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.

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>
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<tr>
<td>ECON 3000-4000 level</td>
<td>Business Finance</td>
<td>3</td>
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<tr>
<td>FINC 3320</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>
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</tr>
<tr>
<td>Component Area I (Communication)</td>
<td>6</td>
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<tr>
<td>Component Area II (Mathematics)</td>
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<tr>
<td>Component Area III (Life and Physical Science)</td>
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<tr>
<td>Component Area IV (Language, Philosophy, and Culture)</td>
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<tr>
<td>Component Area V (Creative Arts)</td>
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<tr>
<td>Component Area VI (U.S. History)</td>
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<tr>
<td>Component Area VII (Political Science/Government)</td>
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<tr>
<td>Component Area VIII (Social and Behavioral Sciences)</td>
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<tr>
<td>Component Area IX (Component Area Option)</td>
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### Bachelor of Business Administration, Major in General Business Administration

**First Year**

<table>
<thead>
<tr>
<th>Fall</th>
<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>
<th>4 Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130</td>
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<td>1 Component Area V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)</td>
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<tr>
<td>ENGL 1301</td>
<td>2</td>
<td>BUAD 1305 or CSTE 1330</td>
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<tr>
<td>HIST 1301</td>
<td>3</td>
<td>ENGL 1302</td>
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<tr>
<td>MATH 1324</td>
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<td>HIST 1302</td>
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<td><strong>Total</strong></td>
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**Second Year**

<table>
<thead>
<tr>
<th>Fall</th>
<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>
<th>3 ACCT 2302</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>3</td>
<td>BANA 2372</td>
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<tr>
<td>BUAD 2301</td>
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<td>BUAD 2321 or COMS 2382</td>
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<td>ECON 2302</td>
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<td>ECON 2301</td>
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<tr>
<td>POLS 2305</td>
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<td>POLS 2306</td>
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<td><strong>Total</strong></td>
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</table>

**Third Year**

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

**Fourth Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>ACCT Elective (3000- or 4000-level)</th>
<th>3</th>
<th>Business Electives (3000- or 4000-level)</th>
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<td>ECON Elective (3000- or 4000-level)</td>
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<td>Management/Marketing Elective (3000- 4000-Level)</td>
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<tr>
<td>Management/Marketing Elective (3000- or 4000-level)</td>
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<td>MGMT 4390</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>Total</strong></td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

**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 an 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.