

# GENERAL BUSINESS, BBA

Consistent with the mission of the College of Business, the purpose of the General Business degree is to provide a broad-based undergraduate curriculum that allows students to customize programs of study in specific business areas that meet particular career and educational needs. In addition to the BBA Learning Outcomes, upon successful completion of the program, General Business majors will be able to:

1. Demonstrate career readiness.
2. Apply business concepts to decision-making in a business environment.

## Program Requirements

Code	Title	Credit Hours
Core Curriculum (Areas A-E) ( <a href="https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas">https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas</a> )		42
All Core Curriculum requirements for the General Business degree are shown under Core Curriculum in the Graduation Requirements section of the Undergraduate Catalog.		
<b>Lower Division Major Requirements (Area F)</b>		<b>18</b>
ACCT 2101	Principles of Financial Acct.	3
ACCT 2102	Principles Managerial Acct.	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
CPTG 2201	Adv. Computer Applications <sup>1</sup>	3
	or ECON 2106 Principles of Microeconomics	
<b>Upper Division Business Core Requirements</b>		<b>24</b>
BUSA 3101	Business Statistics	3
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Managerial Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
MGMT 4850	Internship/Cooperative Educ.	3
	or MGMT 4851 Internship/Cooperative Educ.	
	or MGMT 4852 Internship/Cooperative Educ.	
<b>General Electives <sup>2</sup></b>		<b>33</b>
<b>Business Capstone</b>		<b>3</b>
MGMT 4750	Strategic Management	3
<b>Total Credit Hours</b>		<b>120</b>

1

ECON 2105 Principles of Macroeconomics should be taken in area E4 or as a free elective.

2

Thirty-three (33) credit hours of general electives. You need at least 1 course (3 credit hours) with a MGMT prefix, 1 course (3 credit hours) with a MKTG prefix, and a least 1 course (3 credit hours) with an ACCT or FINA prefix. In addition, twelve (12) credit hours must be business courses with an ACCT, BLAW, BUSA, ECON, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher. The remaining twelve <sup>3</sup> (12) credit hours are open electives (they could be business or non-business courses). Open electives may be at a lower level than 3000. Courses with the following prefixes will not counted in this category: AVIA, CSU, PARA, TECH. Only one internship course can be taken as an elective (this is in addition to the internship taken to satisfy the Required Management Internship Course).

3

ECON 2105 Principles of Macroeconomics must be taken as a non-business elective if not taken to satisfy the area E4 requirement.

## Suggested Course Sequence

Please Note: This is a suggested course sequence and assumes a starting freshman with no prior college credit who intends to complete their degree in four years. Students should consult with their academic advisor and review the course prerequisites and minimum grade requirements as seen in the Academic Catalog.

Course	Title	Credit Hours
<b>First Year</b>		
<b>First Semester</b>		
ENGL 1101	English Composition I	3
MATH 1101	Intro to Mathematical Modeling	3
	Communication or Foreign Language <sup>Core Area B2</sup>	2-3
BUSA 1105	Introduction to Business	3
	Fine Arts or Intermediate Foreign Language <sup>Core Area C2</sup>	3
		<b>Credit Hours</b>
		<b>14-15</b>
<b>Second Semester</b>		
ENGL 1102	English Composition II	3
	Science Course with Lab <sup>Core Area D1</sup>	4
ECON 2105	Principles of Macroeconomics	3
BLAW 2106	Legal Environment of Business	3
	Math, Science, or Technology <sup>Core Area D2</sup>	3
		<b>Credit Hours</b>
		<b>16</b>
<b>Second Year</b>		
<b>First Semester</b>		
ACCT 2101	Principles of Financial Acct.	3
	Science Course without Lab <sup>Core Area D1</sup>	3
ECON 2106	Principles of Microeconomics	3
CPTG 2201	Adv. Computer Applications	3
	Literature, Philosophy, or Foreign Language <sup>Core Area C1</sup>	3
		<b>Credit Hours</b>
		<b>15</b>
<b>Second Semester</b>		
ACCT 2102	Principles Managerial Acct.	3
MGMT 3120	Managerial Communication	3
CRIT 1101	Critical Thinking	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
HIST 2111	Survey of US History to 1877	3
	or HIST 2112 or US HIST Since Reconstruction	
		<b>Credit Hours</b>
		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
BUSA 3101	Business Statistics	3

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MKTG 3101	Principles of Marketing	3
POLS 1101	American Government	3
FINA 3101	Corporate Finance	3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
SCML 3102	Operations & Supply Chain Mgmt	3
3000/4000 Level ACCT/ FINA/ECON Prefix		3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher		3
HIST 1111 or HIST 1112 or HIST 2750 or POLS 2401	Survey-PreModern World History or Survey of Modern World History or Critical Trends and Issues or Intro to Global Issues	3
BUSA 4850	Internship/Cooperative Educati	3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
MKTG 3420	Global Business	3
3000/4000 Level MGMT Prefix		6
Business or non-business courses (Must be at the 3000 level or higher)		6
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
MGMT 4750	Strategic Management	3
Business or non-business courses (Business must be at the 3000 level or higher, non-business could be lower than 3000 level)		6
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher		6
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120-121</b>

\*

Grade "C" or higher required for all Area F and upper division courses. Internship is required for all General Business Majors beginning with the 2019-2020 Catalog. No more than two internships may be taken for credit.