

Bachelor of Science in Business Administration 2023-24 AY

General Business Emphasis

Major Code GB00

CIP: 520101

Cr Hrs

General Education CORE 42 Requirements 42*		33
Area 1A	Social & Behavioral Sciences (ECON 201/202)	
Area 1B	Civics Engagement	3
Area 2A	Written Communication	6
Area 2B	Oral Communication	3
Area 3A	Natural Science Non-Lab	3
Area 3B	Natural science With Lab	4
Area 4	Mathematics (MATH 125 recommended)	3
Area 5A	Humanities	6
Area 5B	Fine Arts	3
Area 5C	Global Competencies (IB 310)	
Area 5D	Health and Wellness	2
UE 100	University Experience**	1
Business Core*		39
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
ECON 201	Principles of Economics – Macro*	3
ECON 202	Principles of Economics – Micro*	3
FIN 350	Financial Management	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication	3
GB 321	Business Statistics I	3
IB 310	International Business*	3
MGMT 237	Using Information Systems	3
OR		
CIS 305	Microcomputer Applications (3)	
MRKT 300	Principles of Marketing	3
MGMT 350	Fundamentals of Organizational Management	3
MGMT 452	Strategic Management***	3
Required Courses choose 12 hrs from at least 4 of the following areas		12
Accounting:		
ACCT 309	Accounting Information Systems	
ACCT 385	Cost Accounting	
Finance/Economics:		
ECON 300	Money and Financial Institutions	
FIN 411	Investments	
FIN 450	Financial Strategy	
International Business:		
IB 400	International Marketing	
IB 410	International Management	
Management:		
MGMT 352	Human Resource Management	
MGMT 431	Operations Management	
MGMT 441	Organizational Behavior	
Marketing:		
MRKT 401	Integrated Marketing Communications	
MRKT 405	Internet Marketing	
MRKT 432	Consumer Behavior	
Advanced Business Electives (300 level or above)		12
Electives		23
Total	Must include at 39 upper division (300-400) hrs	120

*ECON 201 and 202 satisfies CORE 42 area 1A (6 hrs). IB 310 satisfies CORE 42 area 5C (3 hrs).

MATH 125 recommended

**Degree Requirement H, may also be met by HNRS 101 (2 credit hours)

***MGMT 452 should be taken during the last semester of university work.