

# Bachelor of Business Administration with a Major in General Business (Online)

The general business major is designed to give students the basic knowledge, skills, and values of business administration that build on the foundation provided by the University Core Curriculum and that are required for professional careers in business. The program of study provides courses in key areas of business education: accounting, economics, management, and marketing. The program stresses the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

## Selected Educational Outcomes

General Business majors will

1. demonstrate knowledge of business concepts and processes and their applications in organizations;
2. plan, organize, lead, and control in a variety of organizations and cultures;
3. recognize and resolve business issues using quantitative and interpersonal skills.

Educational outcomes are assessed by embedded test items in major courses, internship evaluations, and examination of projects.

## Requirements for the Bachelor of Business Administration with a Major in General Business (Online)

| Code   | Title   | Hours     |
|--|---|-----------|
| <b>Core Curriculum</b>                             |   | <b>60</b> |
| Core Areas A-E <sup>1</sup>                        |   | 42        |
| Area F Requirements                                |   | 18        |
| BUSA 2100  | Applied Business Statistics                                   | 3         |
| BUSA 2201  | Fundamentals of Computer Applications                         | 3         |
| ECON 2106  | Principles of Microeconomics                                  | 3         |
| ACCT 2101<br>& ACCT 2102                           | Principles of Accounting I<br>and Principles of Accounting II | 6         |
| <b>Online General Business Major Curriculum</b>    |   | <b>60</b> |
| Required Senior College Core                       |   |           |
| BUSA 3450  | Management Information Systems                                | 3         |
| DATA 3100  | Introduction to Data Analytics                                | 3         |
| DATA 3200  | Data Visualizations and Analytics                             | 3         |
| FIN 3350   | Financial Management  | 3         |
| MGNT 3250  | Management and Organization Behavior                          | 3         |
| MKTG 3050  | Introduction to Marketing                                     | 3         |
| BUSA 4900  | Business Policy   | 3         |
| International Option--select one of the following: |   | 3         |
| ECON 3600  | International Economics                                       |           |
| FIN 3650   | Multinational Corporate Finance                               |           |
| IB 3000  | Introduction to International Business                        |           |
| MKTG 4680  | International Marketing                                       |           |
| MGNT 4800  | International Management                                      |           |
| Professional Growth                                |   |           |
| BUSA 2999  | Career Development  | 0         |
| BUSA 3999  | Experiential Learning   | 0         |
| BUSA 4999  | Career Path   | 0         |
| Required Online General Business Core <sup>2</sup> |   |           |
| ACCT 3100  | Introduction to Fraud Examination                             | 3         |
| ACCT 3700  | Internal Auditing   | 3         |
| MKTG 3620  | Consumer Behavior   | 3         |
| ECON 4100  | Economics of Business and Work                                | 3         |

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|   |                            |            |
|---|----------------------------|------------|
| ECON 4500   | Growth and Business Cycles | 3          |
| MGNT 3910   | Small Business Management  | 3          |
| MGNT 4700   | Quality Management         | 3          |
| General Electives <sup>3</sup>                                |                            | 15         |
| Electives may consist of business and/or non-business courses |                            |            |
| <b>Total Hours required for the degree</b>                    |                            | <b>120</b> |

- <sup>1</sup> If ECON 2105 is taken in Area E, the grade must be a "C" or better.
- <sup>2</sup> The grade in each of these courses must be a "C" or better.
- <sup>3</sup> If PERS 2799 is not taken in Area B, it must be taken as a general elective. If ECON 2105 is not taken in Area E, it must be taken as a general elective, and the grade must be a "C" or better.