

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN MANAGEMENT

Each BBA degree consists of:

- University Core (<https://catalog.shsu.edu/archives/2025-2026/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>)
- Business Core
- [Computer Literacy course \(MGIS 1305 or CSTE 1330\)](#)
- Management Major Required courses
- Elective(s)
- COBA Career Readiness Academy I & II (<https://shsu.edu/academics/business-administration/center-for-building-business-professionals/career-readiness/>)

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 (<http://www.shsu.edu/academics/woodlands-center/>) (TWC) campus or through SHSU Online (<http://distance.shsu.edu/>).

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-business-administration-in-management/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

Code	Title	Hours
Bachelor of Business Administration, Major in Management		
Core Curriculum (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		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) ²		3
Component Area IX (Component Area Option) ³		4
Degree Specific Requirements		
MATH 1324	Mathematics for Managerial Decision Making ¹	3
MGIS 1305 or CSTE 1330	Business Computer Applications Introduction to Computers	3
Business Core		
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BANA 2372	Business Analysis	3
BANA 3363	Inter Business Analysis	3
BUAD 3301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics ²	3
FINC 3320	Business Finance	3
MGIS 3310	Principles of Management Information Systems (MIS)	3
MGMT 3310	Principles Of Management	3
MGMT 4390	Strategic Management & Policy	3
MKTG 3310	Principles Of Marketing	3
SCMG 3370	Operations Management	3
Major Required Courses		

MGMT 3320	Organizational Behavior	3
MGMT 3330	Human Resource Management	3
MGMT 4340	International Management	3
or MKTG 4340	International Marketing	
MGMT 4345	Social Responsibility of Management	3
Major: Prescribed Electives		
MGMT Technical Electives		15
Select five from the following:		
MGIS 3330	Business Database Management	
MKTG 3350	Services Marketing Management	
Advanced MGMT or SCMG Electives (3000- or 4000- level) not including required MGMT or SCMG courses		
Electives: Advanced Business ⁴		6
Electives: General		
General Electives		3
Minor: Not Required^{5, 6}		
Total Hours		120

- ¹ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).
- ² ECON 2302 is a Business Core course and should be taken to satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).
- ³ BUAD 1301 or BUAD 2321 is suggested to fulfill the three-hour credit of the Core Curriculum requirement for Component Area IX (Component Area Option). The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, or UNIV 1101.
- ⁴ Any 3000 or 4000-level course with a COBA prefix.
- ⁵ 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 credit hours will be needed above the degree program's stated total semester credit hours.
- ⁶ The following minor cannot be paired with this degree program: Minor in General Business Administration.

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 minimum grade of "C" is required in all Management (MGMT & SCMG) courses taken for the Management major. This includes MGIS 3330 and MKTG 3350 as they would count as MGMT electives.

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-business-administration-in-management/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

First Year

Fall	Hours	Spring	Hours
Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
Component Area IX (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ¹		1 Component Area V (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
ENGL 1301 ²		3 ENGL 1302 ²	3
HSTY 1301 ³		3 HSTY 1302 ³	3
MATH 1324 ⁴		3 MGIS 1305 or CSTE 1330	3

Second Year

Fall	Hours	Spring	Hours
Component Area IV (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)		3 Component Area IX (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ⁶	3
ACCT 2301		3 ACCT 2302	3
BANA 2372		3 ECON 2302 ⁷	3
ECON 2301		3 General Electives	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
		15	15

Third Year

Fall	Hours	Spring	Hours
BANA 3363		3 BUAD 3335	3
BUAD 3301		3 MGIS 3310	3
FINC 3320		3 MGMT 3320	3
MGMT 3310		3 MGMT 3330	3
MKTG 3310		3 SCMG 3370	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
Electives: Advanced Business ⁸		3 MGMT 4345	3
Electives: Advanced Business ⁸		3 MGMT 4390	3
MGMT 4340 or MKTG 4340		3 MGMT Technical Electives ⁹	3
MGMT Technical Electives ⁹		3 MGMT Technical Electives ⁹	3
MGMT Technical Electives ⁹		3 MGMT Technical Electives ⁹	3
		15	15

Total Hours: 120

¹ The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, or UNIV 1101.

² Satisfies Core Curriculum requirement for Component Area I (Communication).

³ Satisfies Core Curriculum requirement for Component Area VI (U.S. History).

⁴ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).

⁵ Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).

⁶ BUAD 1301 or BUAD 2321 is suggested to fulfill the three-hour credit of the Core Curriculum requirement for Component Area IX (Component Area Option).

⁷ ECON 2302 is a Business Core course and should be taken to satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

⁸ Any 3000 or 4000-level course with a COBA prefix.

⁹ Any advanced MGMT elective (3000-4000) or MKTG 3350 or MGIS 3330 will fulfill this requirement.

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

A minimum grade of "C" is required in all Management (MGMT or SCMG) courses taken for the Management major. This includes MGIS 3330 and MKTG 3350 as they would count as MGMT electives.

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 credit hours will be needed above the degree program's stated total semester credit hours.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BBA in Management is designed to provide graduates with the following marketable skills:

- Communication skills, both oral and written.
- Strategic and critical analysis.
- Teamwork.
- Leadership.