The General Business major provides students with a learning experience that will prepare them to begin a career in business and convince them that this is the first step in a lifelong educational process. We will provide the know-how needed in a growing company or for starting a business. The general business major develops broad capabilities in several areas of business: marketing, management, international business, finance, and information systems. The flexibility of the General Business program and student-centered faculty enables students to customize an academic program to fit their needs.

**Student Organizations, Co-operative Education, and Internships**

Successful careers in business administration necessitate highly developed personal skills. An analytical mind, able to quickly assess large amounts of information and data, is very important, as is the ability to consider and evaluate the interrelationships of numerous factors. Our graduates must also be able to communicate clearly and persuasively. Other competencies critical for managerial success include leadership, self-confidence, initiative, motivation, decisiveness, flexibility, sound business judgment, and determination. Students gain these competencies both in the classroom and in real-world settings. Membership in student clubs and professional organizations and participation in the co-op programs are integral parts of the General Business program and complement academic work.

Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

**For More Information**

Department of Management, Marketing and International Business
011 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
http://management.eku.edu
http://management.eku.edu/people
http://management.eku.edu/patterson-business-scholarship

Students interested in a general business major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.
Suggested Curriculum Guide for Global Supply Chain Concentration

Freshman (1st Semester) 16 hrs
BTO 100*  Student Success Seminar
E-2 MAT 112 Algebra & Applications (or MAT 211 Calculus)
E-5B PSY 200 or SOC 131 Intro PSY or Intro SOC
E-1A* ENG 101
Wellness (BIO 310, HEA 285, NFA 201, or PHE 180)
CIS 212 Intro to CIS or INF 104 Computer Literacy w/ Software Applications

Sophomore (1st Semester) 15 hrs
ACC 201 Introduction to Financial Accounting
ECO 231 Principles of Economics II
QMB 200 Business Statistics
GBU 201 International Business
E-3A Arts

Junior (1st Semester) 15 hrs
CCT 300W Managerial Reports
CIS 300 Management Information Systems
MGT 300 Principles of Management
FIN 300 Business Finance I
MGT 340 Management Science
BTS 300 Professional Skills Seminar (0 credit)*

Senior (1st Semester) 15 hrs
MKT 315 Logistics
MKT 400 International Marketing
CIS 380 Information Systems Analysis and Design
MKT 435 Supply Chain Network Design
E-6 Diversity

Freshman (2nd Semester) 15 hrs
E-18* ENG 102
E-4A Biological or E4B Physical Lab Science
E-1C CMS 100 or 210
GBU 101* Introduction to Business
ECO 230 Principles of Economics I

Sophomore (2nd Semester) 15 hrs
ACC 202 Introduction to Managerial Accounting
GBU 204 Legal and Ethical Environments of Business
E-3B Humanities
E-5A History
E-4A Biological or E-4B Physical Lab Science

Junior (2nd Semester) 15 hrs
MGT 370 Operations Management
MKT 300 Principles of Marketing
MGT 430 International Management
MKT 375 Supply Chain Management
E-6 Diversity

Senior (2nd Semester) 14 hrs
GBU 480* Business Strategy
Approved Business/Economics Course (3 hrs)
Free Elective (Non-Business 5 hrs)
MKT 431 Strategic Procurement
BTS 400 College to Careers Seminar (0 credit)*

*Course must be taken in semester indicated.

UNIVERSITY GRADUATION REQUIREMENTS

General Education ................................................................. 36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.) ...........................................1 hr
Wellness................................................................................ 3 hrs
Total Hours University Graduation Requirements ................................................................. 40 hrs

College Requirements:
BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

Core Courses:
Pre-Business Core ................................................................ 12 hrs
ACC 201, 202, GBU 204, QMB 200
Business Core ......................................................................... 21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MGT 300, GBU 480

Major Requirements ..................................................................33hrs
Global Supply Chain Concentration
GBU 101, 201, MGT 340, 375, 430, 435; MKT 315, 400, 431; CIS 380, 3 hours of approved business electives from the following prefixes: ACC, CCT, CIS, FIN, GBU, MGT, MKT, RMI, or International Economics (ECO 394).

Supporting Course Requirements .................................................9 hrs
MAT 112/211 (counted in GE Element 2)
CIS 212 or INF 104
PSY 200/200W or SOC 131 (counted in GE Element 5)
ECO 230 & 231

Free Electives (Non-Business) ..................................................5hrs
Total Curriculum Requirements .............................................120 hrs

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Rev. 07/25/2017