



BACHELOR of BUSINESS ADMINISTRATION

GENERAL BUSINESS



Program Overview

The Bachelor of Business Administration degree in General Business provides a solid core of general business courses while allowing maximum flexibility in program design to meet career goals. The General Business degree is widely recognized by corporations as the most versatile of the various degree plans. Students who graduate with this degree are prepared for careers where broad business knowledge and understanding are combined with effective problem-solving skills. The degree program is offered through a combination of on-campus and online courses or 100% online. The mission of the Bachelor of Business Administration in General Business program is to provide a general business-based curriculum of study designed to educate students in the fundamental business concepts of accounting, economics, finance, management, marketing, business law, statistical analysis, critical thinking, and problem solving.



B.B.A. General Business Degree Plan

I. General Education Requirements	45 Hours
Behavioral Science (PSY3735)	3 Hours
Communication (must include oral communication skills) Selected from: COM3401 or COM4405	3 Hours
Computer Concepts (fundamentals course, MIS2110)	3 Hours
Critical Thinking (MGT4720)	3 Hours
English (ENG 1001, 1002 plus 6 hours of writing) Six (6) hours of writing may be selected from: COM3461 or COM4441 or ENG2006	12 Hours
History and/or Government (HIS1011, 1012)	6 Hours
Humanities (HUM1015)	3 Hours
Mathematics (MAT1024)	3 Hours
Natural Science (SCI1026, 1027)	6 Hours
Religion (REL2000/3000 level)	3 Hours
II. General Electives	21 Hours
III. Major Requirements	54 Hours
A. Business Core	24 Hours
Accounting Principles (ACC2111, 2112)	6 Hours
Economics Principles (ECO2131, 2132)	6 Hours
Finance (3000/4000 level) (FIN)	3 Hours
Marketing (3000/4000 level) (MKT)	3 Hours
BUS3101 Business Law	3 Hours
BUS3104 Statistical Analysis I	3 Hours
B. Advanced Business Administration courses selected from 3000/4000 level (Selected from courses with the following prefixes: ACC, BUS, ECO, FIN, MGT, MIS, MKT)	30 Hours
Totals:	120 Hours

Undergraduate certificates may be completed while fulfilling degree requirements.
See the University website for a listing of certificates offered.

