

# GENERAL BUSINESS, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN GENERAL BUSINESS (B.B.A.)

## Program Requirements

CIP Code: 52.0101

### Summary Checklist for General Education

Code	Title	Hours
<b>Element 1</b>		
A:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
B:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
C:	Oral Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
<b>Element 2</b>		
	Quantitative Reasoning ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/</a> )	3
<b>Element 3</b>		
A:	Arts ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
B:	Humanities ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
<b>Element 4</b>		
	Natural Sciences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/</a> )	6
<b>Element 5</b>		
A:	Historical Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
B:	Social Behavioral Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
<b>Element 6</b>		
	Diversity of Perspectives Experiences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/</a> )	6
<b>Total Hours</b>		<b>36</b>

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

## Major

Code	Title	Hours
<b>University Graduation Requirements</b>		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Writing Intensive Course (hrs. incorporated into Major/Supporting/Gen Ed/Free Electives category)		
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
ACCT - General Business majors will fulfill ACCT with the following. (Credit hours will be counted in Major requirements)		
BUS 402	Integrated Strategic Mgmnt	
Business and Marketing Education/Teaching concentration will fulfill with the following. (Credit hours will be counted in Professional Education requirements below.)		
CED 499	Clinical VI: The Professional Semester	
<b>Major Requirements</b>		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1
BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Choose from four hours of the following: 4		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	
BUS 207	Fund of Interpersonal Bus Comm	
BUS 209	Fundamentals of Financial and Managerial Accounting	
Essential Series: Functions of Business		
BUS 301W	Fundamentals of Formal Commun.	3
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
BUS 304	Essentials of MIS	3
BUS 305	Essentials of Marketing	3
BUS 306	Essentials of Supply Chain Mgt	3
Mastery of Business:		
BUS 402	Integrated Strategic Mgmnt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Element 2, three hours, and Element 5B, three hours, included above		
Environment of Business		
ECO 230	Fundamentals of Microeconomics (Element 5B) <sup>G</sup>	
ECO 231	Fundamentals of Macroeconomics	3
Tools of Business		
MAT 112A	Algebra: Polynomials (Element 2) <sup>G</sup>	
MAT 112B	Algebra: Functions & Matrices (Element 2) <sup>G</sup>	
Choose from one of the following:		

MAT 114	College Algebra (Element 2) <sup>G</sup>	
MAT 211	Applied Calculus (Element 2) <sup>G</sup>	
STA 270	Applied Statistics	4
<i>Concentrations</i>		
Students must select one of the following Concentrations:		24-46
General Business		
International Business		
Global Supply-Chain Management		
Corporate Communication and Technology		
Business and Marketing Education/Teaching		
<i>Free Electives</i>		
Choose from 0-3 hours of free electives		0-3
<b>Total Hours</b>		<b>99-124</b>

**G**

Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

**Concentration**

Code	Title	Hours
<b>Concentration Courses</b>		
GBU 201	International Business	3
Choose from three hours of the following:		3
MKT 306	Services Marketing	
MKT 309	Integrated Marketing Communications	
MKT 310	Personal Selling	
MKT 350	Consumer Behavior in Marketing	
MKT 400	International Marketing	
MKT 401	Digital Marketing	
MKT 435	Marketing for Entrepreneurs	
Choose from three hours of the following:		3
ECO 324	Money and Banking	
FIN 304	Financial Institutions	
FIN 310	Entrepreneurial Finance	
FIN 311	Personal Financial Planning	
FIN 324	Principles of Investments	
FIN 330	Principles of International Finance	
Choose from three hours of the following:		3
MGT 320	Human Resource Management	
MGT 330	Small Business Management Innovation and Entrepreneurship	
MGT 406	Continuous Imp in Organization	
MGT 430	International Management	
MGT 470		
One approved upper-division course from FIN, MKT, or MGT		3
Choose from nine hours of approved business electives from the following prefixes: ACC, CCT, CIS, FIN, GBU, MGT, MKT, RMI		9
<b>Total Hours</b>		<b>24</b>