BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN GENERAL BUSINESS ADMINISTRATION

Each BBA degree consists of:

- University Core Curriculum
- Business Core
- Major Required courses
- Speech Communications course (BUAD 2321 or COMS 2382) that also satisfies a University Core requirement
- 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 consists of the following courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>Principles of Financial Acc</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Principles of Managerial Acc</td>
<td>3</td>
</tr>
<tr>
<td>BANA 2372</td>
<td>Business Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BANA 3363</td>
<td>Inter Business Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 2301</td>
<td>Business Legal Environment</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 3335</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2301</td>
<td>Principles Of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Principles Of Microeconomics $^1$</td>
<td>3</td>
</tr>
<tr>
<td>FINC 3320</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGIS 3310</td>
<td>Principles of MIS</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles Of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3370</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4390</td>
<td>Strategic Management &amp; Policy</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>Principles Of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

$^1$ Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

Degree Plan

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

## First Year
### Fall
- Component Area III ([link](http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii))
- ECON 1100, KINE 2115, MCOM 1130, or NGLI 1101
- ENGL 1301
- HIST 1301
- MATH 1324

### Spring
- 4 BUAD 1305 or CSTE 1330
- 1 Component Area III ([link](http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii))
- 3 Component Area V ([link](http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav))
- 3 ENGL 1302
- 3 HIST 1302

### Hours
- 14

## Second Year
### Fall
- ACCT 2301
- BUAD 2301
- Component Area IV ([link](http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv))
- ECON 2301
- POLS 2305

### Spring
- 3 ACCT 2302
- 3 BANA 2372
- 3 BUAD 2321 or COMS 2382
- 3 ECON 2302
- 3 POLS 2306

### Hours
- 15

## Third Year
### Fall
- BANA 3363
- FINC 3310
- FINC 3320
- MGMT 3310
- MKTG 3310

### Spring
- 3 Advanced Business Electives
- 3 BUAD 3335
- 3 BUAD 3355
- 3 MGIS 3310
- 3 MGMT 3370

### Hours
- 15

## Fourth Year
### Fall
- Advanced ACCT Electives
- Advanced Business Electives
- Advanced ECON Electives
- Advanced MGMT/MKTG Electives

### Spring
- 3 Advanced Business Electives
- 6 General Electives
- 3 Advanced MGMT/MKTG Electives
- 3 MGMT 4390

### Hours
- 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).
4. Satisfies requirement for Core Curriculum Component Area II (Mathematics).
5. Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).
7. Advanced Business Electives include any course with a ACCT, BANA, BUAD, ECON, FINC, MGIS, MGMT, or MKTG prefix.
8. Select from BUAD 3345 or MGMT or MKTG Advanced Electives (3000- or 4000-level).

### Notes
Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

A minor is not required for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours will be needed above the degree program’s stated total semester credit hours.

The following minor cannot be paired with this degree program: Minor in General Business Administration.

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.