

# GENERAL BUSINESS, BS

The general business major program is designed for students desiring an extensive understanding of business that spans all facets of the business enterprise, providing them with a broad philosophical and economic perspective about business operations.

This major is intended for business students who wish to gain breadth in skills and knowledge within their undergraduate studies. It is particularly appropriate for students who wish to combine a study of business with a minor or extended coursework in a non-business field. The general business major is also suitable for students who intend to pursue a specialized master's degree in business or who are interested in law school or other professional fields.

A minimum GPA of 2.0 is required for admission to the general business major.

| Code and Title                                      | Hours     |
|---|-----------|
| Select one course from the following list:          | 3         |
| AC 351 Managerial Acctng Decisions                  |           |
| AC 352 Corporate Financial Reporting                |           |
| AC 361 Cost Analysis Planning/Control               |           |
| Select one course from the following list:          | 3         |
| FI 301 Intro Financial Inst. & Mkts                 |           |
| FI 400 Fin Institutns, Mkts, Invstmnt               |           |
| Select one course from the following list:          | 3         |
| EC 308 or Intermediate Microeconomics               |           |
| EC 310 Honors Intermediate Microecon                |           |
| EC 309 or Intermediate Macroeconomics               |           |
| EC 311 Honors Intermediate Macroecon                |           |
| EC 400 Analysis Econ Cond Micro/Macro               |           |
| Select one course from the following list:          | 3         |
| IBA 250 Context of Global Business                  |           |
| MGT 301 Intro to HR Management                      |           |
| MGT 320 Leadership and Ethics                       |           |
| MGT 386 Foundations of Entrepreneurshp              |           |
| MGT 423 Effective Negotiations                      |           |
| Select one course from the following list:          | 3         |
| MKT 313 Consumer Behavior                           |           |
| MKT 321 Retail Management                           |           |
| MKT 337 Personal Selling                            |           |
| MKT 440 Digital and Social Media MKT                |           |
| Select one approved 300-400 level business elective | 3         |
| <b>Total Hours</b>                                  | <b>18</b> |

Since the general business degree offers students a broad introduction to business, students often use this degree as a precursor to pursuing a specialized master's program. Other career opportunities are in the general management area.

## Types of Jobs Accepted

Our graduates accept jobs such as management trainees, entry-level positions, business owners, assistant administrators, assistant managers, and customer service representatives.

## Jobs of Experienced Alumni

Experienced alums currently hold the following types of positions: owner of small business, vice president, director of human resource management, and administrative manager.

Learn more about opportunities in this field at the Career Center