


# GENERAL BUSINESS, B.A.


 - 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
<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 	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
<b>College-Specific</b>		
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