

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.