BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN GENERAL BUSINESS ADMINISTRATION

Each BBA degree consists of:

- the University Core Curriculum
- the Business Core
- 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>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>
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</tbody>
</table>

1 Satisfies a University core requirement

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>
</tbody>
</table>

Core Curriculum (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

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area III</td>
<td></td>
<td>4 Component Area III</td>
<td></td>
</tr>
</tbody>
</table>

(Additional details for the Program for Life Sciences and Information can be found in the catalog.)
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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall Hours</th>
<th>Spring Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1100</td>
<td>Economic Principles</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>KINE 2115</td>
<td>Kinesiology for Business</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>NGLI 1101</td>
<td>English Composition</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MCOM 1130</td>
<td>Public Speaking</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

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 MGIS 4390 or MGMT elective (3000- or 4000-level).