GENERAL BUSINESS (BBA)

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

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to

1. change or withdraw courses;
2. change rules for registration, instruction, and graduation; and
3. change other regulations affecting the student body at any time.

General Education

Code	Title	Hours
Select one of the following First Year Writing I courses:		3
WRIT 1000	Introduction to College Writing	
WRIT 1010	First-Year Writing I	
HONR 1010	Freshman Honors I	
Select one of the following First Year Writing II courses:		3
LIBA 1020	First Year Seminar	
WRIT 1020	First-Year Writing II	
HONR 1020	Freshman Honors II	
Select six hours of Math coursework from the following:		6
MATH 1150	Elementary Statistics (or above) [1]	
or BUSN/ ECON 2300	Economic Statistics I	
Select six-eight hours of natural science courses and labs from the following areas:		6-8
Biology		
Chemistry		
Geology		
Physics		
Astronomy		
Biochemistry		
Geological Engineering		
ECON 2020	Principles of Microeconomics [2]	3
ECON 2030	Principles of Macroeconomics [2]	3
Select three hours of fine arts from the following: [3,4]		3
any Art History		
LIBA 1300	Introduction to the Fine Arts	
LIBA 2040	Interdisciplinary Arts	
LIBA 3140	Advanced Interdisciplinary Arts	
MUSC 1010	Introduction to Music Literature	
MUSC 1020	Fundamentals of Music Theory	
MUSC 1030	Introduction to Music	
MUSC 1040	Introduction to World Music Cultures	
MUSC 1050	Music Theory and Analysis I	
DANC 2000	Dance Appreciation	
THEA 2010	Appreciation of the Theatre	
THEA 2020	Introduction to Cinema	
Select six hours of humanities courses from the following:		6
Classical civilization (CLSC)		
History (HIST)		
Philosophy (PHIL)		
Religion (RELG)		
LIBA 2020	Interdisciplinary Humanities	
LIBA 3050	Humanities and the Experience of War	
LIBA 3120	Advanced Interdisciplinary Humanities	
RHET 2010	Introduction to Rhetoric	
AAST 2010	African American Experience I	
AAST 2020	African American Experience II	
ISOM 2010	Introduction to Gender Studies	
ISOM 2020	Introduction to Queer Studies	
Southern studies at the 1000 level only (SSTU)		
ENGL 2220	Survey in Literary History	
ENGL 2221	Survey of World Literature to 1650	
ENGL 2222	Survey of World Literature since 1650	
ENGL 2223	Survey of American Lit to the Civil War	
ENGL 2224	Survey of American Lit since Civil War	
ENGL 2225	Survey of British Lit to 18th Century	
ENGL 2226	Survey of Brit Lit since Romantic Period	
HONR 1010	Freshman Honors I [5]	
HONR 1020	Freshman Honors II [5]	
Total Hours		**33-35**

1. excluding MATH 2451 Mathematics for Elementary Teachers I and MATH 2452 Mathematics for Elementary Teachers II
2. ECON 2020 Principles of Microeconomics must be completed with a grade of C or better to move on to ECON 2030 Principles of Macroeconomics.
3. Studio and workshop courses cannot be used to satisfy this requirement.
4. Students who have completed 30 semester hours of undergraduate course work may fulfill the requirement with a 3000- or 4000-level art history course.
5. if not being used to fulfill composition requirements

Major Requirements

Code	Title	Hours
ACCY 2010	Introduction to Accounting Principles I	3
ACCY 2020	Introduction to Accounting Principles II	3
BUSN 2910	Legal Environment of Business	3
BUSN 2920	Business Communication	3
Students must complete 18 hours of business electives at the 3000 level or higher. Courses can be chosen from the following departments: Business, Accounting, Marketing, Management, BAIS, Finance, or Economics.		18
BUSN 3000	Undergraduate Business Internship	3
or BUSN 3999A	Topics In Business Abroad	
Total Hours		**33**

Major Requirements II

Code	Title	Hours
GBUS 3100	Information Technology in Business	3
GBUS 3200	Essentials of Supply Chain Management	3
GBUS 3300	Essentials of Finance	3
GBUS 3500	Essentials of Marketing	3
GBUS 3700	Entrepreneurship and Management	3
GBUS 4999A	General Business Topics Review	3
Total Hours		**18**

Concentration - Accelerated Law (3+3)

Description

Courses required for the B.B.A. in general business accelerated law program (3+3) are approved by the University of Mississippi School of Law as part of the Accelerated 3+3 program in which students who are early admitted to law school may apply 30 credit hours of law courses directly to the B.B.A. in general business degree program. For more information regarding the Juris Doctor (J.D.) admission process, visit the University of Mississippi School of Law website (law.olemiss.edu).

Academic requirements

Academic Requirements: Students earning the B.B.A. in general business with an emphasis in accelerated
law must complete general education, business core requirements, major courses,
and electives totaling a minimum of 90 hours by the end of the junior year. If
admitted to the UM School of Law in the junior year, then the first-year law
courses may satisfy remaining general elective credits including advanced hours
to total 120 credit hours.

Degree Requirements

30 hours of first-year law courses.

Other Academic Requirements

Students must have 42 total hours of 3000+ courses.

The following course substitutions may be made for general business majors:
MKTG 3000 Marketing Principles substituted for GBUS 3500 Essentials of Marketing, MKTG 3072 Intro. to Operations & Supply Chain Mgmt substituted for GBUS 3200 Essentials of Supply Chain Management, BAIS 3000 Business Analytics & Info Systems substituted for GBUS 3100 Information Technology in Business, FINA 3000 Business Finance I substituted for GBUS 3300 Essentials of Finance, MGMT 3000 Principles of Management substituted
for GBUS 3700 Entrepreneurship and Management. MGMT 4930 Management of Strategic Planning may not substitute for GBUS 4999A General Business Topics Review, but may be applied as a business elective.