

BBA - General Business

Candidates for the Bachelor of Business Administration (BBA) degree must satisfy the additional requirements of the following curricular major.

All majors must contain at least 12 unduplicated credit hours. All minors must contain at least 3 unduplicated credit hours.

Course	Title	Hours
Required Courses		
MKT 405	Consumer Behavior	3
MGMT 460	Designing Effective Organizations	3
or MGMT 462	Leading & Motivating	
HRM 466	Fundamentals of Human Resource Management	3
or ECON 660	Labor Economics	
IB Elective		
Select one of the following:		3
IB 450	Negotiating Across Cultures	
IB 561	International Economics and Business	
IB 600	International Management	
IB 601	International Marketing	
IB 602	Legal Environment of International Business	
IB 625	International Financial Management	
Directed Electives		
Select 9 credit hours of directed electives	Upper division business electives from the following business disciplines (must be spread over at least two disciplines): decision sciences, economics, entrepreneurship, finance, management information systems, or real estate.	9
Total Credit Hours		21

Credit hours in co-op may not be counted toward the general business major.

Note: Other courses may be used as directed electives with a business advisor's consent.