



## General Business B.B.A. Degree Global Supply Chain 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 enables students to customize an academic program to fit their needs.

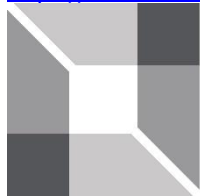
### Student Organizations, Co-operative Education, and Internships

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 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/>



**AACSB**  
ACCREDITED

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.



# College of Business

## 2021-2022

### Suggested Curriculum Guide for Global Supply Chain Concentration

#### Freshman (1<sup>st</sup> 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 (1<sup>st</sup> 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 (1<sup>st</sup> Semester) 13 hrs

- BUS 300 (1)** Professional Development Series
- BUS 303** Essentials of Organizational Behavior & HR
- BUS 305** Essentials of Marketing
- BUS 306** Essentials of Operations and Supply Chain
- E-4A** Biological or **E4B** Physical Lab Science

#### Senior (1<sup>st</sup> Semester) 16 hrs

- BUS 400 (1)** Professional Development Series
- Approved Business Elective** (3 hrs)
- MGT 435** Supply Chain Network Design
- MKT 350** Customer Behavior and Marketing
- MKT 315** Logistics
- E-6** Diversity

#### Freshman (2<sup>nd</sup> 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 (2<sup>nd</sup> 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 (2<sup>nd</sup> Semester) 15 hrs

- BUS 302** Essentials of Finance
- CCT 310** International Business Communication
- CIS 410** Project management and Practice
- MGT 375** Supply Chain Management
- GBU 201** International Business

#### Senior (2<sup>nd</sup> Semester) 14 hrs

- Approved Business Elective** (3 hrs)
- BUS 402** Integrated Business Management
- MKT 455** Marketing Research and Analysis
- MKT 431** Strategic Procurement
- Free Elective** (2 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
<b>Supporting Course Requirements</b> .....	7 hrs

Environment of Business: ECO 230 (<sup>G</sup>Element 5B) and 231

Tools of Business: MAT 112A and 112B (<sup>G</sup>Element 2), 114(<sup>G</sup>Element 2), or 211(<sup>G</sup>Element 2), STA 270

<sup>G</sup> = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

#### Global Supply Chain Management.....33 hrs

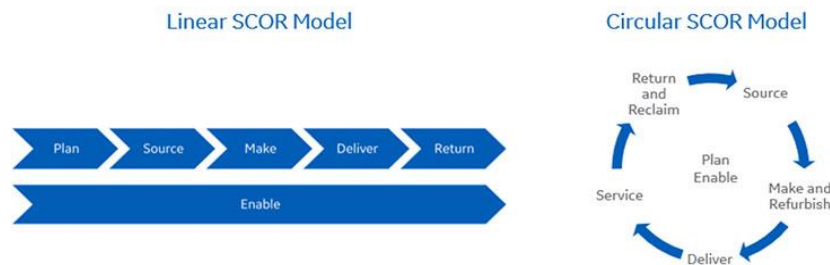
GBU 201; MGT 375, 435; MKT 315, 350, 431, 455, CIS 410, CCT 310, and six hours of approved business electives from ACC, CCT, CIS, FIN, GBU, MGT, MKT, RMI, or International Economics (ECO 394).

<b>Free Electives (Non-Business)</b> .....	4 hrs
<b>Total Curriculum Requirements</b> .....	<b>120 hrs</b>

## ***Global Supply Chain Management***

### **Eastern Kentucky University**

Eastern Kentucky University's Global Supply Chain Management program is based on the globally-recognized Supply Chain Operating Reference (SCOR) Model, with coursework covering the entire process of making and selling goods (either products or services), including every stage from the supply of materials and the manufacture of the goods through to their distribution and sale. Successful integration of supply and demand is essential in today's highly competitive global economy.



### **What makes EKU's Global Supply Chain program unique?**

- First comprehensive SCM Bachelor's degree program in the entire state!
- Highly competitive starting salaries with top multi-national companies (see partial list below)
- Passionate and dedicated faculty who guide students with course scheduling, career advice, etc.
- Opportunities to network with Supply Chain professionals through on/off campus special events
- Access to senior corporate executives who come to campus and engage students
- Heavy emphasis on paid internships (most interns work 15-20 hours/week gaining valuable work experience)
- Job placement assistance (résumé writing, mock interviews, networking introductions, etc.)
- Capstone "*Supply Chain Network Design*" course which employers love!
- Many SCM students are double majors (i.e. pursuing two business degrees simultaneously)
- The only AACSB-accredited Supply Chain degree program in the central Kentucky region

**Major coursework includes:** Supply Chain Essentials, Strategic Procurement, Supply Chain Network Design, International Business, Supply Chain Planning, Logistics, Project Management, International Business Communications, Marketing Research, and Consumer Behavior

**EKU's Supply Chain students work for recognized companies (internships & upon graduation) such as:** Carhartt, Hitachi, Lexmark, Lockheed-Martin, Walmart, Lectrodryer, Bechtel, Enterprise, Fastenal, BMW, Heaven-Hill Distilleries, Sikorsky, Valvoline, Toyota, Domino's Pizza, Northrop-Grumman, and others!

#### **For more information:**

Dr. James Kirby Easterling-Assistant Professor  
Global Supply Chain Management  
[James.Kirby.Easterling@eku.edu](mailto:James.Kirby.Easterling@eku.edu) or 859-622-7893