B.B.A. in General Business

Overview
Degree Requirements

Description

The general business major will be a more broad-based program than our specialized majors (e.g., marketing or finance) to educate students and provide a solid understanding of business fundamentals. The scope of the major encompasses all facets of business and provides students with a wider scope of analysis across the business functional areas. Graduates are expected to work in business environments that require more diverse skills across the many areas of business. Graduates are expected to be general managers in medium and large businesses, and start or work in small or family-owned businesses in the state, region, and world. The major encourages students to pursue experiences, either internationally or in a work setting, and requires a minor from one of the other schools or colleges at the University of Mississippi to promote well-rounded and developed students for the demands of a diverse work environment.

Minimum Total Credit Hours: 120

General Education Requirements

The general education requirements for the B.B.A. in General Business include Writ 100 or Writ 101 and Writ 102 or Liba 102 (6); humanities (history, philosophy, or modern foreign languages) (6); Math 121/123 or 261/262 or 267/268 or 271/272 (6); lab science (astronomy, biology, chemistry, geology, or physics) (6-8); behavioral or social science (anthropology, political science, psychology, or sociology) (6); fine arts (art history, art, music, or theatre arts) (3); and literature (200 level) or foreign language (6).

Course Requirements

Requirements for General Business	Hours
Accy 201	3
Accy 202	3
Econ 202	3
Econ 203	3
Bus 271	3
Bus 250	3
GB 350 (or Mktg 351)	3
GB 330 (or Fin 331)	3
GB 370 (or Mgmt 371)	3
GB 320 (or Mktg 372)	3
GB 310 (or MIS 309)	3
GB 490;	3
BUS 500 (internship) or BUS 380 (study abroad)	3
300+ business elective	9
nonbusiness elective	3
general elective	12
Nonbusiness minor	18

Students must have 42 total hours of 300+ courses and no more than 30 hours of electives count toward the degree program (does not include courses applied to nonbusiness minor).

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.