


# GENERAL BUSINESS, B.A.

The Lewis College of Business, Brad D. Smith Undergraduate School of Business offers a Bachelor of Arts degree in General Business. This degree is delivered 100% online. This means students can complete the whole degree without coming to campus and without having to meet at designated times to complete lessons. The program is flexible and convenient. All class are Quality Matters approved, meaning they are developed with the utmost quality and care to deliver the best education possible.

The Online B.A. in General Business degree does not require you to choose a major. The "major" comes from 24 hours of any combination of upper level LCOB classes. For example, you can take classes in management, marketing, accounting, economics and finance to create your major. This will provide broad business knowledge that you can use in a variety of careers.













The focus of the Online B.A. in General Business is on degree completion. The LCOB developed this degree because only half of college students complete a degree in six years. This program is geared toward nontraditional students, including adult learners who started a business degree but never finished it, or students who cannot otherwise attend face-to-face classes.









 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

## Course Requirements

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201  	Introductory Psychology (CT)	3
ACC 215 	Intro Financial Accounting(CT)	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201 	Advanced Composition	3
CMM 207 	Bus & Prof Communication	3
		
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
Core II Natural/Physical Science		
Core II Humanities		
PSY 201  	Introductory Psychology (CT)	3
Core II Fine Arts		
<i>Additional University Requirements</i>		
ENG 204	Writing for the Workplace (Writing Intensive)	3

MGT 460 	Strategic Management (Writing Intensive) (capstone)	3
International Business Elective (Multicultural or International)		3
<b>College-Specific</b>		
ENG 204 	Writing for the Workplace	3
ACC 215  	Intro Financial Accounting(CT)	3
ACC 216	Intro Managerial Accounting	3
ECN 250	Principles Microeconomics	3
ECN 253 	Principles Macroeconomics	3
FIN 323	Principles of Finance	3
LE 207	Legal Environ of Business	3
MIS 200	Bus Computer Applications	3
MIS 290	Prin Management Info Systems	3
MGT 218	Business Quantitative Methods	3
MGT 320 	Principles of Management	3
MGT 460 	Strategic Management (Capstone) (Writing Intensive)	3
MKT 340	MKT Concepts and Applications	3
Communications Studies Elective:		
Select one of the following:		3
CMM 302	Professional Presentations	
CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	
International Business Elective:		3
Select one of the following:		
ECN 408 	Comparative Econ Systems	
ECN 420 	International Trade	
ECN 421 	Global Macroeconomic Analysis	
ECN 460 	Economic of Dev Countries	
FIN 440 	International Fin Management	
MGT 445 	International Management	
MKT 371 	International Marketing	


**General Business Electives 24**

**Free Electives to reach 120 hours 22**

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- General Business Electives can be any 300 or 400 level courses offered in the College of Business (under the following course designators: ACC, ECN, ENT, FIN, LE, MGT, MIS, MKT, STHM). Students must complete courses in at least two separate alpha designators. Internship credit may not count as a General Business Elective. In order to meet the College of Business graduation requirement of 12 hours of 400-level courses completed in the College of Business at Marshall, nine (9) hours of General Business Electives should be 400 level.
- MGT 460 is the capstone course for all Management majors. It can only be taken during the senior year after all prerequisites are met.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.

- The International Business Elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, or MKT 371. The course selected for the International Business Elective CANNOT double-count as a General Business Elective.
- Students who have a declared major in a B.B.A. program cannot also declare the General Business B.A.
- Please check with advisor about course offerings. Not all classes will be offered every semester.





 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

TE: Students who have a declared major in a B.B.A. program cannot also declare the General Business B.A.

## Plan of Study

### First Year



First Semester		Credit Hours
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 	Beginning Composition	3
STA 225 	Introductory Statistics (CT)	3
PSY 201 	Introductory Psychology (CT)	3
CMM 207 	Bus & Prof Communication	3
<b>Credit Hours</b>		<b>15</b>

### Second Semester

Critical Thinking <sup>1</sup>		3
ECN 250	Principles Microeconomics	3
MIS 200	Bus Computer Applications	3
LE 207	Legal Environ of Business	3
Core II Fine Arts <sup>1</sup>		3
<b>Credit Hours</b>		<b>15</b>

### Second Year

#### First Semester

ACC 215 	Intro Financial Accounting(CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 	Advanced Composition (grade of "C" or better)	3
Core II Physical or Natural Science <sup>1</sup>		4
CMM Studies Elective <sup>2</sup>		3
<b>Credit Hours</b>		<b>16</b>

#### Second Semester

ACC 216	Intro Managerial Accounting <sup>1</sup>	3
MGT 218	Business Quantitative Methods	3
ENG 204	Writing for the Workplace	3
Critical Thinking <sup>1</sup>		3
Core II Humanities <sup>1</sup>		3
<b>Credit Hours</b>		<b>15</b>

### Third Year

#### First Semester

FIN 323	Principles of Finance	3
MGT 320	Principles of Management	3

MKT 340	MKT Concepts and Applications	3
MIS 290	Prin Management Info Systems	3
Free Elective		3

**Credit Hours 15**

#### Second Semester

General Business Elective <sup>3</sup>		3
General Business Elective <sup>3</sup>		3
General Business Elective <sup>3</sup>		3
General Business Elective <sup>3</sup>		3
Free Elective		3

**Credit Hours 15**


### Fourth Year

#### First Semester

General Business Elective <sup>3</sup>		3
General Business Elective (400 Level) <sup>3</sup>		3
International Business Elective <sup>4</sup>		3
Free Elective		3
Free Elective		3

**Credit Hours 15**

#### Second Semester

MGT 460 	Strategic Management <sup>5</sup>	3
General Business Elective (400 Level) <sup>3</sup>		3
General Business Elective (400 Level) <sup>3</sup>		3
Free Elective		3
Free Elective		2

**Credit Hours 14**

**Total Credit Hours 120**

<sup>1</sup> For options to satisfy the Core curriculum requirement, please visit <https://www.marshall.edu/gened/introducing-the-core-curriculum> (<https://www.marshall.edu/gened/introducing-the-core-curriculum/>).

<sup>2</sup> The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.

<sup>3</sup> General Business electives can be any 300 or 400 level courses offered in the College of Business (under the following course designators: ACC, ECN, ENT, FIN, LE, MGT, MIS, MKT, STHM). Students must complete courses in at least two separate alpha designators. Internship credit may not count as a General Business Elective. In order to meet the College of Business graduation requirement of 12 hours of 400-level courses completed in the College of Business at Marshall, nine (9) hours of General Business Electives should be 400 level.

<sup>4</sup> The International Business Elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, or MKT 371. The course selected for the International Business Elective CANNOT double-count as a General Business Elective.

<sup>5</sup> This is the capstone course for all Management majors. It can only be taken during the senior year after all prerequisites are met.

NO