

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. include first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for general business in addition to general education course requirements include:

	Hours
Accy 201	3
Accy 202	3
Bus 250	3
Bus 271	3
GB 310	3
GB 320	3
GB 330	3
GB 350	3
GB 370	3
GB 490	3
Bus 300 (internship) or Bus 380 (study abroad)	3
300+ business elective	18
General elective	18
Nonbusiness minor	18

Students must have 42 total hours of 300+ courses. For nonbusiness minors that require less than 18 hours, students may fulfill those hours with general electives.

Other Academic Requirements

Students who meet all requirements for general admission to the university and intend to pursue a B.B.A. will enter the university as a general business major. Any student may elect to remain in general business. Students who do not meet GPA requirements to enroll in specialty major course work will remain in general business and must select a nonbusiness minor.

Specializations

- [Emphasis - Accelerated Law \(3+3\)](#)
- [Emphasis - Online](#)

