

Emphasis - Online

- [B.B.A. in General Business](#)
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B.B.A. in General Business Description

The general business major is a more broad-based program than our specialized majors (e.g., marketing or finance) and focuses on building 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 while allowing them the opportunity to study in areas across the university. The major encourages students to pursue experiences, either internationally or in a work setting, and is extremely flexible, allowing students to pursue an outside minor or any curriculum they believe is most interesting and will support their development.

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 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). Students must have 42 total hours of 300+ courses.

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.

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