



General Business B.B.A. Degree

Corporate Communication and Technology Concentration

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 enable 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 Professional Development Series that are structured to provide additional professional experiences outside of the traditional classroom.

For More Information

College of Business
108 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
<https://business.eku.edu/>

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.



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College of Business

2021-2022

Suggested Curriculum Guide for Corporate Communication & Technology Concentration

Freshman (1st Semester) 16 hrs

- BUS 100*** (1) Professional Development Series
- BUS 101** Nature of Business
- E-1A*** ENG 101
- E-2** **MAT 112A/B, 114** Algebra & Applications or **MAT 211** Calculus
- E-6** Diversity
- E-3A** Arts

Sophomore (1st Semester) 15 hrs

- BUS 200 (1)** Professional Development Series
- BUS 209** Fundamentals of Financial & Managerial Accounting
- ECO 230** Fundamentals of Microeconomics (Element 5B)
- BUS 207** Fundamentals of Interpersonal Business Communication
- E-5A** History
- E-4A** Biological or **E4B** Physical Lab Science

Junior (1st Semester) 13 hrs

- BUS 300 (1)** Professional Development Series
- BUS 302** Essentials of Finance
- BUS 303** Essentials of Organizational Behavior & HR
- BUS 305** Essentials of Marketing
- CCT 270** Entrepreneurship

Senior (1st Semester) 15 hrs

- BUS 400 (1)** Professional Development Series
- CCT 310** International Business Communication
- MGT** Upper Division Major Course (3 hrs)
- CCT 550** Integrated Corporate Communication
- Free Elective** (3 hrs)
- Free Elective** (1hr)

Freshman (2nd Semester) 15 hrs

- BUS 206** Fundamentals of Problem Solving with Excel
- E-1B*** ENG 102
- E-1C** CMS 100 or 210
- E-4A** Biological or **E4B** Physical Lab Science
- E-3B** Humanities

Sophomore (2nd Semester) 16 hrs

- BUS 204** Fundamentals of Business Law and Ethics
- STA 270 (4)** Applied Statistics
- ECO 231** Fundamentals of Macroeconomics
- BUS 304** Essentials of Management Information Systems
- BUS 301W** Essentials of Formal Business Communication

Junior (2nd Semester) 15 hrs

- GBU 201** International Business
- BUS 306** Essentials of Operations and Supply Chain
- CCT 304S** Applied Entrepreneurship and Service Learning
- Free Elective** (3 hrs)
- E-6** Diversity

Senior (2nd Semester) 15 hrs

- MKT** Upper Division Course (3 hrs)
- BUS 402** Integrated Business Management
- MGT 480** Organization Behavior
- CCT 570** Web Design for Offices
- Free Elective** (3 hrs)

*Course must be taken in semester indicated.

UNIVERSITY GRADUATION REQUIREMENTS

General Education	36 hrs
Student Success Seminar (BUS 100)	1 hr
Total Hours University Graduation Requirements	37 hrs

College Requirements:

BUS 300 (1 hour) and BUS 400 (1 hour)	2 hrs
Professional Development Series.....	1 hrs
BUS 100, 200, 300, 400	
Nature of Business: BUS 101.....	3 hrs
Fundamentals Series: Environment and Tools of Business.....	12 hrs
BUS 204, 206, 207, 209	
Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306.....	18 hrs
Mastery of Business: BUS 402.....	3 hrs
Supporting Course Requirements	7 hrs

Environment of Business: ECO 230 (^GElement 5B) and 231

Tools of Business: MAT 112A and 112B (^GElement 2), 114(^GElement 2), or 211(^GElement 2), STA 270

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

General Business	27 hrs
CCT 270, 304S, 310, 550, 570, GBU 201, and MGT 480; 3 hrs from: MKT 309, 400, or 401; 3 hrs from MGT 320, 330, or 465.	

Free Electives (Non-Business)	10 hrs
Total Curriculum Requirements	120 hrs