


GENERAL BUSINESS




REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING





CODE	COURSE NAME	HRS	GRADE
FYS 100	First-Year Seminar	3	_____
 PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____
Additional University Requirements			
ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
_____	MC or I: Intl Business Elective	3	_____
MGT 460	Capstone	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
 ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
 CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
 PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
 ACC 215	Intro Financial Accounting (CT)	3	_____	 MIS 290	Principles of MIS	3	_____
ACC 216	Intro Managerial Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
 ECN 250	Principles of Microeconomics	3	_____	 MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____
_____	_____	_____	_____	_____	International Business Elective	3	_____

MAJOR

Students who wish to major in General Business must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
_____	General Business Elective (400 Level)	3	_____	_____	General Business Elective	3	_____
_____	General Business Elective (400 Level)	3	_____	_____	General Business Elective	3	_____
_____	General Business Elective (400 Level)	3	_____	_____	Free Elective	3	_____
_____	General Business Elective	3	_____	_____	Free Elective	3	_____
_____	General Business Elective	3	_____	_____	Free Elective	3	_____
_____	General Business Elective	3	_____	_____	Free Elective	3	_____
_____	General Business Elective	3	_____	_____	Free Elective	3	_____

MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- General Business electives can be any 300 or 400 level courses offered in the College of Business (under the following course designators: ACC, ECN, ENT, FIN, LE, MGT, MIS, MKT, STHM). Students must complete courses in at least two separate alpha designators. Internship credit may not count as a General Business Elective. In order to meet the College of Business graduation requirement of 12 hours of 400 level courses completed in the College of Business at Marshall, nine (9) hours of General Business Electives must be 400 level.
- MGT 460 is the capstone course for all General Business majors. It is normally taken in the senior year.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional university requirement met with International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.
- The International Business Elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, and MKT 371. The course selected for the International Business Elective CANNOT double-count as a General Business Elective.
- Students who have a declared major in a BBA program cannot also declare the General Business BA.

Area of Emphasis

Major Requirement

College Requirement

General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

GENERAL BUSINESS

The Lewis College of Business, Brad D. Smith Undergraduate School of Business offers a Bachelor of Arts degree in General Business. This degree is delivered **100%** online. This means students can complete the whole degree without coming to campus and without have to meet at designated times to complete lessons. The program is flexible and convenient, allowing students to take a wide variety of business classes. The online BA in General Business is geared toward nontraditional students, including adult learners, who started a business degree but never finished it or students who cannot otherwise attend face-to-face classes.

FALL SEMESTER					SPRING SEMESTER				
CODE	COURSE NAME	HRS	GRADE		CODE	COURSE NAME	HRS	GRADE	
FYS 100	First Year Sem Crit Thinking	3			ECN 250	Principles of Microeconomics	3		
ENG 101	Beginning Composition	3			CMM 207	Bus & Prof Communication	3		
STA 150	Fundamentals of Statistics	3				Core II Physical or Natural Science	4		
STA 150L	Fundamentals of Statistics Lab	1				Core II Fine Arts	3		
PSY 201	General Psychology (CT)	3				Free Elective	3		
MIS 200	Bus Computer Applications	3							
UNI 100	Freshman First Class	1							
TOTAL HOURS		17			TOTAL HOURS		16		
Summer Term (optional):									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSE NAME	HRS	GRADE		CODE	COURSE NAME	HRS	GRADE	
ACC 215	Intro Financial Accounting (CT)	3			ACC 216	Intro Managerial Accounting	3		
ECN 253	Principles of Macroeconomics	3			MGT 218	Business Quantitative Methods	3		
ENG 201	Advanced Composition	3			ENG 204	Writing for the Workplace	3		
LE 207	Legal Environment of Business	3				Free Elective	3		
	CMM Studies Elective	3				Core II Humanities	3		
TOTAL HOURS		15			TOTAL HOURS		15		
Summer Term (optional):									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSE NAME	HRS	GRADE		CODE	COURSE NAME	HRS	GRADE	
FIN 323	Principles of Finance	3				General Business Elective	3		
MGT 320	Principles of Management	3				General Business Elective	3		
MKT 340	MKT Concepts and Applications	3				General Business Elective	3		
MIS 290	Principles of MIS	3				General Business Elective	3		
	Free Elective	3				Free Elective	3		
TOTAL HOURS		15			TOTAL HOURS		15		
Summer Term (optional):									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSE NAME	HRS	GRADE		CODE	COURSE NAME	HRS	GRADE	
	General Business Elective (400 Level)	3			MGT 460	Strategic Management	3		
	General Business Elective (400 Level)	3				International Business Elective	3		
	General Business Elective	3				General Business Elective (400 Level)	3		
	Free Elective	3				Free Elective	3		
	Free Elective	3							
TOTAL HOURS		15			TOTAL HOURS		12		
Summer Term (optional):									

● Area of Emphasis

◆ Major Requirement

■ College Requirement

● General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.