

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.

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.

YEAR ONE	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):							

YEAR TWO	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):							

YEAR THREE	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):							

YEAR FOUR	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.

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GENERAL BUSINESS – 2023-2024

INVOLVEMENT OPPORTUNITIES

- Research professional organizations like the Society for Human Resource Management or the American Marketing Association
- Apply for internships
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

RELATED MAJORS

- Accounting
- Economics
- Finance
- Management
- Marketing
- Management Information Systems

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

YEAR ONE



Utilize virtual appointments with the Writing Center for any writing assignments.

Meet with your academic advisor at least one time per semester through a virtual advising meeting.

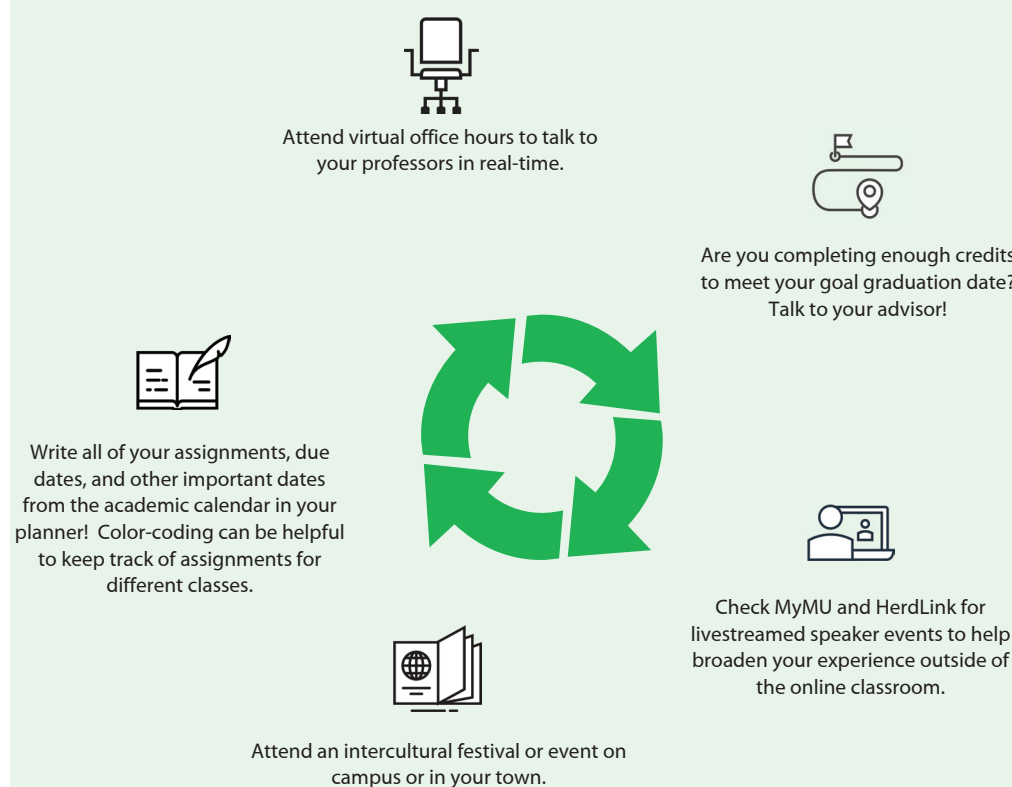
Visit www.marshall.edu/design-center/students/ to access a guide to Blackboard and other strategies for online learning.

Check out the Student IT Guide for all of your essential IT needs. The IT Help Desk is ready to help with any issues that arise.

Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.

Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.

YEAR TWO



Attend virtual office hours to talk to your professors in real-time.


Are you completing enough credits to meet your goal graduation date? Talk to your advisor!

Write all of your assignments, due dates, and other important dates from the academic calendar in your planner! Color-coding can be helpful to keep track of assignments for different classes.

Check MyMU and HerdLink for livestreamed speaker events to help broaden your experience outside of the online classroom.

Attend an intercultural festival or event on campus or in your town.

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.

Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.

Consider joining a business-focused student organization to maximize your opportunities for networking and building leadership skills.

Networking is key! Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring local youth.

Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career goals.

YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.

Check with your advisor to see if you qualify to graduate with honors.

Attend Countdown to Commencement or contact the bookstore to order your cap and gown if you plan to participate in the Commencement Ceremony.

Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.

Be at the top of your professional game. Prepare your resume and practice your interview skills. Contact The Office of Career Education for guidance!

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Team Leadership
- Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Time Management
- Planning
- Monitoring
- Coordination
- Strategy Development
- Operations and Supply Chain Management
- Management of Personnel Resources
- Systems Analysis

ASSOCIATED CAREERS

- Business Analyst
- Distribution Manager
- Human Resources Manager
- Human Resources Administrator
- Management Consultant
- Operations Manager
- Supply Chain Manager
- Project Manager
- Retail Store Manager
- Hospitality Manager
- General Manager
- Executive
- Inventory Control Manager
- Industrial Relations Specialist
- Regional/District Manager



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