

GENERAL BUSINESS, BBA

Program Description

This program of study provides a broad-based business background for those persons who are interested in a business career but do not wish to specialize in other College of Business majors. Study in the various business disciplines provides a broader competency base for those who may want to work in or to manage small businesses or other careers that may benefit from a general business foundation. This major provides a background for entry-level work in a broad range of businesses. An On Campus format provides a mix of online, face-to-face, and blended courses. An Online completion format provides 60 hours of online courses. A student pursuing a BBA double major in General Business is allowed to share a maximum of six (6) General Business Major Requirement credit hours.

This major is offered on the Island Campus, the RELIS Campus, and fully online.

Students should complete the Business Foundation Curriculum in the freshman and sophomore years.

BBA Student Learning Goals and Objectives

- G1. To Be Effective Communicators
 - CG1.01 – Demonstrate the ability to write professionally
 - CG1.02 – Prepare and deliver professional presentations
 - CG1.03 – Practice professional interactions
- G2. To Be Competent in Business Practices
 - CG2.01 – Demonstrate key concepts in business disciplines
 - CG2.02 – Use technology to analyze relevant data
- G3. To Be Good Decision Makers
 - CG3.01 – Identify key factors for decision making
 - CG3.02 – Analyze alternative solutions and make a decision
- G4. To Be Good Citizens
 - CG4.01 – Identify ethical concepts

In addition, all General Business Majors will demonstrate knowledge of key International Business theories and concepts, and will apply these International Business theories and concepts correctly.

General Requirements for BBA Degree

Requirements	Credit Hours
Core Curriculum Program (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Business Core	45
General Business Major Requirements	24
Electives	9
Total Credit Hours	120-122

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Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 University Seminar I (1 sch)
- UNIV 1102 University Seminar II (1 sch)

Program Requirements

Code	Title	Hours
Full-time, First-Year Students		
UNIV 1101	University Seminar I *	1
UNIV 1102	University Seminar II *	1
Core Curriculum Program		
University Core Curriculum		42
Business majors are required to complete the following courses as part of their University Core Curriculum Program:		
ECON 2301	Macroeconomics Principles *	
MATH 1324	Mathematics for Business and Social Sciences ¹	
Business Core		
BUSI 0011	COB Orientation ^{2,*}	0
ACCT 2301	Financial Accounting	3
ACCT 2302	Managerial Accounting	3
BAIS 2301	Computer Applications in Business	3
BAIS 3310	Management Information Systems Concepts	3
BAIS 3311	Data Analysis and Statistics	3
BLAW 3310	Legal Environment of Business *	3
ECON 2302	Microeconomics Principles *	3
FINA 3310	Financial Management *	3
MATH 1325	Calculus for Business & Social Sciences ¹	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications *	3
MGMT 4388	Business Strategy *	3
MKTG 3310	Principles of Marketing *	3
OPSY 4314	Operations Management *	3
International Business Course		
Select one of the following depending on major:		3
ACCT 3318	Multinational Entities: Accounting and Consolidations (for Accounting Major) ^{3,*}	
ECON 3315	International Economic Issues (for Business Economics Major)	
FINA 4315	International Finance (for Finance Major)	
MGMT 4315	Multinational Management (for Management Major) *	
MKTG 4340	International Marketing (for Marketing Major)	
BUSI 4310	International Business (for all other Majors)	
General Business Major Requirements		
<i>Accounting</i>		
Select one of the following:		3
ACCT 3311	Intermediate Accounting I *	
ACCT 3314	Cost Accounting *	
ACCT 3316	Governmental and Not-for-Profit Accounting	
ACCT 3318	Multinational Entities: Accounting and Consolidations *	
ACCT 3321	Federal Income Tax I *	

ACCT 3340	Fraud Examination *
ACCT 3365	Data Analytics for Accounting
ACCT 4355	Accounting Information Systems *

Finance

Select one of the following: 3

FINA 3312	Financial Markets and Institutions
FINA 3320	Intermediate Corporate Finance
FINA 3331	Investments
FINA 3351	Insurance Principles
FINA 3354	Real Estate Principles *
FINA 3355	Employee Benefits and Retirement Planning
FINA 4321	Financial Institutions Management

Management

Select one of the following: 3

MGMT 3318	Organizational Behavior
MGMT 3320	Human Resource Management *
MGMT 3350	Business Ethics and Decision Making
MGMT 3355	Organization Change
MGMT 3370	Entrepreneurship, Creativity, & Innovation
MGMT 4320	Leadership Development *
MGMT 4350	Small and Family Business

