

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
Core Curriculum		60
Core Areas A-E ¹		42
Area F Requirements		18
BUSA 2100	Applied Business Statistics	3
BUSA 2106	The Environment of Business	3
DATA 2000	Information Systems and Data Transformation in Business	3
ECON 2106	Principles of Microeconomics	3
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	6
Online General Business Major Curriculum		60
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	Strategic Management	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 ²		
ACCT 3100	Introduction to Fraud Examination	3
ACCT 3700	Internal Auditing	3
MKTG 3620	Consumer Behavior	3

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ECON 4100	Economics of Business and Work	3
ECON 4500	Growth and Business Cycles	3
MGNT 3910	Small Business Management	3
MGNT 4700	Quality Management	3
General Electives ³		15
Electives may consist of business and/or non-business courses		
Total Hours required for the degree		120

1

If ECON 2105 is taken in Area E, the grade must be a "C" or better.

2

The grade in each of these courses must be a "C" or better.

3

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.