

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

Code	Title	Credit Hours
Core IMPACTS Area : Institutional Priorities ¹		4-5
Choose one of the following communication options		3
COMM 1110	Public Speaking	
Foreign Language Course Options		
AMSL, ARAB, CHIN, FREN, GERM, GREK, ITAL, JAPN, KREN, LATIN, PORT, SPAN - 1001, 1002, 2001, 2002; SWAH - 1001, 1002.		
Take one of the following courses		1-2
ITDS 1779	Scholarship Across the Disciplines	
LEAD 1705	Introduction to Servant Leadership	
PERS 1506	Perspectives 1-hour	
PERS 1507	Perspectives 2-hour	
Core IMPACTS Area : Mathematics & Quantitative Skills ¹		3-7
DATA 1501	Introduction to Data Science	3
MATH 1001	Quantitative Skills and Reasoning	3
MATH 1101	Introduction to Mathematical Modeling	3
MATH 1111	College Algebra	3
MATH 1113	Pre-Calculus	4
MATH 1125	Applied Calculus	3
MATH 1131	Calculus with Analytic Geometry I	4
MATH 1132	Calculus with Analytic Geometry II	4
MATH 1165	Computer-Assisted Problem Solving	3
MATH 1401	Introduction to Statistics	3
MATH 1501	Calculus I	4
MATH 2125	Introduction to Discrete Mathematics	3
STAT 1401	Elementary Statistics	3
Core IMPACTS Area : Political Science and U.S. History		6
HIST 2111	U. S. History to 1865	3
	or HIST 2112 U. S. History since 1865	
POLS 1101	American Government	3
Core IMPACTS Area : Arts, Humanities, and Ethics		6

Select one Fine Arts course		3
ARTH 1100	Art Appreciation	
ARTH 2125	Introduction to the History of Art I– Prehistoric through Gothic	
ARTH 2126	Introduction to the History of Art II– Renaissance through Modern	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
ITDS 1145	Comparative Arts ²	
Select one Humanities course		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ITDS 1155	The Western Intellectual Tradition	
ITDS 1774	Introduction to Digital Humanities	
PHIL 2010	Introduction to Philosophy	
ITDS 1145	Comparative Arts ²	
Core IMPACTS Area : Communicating in Writing		6
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
Core IMPACTS Area : Technology, Mathematics, and Sciences ^{1,3}		7-11
ANTH 1145	Human Origins	3
ASTR 1105	Descriptive Astronomy: The Solar System	3
ASTR 1106	Descriptive Astronomy: Stars and Galaxies	3
ASTR 1305	Descriptive Astronomy Lab	1
ATSC 1112	Understanding the Weather	3
ATSC 1112L	Understanding the Weather Lab	1
BIOL 1125	Contemporary Issues in Biology Non-Lab	3
BIOL 1215K	Introductory Biology	4
BIOL 1225K	Contemporary Issues in Biology with Lab	4
CHEM 1151 & 1151L	Survey of Chemistry I and Survey of Chemistry I Lab	4
CHEM 1152 & 1152L	Survey of Chemistry II and Survey of Chemistry II Lab	4
CHEM 1211 & 1211L	Principles of Chemistry I and Principles of Chemistry I Lab	4
CHEM 1212 & 1212L	Principles of Chemistry II and Principles of Chemistry II Lab	4
CPSC 1105	Introduction to Computing Principles and Technology	3
CPSC 1301K	Computer Science I	4
ENVS 1105	Environmental Studies	3
ENVS 1105L	Environmental Studies Laboratory	1
ENVS 1205K	Sustainability and the Environment	4
GEOG 2215	Introduction to the Geographic Information Systems	3
GEOL 1110	Natural Disasters: Our Hazardous Environment	3
GEOL 1121	Introductory Geoscience I: Physical Geology	3
GEOL 1121L	Introductory Geoscience I: Physical Geology Lab	1
GEOL 1122	Introductory Geo-sciences II: Historical Geology	3
GEOL 1322	Introductory Geo-sciences II: Historical Geology Lab	1
GEOL 2225	The Fossil Record	4
PHYS 1111 & PHYS 1311	Introductory Physics I and Introductory Physics I Lab	4

PHYS 1112	Introductory Physics II	4
& PHYS 1312	and Introductory Physics II Lab	
PHYS 1125	Physics of Color and Sound	3
PHYS 1325	Physics of Color and Sound Lab	1
PHYS 2211	Principles of Physics I	4
& PHYS 2311	and Principles of Physics I Lab	
PHYS 2212	Principles of Physics II	4
& PHYS 2312	and Principles of Physics II Lab	
Core IMPACTS Area : Social Sciences		6
Select one Behavioral Science course		
ECON 2105	Principles of Macroeconomics	
ECON 2106	Principles of Microeconomics	
PHIL 2030	Moral Philosophy	
PSYC 1101	Introduction to General Psychology	
SOCI 1101	Introduction to Sociology	
Select one World Cultures course		3
ANTH 1107	Discovering Archaeology	
ANTH 1105	Cultural Anthropology	
ANTH 2105	Ancient World Civilizations	
ANTH 2136	Language and Culture	
ENGL 2136	Language and Culture	
GEOG 1101	World Regional Geography	
HIST 1111	World History to 1500	
HIST 1112	World History since 1500	
ITDS 1156	Understanding Non-Western Cultures	
Core IMPACTS Total Hours		42
Health and Wellness		3
KINS 1106	Lifetime Wellness	2
or PHED 1205	Concepts of Fitness	
Select one of the following		1
Any PEDS course		
MUSC 1206	Body Mapping (Music Majors Only)	

¹ The hours applied in the Institutional Priorities; Mathematics & Quantitative Skills; and Technology, Mathematics, and Sciences areas must add to 18 credit hours.

² ITDS 1145 Comparative Arts, though listed under both Fine Arts and Humanities, may be taken only once.

³ At least 4 of the credit hours in this area must be in a lab science course.

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/	Elective	3
MISM/ECON/		
ENTR/FINC/FTA/		
MGMT/MKTG		
4***		
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

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
Technology, Mathematics, and Sciences	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
Technology, Mathematics, and Sciences	Math/Science/Technology	3
Technology, Mathematics, and Sciences	Lab Science	4
Institutional Priorities	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 ENGL 1101, ENGL 1102, and a Mathematics and Quantitative Skills math course.		
Credit Hours		15
Second Year		
Fall		
Institutional Priorities	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
Social Sciences	Behavioral Science	3
Arts, Humanities, and Ethics	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
Health and Wellness	PEDS Elective	1
Credit Hours		16
Spring		
Arts, Humanities, and Ethics	Humanities	3
Social Sciences	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
General Electives	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
Program Electives	Business Elective (4000 level only) (minimum grade of C)	3
General Electives	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
Program Electives	Non-MGMT Business Elective (minimum grade of C)	3
Program Electives	Non-MGMT Business Elective (minimum grade of C)	3
General Electives	Business Elective (3000 or 4000 level) (minimum 2.0 GPA)	3

General Electives	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.