		
Select 6 hours	Elective (other than MGMT)	6
of electives from		
ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MKTG 3***/4***		
Total, Major Electives		15
General Electives		
Unrestricted	Elective	6
Electives		
1***/2***/3***/4***		
Total, General Electives		6
Total Credit Hours		123