



General Business B.B.A. Degree General Business 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
214 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

2022-2023

Suggested Curriculum Guide for General Business 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)
- E-5A** History
- BUS 207** Fundamentals of Interpersonal Business Communication
- Free Elective** (Non-Business 2 hrs)

Junior (1st Semester) 13 hrs

- BUS 300 (1)** Professional Development Series
- BUS 302** Essentials of Finance
- BUS 303** Essentials of Organizational Behavior and Human Resources
- BUS 305** Essentials of Marketing
- GBU 201** International Business

Senior (1st Semester) 16 hrs

- MGT** Upper Division Major Course
- MKT** Upper Division Course
- Approved Business Elective** (3 hrs)
- Free Elective** (Non-Business 3 hrs)
- BUS 400 (1)** Professional Development Series
- E-4A** Biological or **E4B** Physical Lab Science

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

- Approved Business Elective** (3 hrs)
- BUS 306** Essentials of Operations and Supply Chain
- FIN** Upper Division Major Course
- Free Elective** (3 hrs)
- E-6** Diversity

Senior (2nd Semester) 14 hrs

- BUS 402** Integrated Business Management
- FIN/MGT/MKT Major Course** (3 hrs)
- Approved Business Elective** (3 hrs)
- Free Elective** (Non-Business 5 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
Professional Development Series.....	3 hrs
BUS 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 (^G Element 5B) and 231	
Tools of Business: MAT 112A and 112B (^G Element 2), 114(^G Element 2), or 211(^G Element 2), STA 270	
^G = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.	
General Business	24 hrs
GBU 201; 3hrs in MKT 306, 309, 310, 350, 400, 401, or 435; 3 hrs in ECO 324 or FIN 304, 310, 311, 324, or 330; 3 hrs in MGT 320, 330, 406, 430, or 470; 1 approved upper-division course from FIN, MKT, or MGT; 9 hrs of approved business electives from the following prefixes: ACC, CCT, CIS, ECO, FIN, GBU, MGT, MKT, RMI.	
Free Electives (Non-Business)	13 hrs
Total Curriculum Requirements	120 hrs