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:

<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</td>
<td>3</td>
</tr>
<tr>
<td>ECON 3000-4000 level (^2)</td>
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</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 a University core requirement

\(^2\) Specific course may be specified by the major.

Degree Plan

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business Administration, Major in General Business Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Curriculum (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)</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>
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</tr>
<tr>
<td>Component Area III (Life and Physical Science)</td>
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<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>
<td>3</td>
</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>
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<td>6</td>
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<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>
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<td>4</td>
</tr>
</tbody>
</table>
## Bachelor of Business Administration, Major in General Business Administration

### First Year

#### Fall

<table>
<thead>
<tr>
<th>Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)</th>
<th>Hours</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130</td>
<td>4</td>
<td>Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)</td>
</tr>
<tr>
<td>ENGL 1301</td>
<td>3</td>
<td>BUAD 1305 or CSTE 1330</td>
</tr>
<tr>
<td>HIST 1301</td>
<td>3</td>
<td>ENGL 1302</td>
</tr>
<tr>
<td>MATH 1324</td>
<td>3</td>
<td>HIST 1302</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>16</strong></td>
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#### Second Year

#### Fall

<table>
<thead>
<tr>
<th>Component Area IV (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)</th>
<th>Hours</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>3</td>
<td>BANA 2372</td>
</tr>
<tr>
<td>BUAD 2301</td>
<td>3</td>
<td>BUAD 2321 or COMS 2382</td>
</tr>
<tr>
<td>ECON 2302</td>
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<td>ECON 2301</td>
</tr>
<tr>
<td>POLS 2305</td>
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<td>POLS 2306</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

#### Third Year

#### Fall

| BANA 3363 | 3 | BUAD 3335 |
| FINC 3310 | 3 | BUAD 3355 |
| FINC 3320 | 3 | Business Elective (Select any business course) |
| MGMT 3310 | 3 | MGIS 3310 |
| MKTG 3310 | 3 | MGMT 3370 |
| **Total** | **15** | **15** |

#### Fourth Year

#### Fall

| ACCT Elective (3000- or 4000-level) | 3 | Business Electives (3000- or 4000-level) |
| Business Electives (3000- or 4000-level) | 6 | Elective |
| ECON Elective (3000- or 4000-level) | 3 | Management/Marketing Elective (3000- 4000-Level) |
| Management/Marketing Elective (3000- or 4000-level) | 3 | MGMT 4390 |
| **Total** | **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).
4. Satisfies requirement for Core Curriculum Component Area II (Mathematics).
5. Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).
7. Business courses include any course with a ACCT, BANA, BUAD, ECON, FINC, MGIS, MGMT, or MKTG prefix.
8. 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.