

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN GENERAL BUSINESS ADMINISTRATION

Each BBA degree consists of:

- the University Core Curriculum
- the Business Core ¹
- courses required for the major
- a speech communications course (BUAD 2321 or COMS 2382) that also satisfies a University core requirement
- a computer literacy course (BUAD 1305 or CSTE 1330)
- elective(s)

Note: Transfer students must take at least 50% of the required business curriculum for the BBA in residence at Sam Houston State University, which may include courses taken at The Woodlands Center campus or through SHSU Online.

¹ The Business Core is made up of the following courses:

Code	Title	Hours
ACCT 2301	Principles of Financial Acc	3
ACCT 2302	Principles of Managerial Acc	3
BANA 2372	Business Analysis	3
BANA 3363	Inter Business Analysis	3
BUAD 2301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics ¹	3
ECON 3000-4000 level ²		3
FINC 3320	Business Finance	3
MGIS 3310	Principles of MIS	3
MGMT 3310	Principles Of Management	3
MGMT 3370	Operations Management	3
MGMT 4390	Strategic Management & Policy	3
MKTG 3310	Principles Of Marketing	3

¹ Satisfies a University core requirement

² Specific course may be specified by the major.

Degree Plan

Code	Title	Hours
Bachelor of Business Administration, Major in General Business Administration		
Core Curriculum (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
	Component Area I (Communication)	6
	Component Area II (Mathematics)	3
	Component Area III (Life and Physical Science)	8
	Component Area IV (Language, Philosophy, and Culture)	3
	Component Area V (Creative Arts)	3
	Component Area VI (U.S. History)	6
	Component Area VII (Political Science/Government)	6
	Component Area VIII (Social and Behavioral Sciences)	3
	Component Area IX (Component Area Option)	4

First Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130 ¹		1 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
ENGL 1301 ²		3 BUAD 1305 or CSTE 1330	3
HIST 1301 ³		3 ENGL 1302 ²	3
MATH 1324 ⁴		3 HIST 1302 ³	3
		14	16

Second Year

Fall	Hours	Spring	Hours
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)		3 ACCT 2302	3
ACCT 2301		3 BANA 2372	3
BUAD 2301		3 BUAD 2321 or COMS 2382 ¹	3
ECON 2302		3 ECON 2301 ⁶	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
		15	15

Third Year

Fall	Hours	Spring	Hours
BANA 3363		3 BUAD 3335	3
FINC 3310		3 BUAD 3355	3
FINC 3320		3 Business Elective (Select any business course) ⁷	3
MGMT 3310		3 MGIS 3310	3
MKTG 3310		3 MGMT 3370	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ACCT Elective (3000- or 4000-level)		3 Business Electives (3000- or 4000- level) ⁷	6
Business Electives (3000- or 4000- level) ⁷		6 Elective	3
ECON Elective (3000- or 4000- level)		3 Management/Marketing Elective (3000- 4000-Level) ⁸	3
Management/Marketing Elective (3000- or 4000- level) ⁸		3 MGMT 4390	3
		15	15

Total Hours: 120

¹ Satisfies requirement for Core Curriculum Component Area IX (Component Area Option).² Satisfies requirement for Core Curriculum Component Area I (Communication).³ Satisfies requirement for Core Curriculum Component Area VI (U.S. History).⁴ Satisfies requirement for Core Curriculum Component Area II (Mathematics).⁵ Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).⁶ Satisfies requirement for Core Curriculum Component Area VIII (Social and Behavioral Sciences).⁷ Business courses include any course with a ACCT, BANA, BUAD, ECON, FINC, MGIS, MGMT, or MKTG prefix⁸ Select from BUAD 3345 or MGMT or MKTG elective (3000- or 4000- level).

The BBA in General Business Administration is designed to provide graduates with the following marketable skills:

- Understand risk analysis, identification, and management of business risk.

- Ability to evaluate how people deal with money, time, and resources. Graduates will be able to use money, time, and resources effectively.
- Ability to apply key financial accounting items and construct, in good form, a balance sheet, income statement, and cash flow statement.
- Ability to apply financial ratios, analysis, and financial indicators to provide information useful to the managers.
- Effectively design and present a business presentation adapting the presentation to the appropriate audience.
- Understand how the law effects business development, creation, decisions, and operations.