


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 have 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/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.






Major

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/>.


Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215 	Accounting Principles (CT)	3
<i>Core 2</i>		
ENG 101 	Beginning Composition (Writing Intensive)	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
Natural/Physical Science		4
Humanities		3
PSY 201 	Introductory Psychology (CT)	3
Fine Arts		3
<i>Additional University Requirements</i>		
ENG 204 	Writing for the Workplace (Writing Intensive)	3

MGT 460 	Strategic Management (Writing Intensive)	3
MC or I: International Business Elective		3
MIS 475 	Strat Management Info Systems (Capstone)	3

College-Specific

ENG 204 	Writing for the Workplace	3
ACC 215 	Accounting Principles (CT)	3
ACC 216	Principles of 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	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:


Select one of the following:		3
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	

Elective Credit

Students can take 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). Nine (9) hours of General Business Electives must be 400 level. 24



Course	Title	Credit Hours
First Year		
First Semester		
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 	Beginning Composition	3
STA 150	Foundations of Statistics	3
STA 150L	Foundations of Statistics Lab	1
PSY 201 	Introductory Psychology (CT)	3
MIS 200	Bus Computer Applications	3
UNI 100	Freshman First Class	1
Credit Hours		17

Second Semester


LE 207	Legal Environ of Business	3
ECN 250	Principles Microeconomics	3
CMM 207 	Bus & Prof Communication	3
	Physical or Natural Science	4
	Fine Arts	3
	Credit Hours	16

Free Elective	3
Credit Hours	12
Total Credit Hours	120

Second Year**First Semester**

ACC 215 	Accounting Principles (CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 	Advanced Composition	3
	Free Elective	3
	CMM Studies Elective	3
	Credit Hours	15

Second Semester

ACC 216	Principles of Accounting	3
MGT 218	Business Quantitative Methods	3
ENG 204 	Writing for the Workplace	3
	Free Elective	3
	Humanities	3
	Credit Hours	15

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	3
	General Business Elective	3
	General Business Elective	3
	General Business Elective	3
	Free Elective	3
	Credit Hours	15

Fourth Year**First Semester**

	General Business Elective (400 Level)	3
	General Business Elective (400 Level)	3
	General Business Elective	3
	Free Elective	3
	Free Elective	3
	Credit Hours	15

Second Semester

MGT 460 	Strategic Management	3
MKT 371 	International Marketing	3
	General Business Elective (400 Level)	3