

GENERAL BUSINESS, BBA

The Bachelor's of Business Administration in General Business degree provides students with the opportunity to broaden their knowledge of the field of business by designing a custom, flexible interdisciplinary curriculum and to reach their professional career goals in business management. Students choose one field of specialization from Accounting, Business Management, Finance, Health Services Administration, Hospitality Management, Information Technology or Marketing. The General Business degree includes general education and liberal arts courses, core business courses and business electives, specialization courses, and several open electives. This combination of courses provides students with the key sought-after skills and knowledge by today's employers including critical thinking and analysis, problem-solving, and communication, in addition to a solid foundation in business. Graduates of the program are prepared to enter a wide variety of positions in the field of business.

The program level objectives for students completing the BBA in General Business are as follows:

1. Apply business concepts including management, marketing, finance, accounting, human resources, and ethics in analyzing business cases/creating a comprehensive business plan
2. Identify and research a specific academic/career area of business to focus their futures
3. Analyze current issues in business, evaluate evidence and construct a written report, and deliver an oral presentation detailing the outcomes of the analysis
4. Develop a career plan to secure an appropriate position relevant to their study or be prepared for graduate study
5. Illustrate effective utilization of technology solutions relevant to employers

Requirements ¹

Code	Title	Credits
Major-Related Courses		
MG-105 or MG-112	Personal Financial Management Business Ethics	3
Select one of the following:		3
MG-101	Introduction to Business	
MG-201	Principles of Management	
MK-101	Marketing Foundations	
Other Business Courses		9
Specialization (from AC, FA, HA, HP, IT, MG, MK)		18
Major-Related Courses		21
Major-Related Courses Subtotal		54
General Education and Related Courses		
EC-201	Macroeconomics	3
EC-203	Microeconomics	3
English Credits		9
IT-ELE	IT Elective	3
LA-101	Introduction to Psychology	3
LA-102	Introduction to Sociology	3
LA-122 or LA-205	Fundamentals of Communication Professional Communication	3

Liberal Arts Elective(s)	12
Math Credits	6
Open Electives	21
General Education and Related Courses Subtotal	66
Total Credits	120

¹ The BBA General Business is an extremely flexible and customizable degree. Students work with their advisor to plan the sequence of courses that best fits their individual needs and area of specialization.