Marketing

Select one of the following: 3

MKTG 3311	Professional Selling
MKTG 3315	Advertising and Promotional Strategy *
MKTG 3325	Entrepreneurial Marketing *
MKTG 3333	Digital Marketing Fundamentals
MKTG 3340	Retail Management
MKTG 3345	Sales Management
MKTG 3360	Social Media Marketing *

Business Electives

Select one Business Elective 3

Select 9 hours of upper-level Business Electives 9

Electives

Upper-level Business Elective 3

Business Elective 3

Non-Business or Business Elective 3

Total Hours 122

1
Higher level mathematics course may be accepted as a substitute with approval.

2
All Business Majors and Minors must complete BUSI 0011 COB Orientation (0 sch) before or during their first semester enrolled in upper-division Business courses.

3
ACCT 3318 Multinational Entities: Accounting and Consolidations (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.

*
Online offering

^
Blended offering

Note:
Course prerequisites are strictly enforced.

Course Sequencing

First Year

Fall		Hours
BUSI 0011	COB Orientation	0
Creative Arts Core Requirement		3
ECON 2301	Macroeconomics Principles	3
ENGL 1301	Writing and Rhetoric I	3
HIST 1301	U.S. History to 1865	3
Life & Physical Science Core Requirement		3
UNIV 1101	University Seminar I	1
Hours		16

Spring		Hours
COMM 1311	Foundation of Communication	3
HIST 1302	U.S. History Since 1865	3
ECON 2302	Microeconomics Principles	3
Language, Philosophy & Culture Core Requirement		3
MATH 1324	Mathematics for Business and Social Sciences	3
UNIV 1102	University Seminar II	1
Hours		16

Second Year

Fall		Hours
ACCT 2301	Financial Accounting	3
Business Elective		3
Component Area Option Core Requirement		3
MATH 1325	Calculus for Business & Social Sciences	3
POLS 2305	U.S. Government and Politics	3
Hours		15

Spring		Hours
ACCT 2302	Managerial Accounting	3
Component Area Option Core Requirement		3
Life & Physical Science Core Requirement		3
BAIS 2301	Computer Applications in Business	3
POLS 2306	State and Local Government	3
Hours		15

Third Year

Fall		Hours
MGMT 3315	Business Communications	3
MGMT 3310	Principles of Management	3
FINA 3310	Financial Management	3
BAIS 3310	Management Information Systems Concepts	3
Non Business Elective		3
Hours		15

Spring		Hours
MKTG 3310	Principles of Marketing	3

Upper Level FINANCE	3
Upper Level ACCOUNTING	3
BAIS 3311 Data Analysis and Statistics	3
International Business Course	3
Hours	15
Fourth Year	
Fall	
Upper Level MANAGEMENT	3
Upper Level MARKETING	3
OPSY 4314 Operations Management	3
BLAW 3310 Legal Environment of Business	3
Upper Level Business Elective	3
Hours	15
Spring	
Upper Level Business Elective	3
Upper Level Business Elective	3
Upper Level Business Elective	3
Upper Level Business Elective	3
MGMT 4388 Business Strategy	3
Hours	15
Total Hours	122

BUSI 4310 International Business**3 Semester Credit Hours (3 Lecture Hours)**

An understanding of international business including its importance in today's world, the evolution of international institutions and the monetary system, the differences and similarities among nations and cultures, and the special characteristics of the business functions in a global setting.

Courses

BUSI 0010 Orientation to Online Learning**0 Semester Credit Hours**

This non-credit, no-cost, self-paced web-based course introduces new online MBA and new online Master of Accountancy students to successful online learning practices and the Canvas Learn environment.

BUSI 0011 COB Orientation**0 Semester Credit Hours**

This non-credit, web-based course provides students with an overview of the College of Business and College and University services specifically intended to support business majors. An emphasis is placed on the ethical standards expected of students in completing their degree coursework. The course is intended for undergraduate students during their first semester as a College of Business major. Students will complete an online test within this course to meet a requirement for graduation.

BUSI 1301 Introduction to Business**3 Semester Credit Hours (3 Lecture Hours)**

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

BUSI 2398 Internship in Business**3 Semester Credit Hours**

This course is a supervised part-time, off-campus training in business. Professional development activities are required. Student must meet COB internship requirements.