


# 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.

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)		
<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	

<b>General Business Electives</b>	<b>24</b>
<b>Free Electives to reach 120 hours</b>	<b>22</b>

- 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.