

GENERAL BUSINESS, BBA

Bachelor of Business Administration (BBA) Program Learning Outcomes

Our BBA graduates will be able to:

- Demonstrate skills and attributes commonly expected of a business professional in an internship or other experiential engagement
- Demonstrate foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Apply foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Demonstrate successful business communication skills.
- Recognize concepts in ethics and cultural diversity for decision making.
- Apply analytic tools in decision making.
- Apply information technology tools in decision making.

Consistent with the mission of the College of Business, the purpose of the General Business degree is to provide a broad-based undergraduate curriculum that allows students to customize programs of study in specific business areas that meet particular career and educational needs. In addition to the BBA Learning Outcomes, upon successful completion of the program, General Business majors will be able to:

Graduates of this program will be able to:

- Demonstrate skills and attributes commonly expected of a business professional in an internship or other experiential engagement
- Demonstrate foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Apply foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Demonstrate successful business communication skills
- Recognize concepts in ethics and cultural diversity for decision making
- Apply analytic tools in decision making
- Apply information technology tools in decision making

Program Requirements

Code	Title	Credit Hours
Core IMPACTS		42
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext)		
Field of Study - General Business		18
ACCT 2101	Principles of Financial Accounting	3
ACCT 2102	Principles Managerial Accounting	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3

BUSA 2101	Business Analytics	3
ECON 2105	Principles of Macroeconomics ¹	3
or ECON 2106	Principles of Microeconomics	
Upper Division Business Core Requirements		18
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Business Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
Required General Business Major Courses		6
BUSA 4101	Advanced Business Analytics	3
or MKTG 4104	Market Research & Analytics	
MGMT 4850	Internship/Cooperative Educ.	3
or MGMT 4851	Internship/Cooperative Educ.	
or MGMT 4852	Internship/Cooperative Educ.	
General Electives ²		33
Business Capstone		3
MGMT 4750	Strategic Management	3
Total Credit Hours		120

¹ If ECON 2105 Principles of Macroeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

If ECON 2106 Principles of Microeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

² Thirty-three (33) credit hours of general electives. You need at least 1 course (3 credit hours) with a MGMT prefix, 1 course (3 credit hours) with a MKTG prefix, and a least 1 course (3 credit hours) with an ACCT or FINA prefix. In addition, twelve (12) credit hours must be business courses with an ACCT, BLAW, BUSA, ECON, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher. The remaining twelve ³ (12) credit hours are open electives (they could be business or non-business courses). Open electives may be at a lower level than 3000. Courses with the following prefixes will not counted in this category: AVIA, CSU, PARA, TECH. Only one internship course can be taken as an elective (this is in addition to the internship taken to satisfy the Required Management Internship Course).

Suggested Course Sequence

Please Note: This is a suggested course sequence and assumes a starting freshman with no prior college credit who intends to complete their degree in four years. Students should consult with their academic advisor and review the course prerequisites and minimum grade requirements as seen in the Academic Catalog.

Course	Title	Credit Hours
First Year		
First Semester		
ENGL 1101	English Composition I ^{Core IMPACTS}	3
MATH 1101	Intro to Mathematical Modeling ^{Core IMPACTS}	3
Communication or Foreign Language ^{Core IMPACTS}		2-3
BUSA 1105	Introduction to Business	3
Fine Arts or Intermediate Foreign Language ^{Core IMPACTS}		3
Credit Hours		14-15

Second Semester

ENGL 1102	English Composition II	Core IMPACTS	3
Science Course with Lab	Core IMPACTS		4
ECON 2105	Principles of Macroeconomics	Core IMPACTS	3
BLAW 2106	Legal Environment of Business		3
Math, Science, or Technology	Core IMPACTS		3
Credit Hours			16

Second Year**First Semester**

ACCT 2101	Principles of Financial Acct.		3
Science Course without Lab	Core IMPACTS		3
ECON 2106	Principles of Microeconomics	Core IMPACTS	3
MATH 1401	Elementary Statistics	Core IMPACTS	3
Literature, Philosophy, or Foreign Language	Core IMPACTS		3
Credit Hours			15

Second Semester

ACCT 2102	Principles Managerial Acct.		3
BUSA 2101	Business Analytics		3
MGMT 3120	Business Communication		3
CRIT 1101	Critical Thinking	Core IMPACTS	3
HIST 2111 or HIST 2112	Survey of US History to 1877 or US HIST Since Reconstruction	Core IMPACTS	3
Credit Hours			15

Third Year**First Semester**

MGMT 3101	Mgmt. Prin. & Org. Behavior		3
MKTG 3101	Principles of Marketing		3
POLS 1101	American Government	Core IMPACTS	3
FINA 3101	Corporate Finance		3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher			3
Credit Hours			15

Second Semester

SCML 3102	Operations & Supply Chain Mgmt		3
3000/4000 Level ACCT/ FINA/ECON Prefix			3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher			3
HIST 1111 or HIST 1112 or HIST 2750 or POLS 2401	Survey-PreModern World History or Survey of Modern World History or Critical Trends and Issues or Intro to Global Issues	Core IMPACTS	3
BUSA 4850	Internship/Cooperative Educati		3
Credit Hours			15

Fourth Year**First Semester**

MKTG 3420	Global Business		3
3000/4000 Level MGMT Prefix			3
BUSA 4101	Advanced Business Analytics		3
or MKTG 4104 Market Research & Analytics			
Business or non-business courses (Must be at the 3000 level or higher)			6
Credit Hours			15

Second Semester

MGMT 4750	Strategic Management		3
Business or non-business courses (Business must be at the 3000 level or higher, non-business could be lower than 3000 level)			6
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher			6
Credit Hours			15

Total Credit Hours 120-121

Internship is required for all General Business Majors beginning with the 2019-2020 Catalog. No more than two internships may be taken for credit.

* Grade "C" or higher required for all Field of Study and upper division courses.