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 a specific functional area. 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 selected not-for-profit organizations. 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.

Complete the Business Foundation Curriculum in the freshman and sophomore years.

BBA Student Learning Goals and Objectives

• G1. To Be Effective Communicators
  • O1. Students will demonstrate the ability to identify the appropriate message purpose, select appropriate organization, provide sufficient supporting details, and use effective mechanics.
  • O2. Students will demonstrate the ability to prepare (content, presentation and media) and deliver (verbally and nonverbally) a professional presentation.

• G2. To Be Competent in Business Practices
  • O1. Students will demonstrate knowledge of key business theories and concepts and will apply these business theories and concepts correctly.
  • O2. Students demonstrate the ability to incorporate theories, concepts, and practices across multiple disciplines to produce practical answers.
  • O3. Students will effectively analyze data.

• G3. To Be Good Decision Makers
  • O1. Students will demonstrate the ability to identify valid, reliable and important information applicable to the issue being studied.
  • O2. Students will demonstrate the ability to analyze multiple responses to issues.
  • O3. Students will demonstrate the ability to determine and support an appropriate decision.

• G4. To Be Good Citizens
  • O1. Students will demonstrate the ability to 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.

BBA General Business Online Completion
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 a specific functional area. 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 selected not-for-profit organizations. 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. The course schedule for the Online BBA General Business option will differ from on-campus course offerings and may not include all course options available to on-campus students.

Entry Requirements
Applicants who have completed 42 hours with a GPA of 2.0 or higher may be accepted into the Online General Business BBA Completion Program. Students may transition into the upper division course sequence as they complete the University Core Curriculum and 60 hours including the following courses or their equivalents:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Microeconomics Principles *</td>
<td>3</td>
</tr>
<tr>
<td>MISY 2305</td>
<td>Computer Applications in Business *</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1325</td>
<td>Calculus for Business &amp; Social Sciences (Higher level mathematics course may be accepted as substitute with approval)</td>
<td>3</td>
</tr>
</tbody>
</table>

Non-Business elective
All 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 (Higher level mathematics course may be accepted as a substitute with approval)

- Online offering

General Requirements for BBA Degree

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program <em>(<a href="http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/">http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/</a>)</em></td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable) ^1</td>
<td>0-2</td>
</tr>
<tr>
<td>Business Core</td>
<td>45</td>
</tr>
<tr>
<td>General Business Major Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Electives</td>
<td>9</td>
</tr>
</tbody>
</table>

Total Credit Hours 120-122

^1 Full-time, first time in college students are required to take the first-year seminars.
  • UNIV 1101 First-Year Seminar I (1 sch)
  • UNIV 1102 First-Year Seminar II (1 sch)

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 1101</td>
<td>First-Year Seminar I *</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1102</td>
<td>First-Year Seminar II *</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1101</td>
<td>University Core Curriculum</td>
<td>42</td>
</tr>
</tbody>
</table>
Business majors are required to complete the following courses as part of their University Core Curriculum Program:

**Business Core**

- BUSI 0011: Cob Student Code of Ethics and Plagiarism 2,* 0
- ACCT 2301: Financial Accounting 3
- ACCT 2302: Managerial Accounting 3
- BLAW 3310: Legal Environment of Business 2 3
- BUSI 0088: Graduation Requirements Review 0
- ECON 2301: Macroeconomics Principles 2
- MATH 1324: Mathematics for Business and Social Sciences 1
- MATH 1325: Calculus for Business & Social Sciences 1
- MATH 1326: Calculus for Business & Social Sciences 1
- MGMT 3310: Principles of Management 3
- MGMT 3315: Business Communications 3
- MGMT 4388: Business Strategy 3
- MISY 2305: Computer Applications in Business 3
- MISY 3310: Management Information Systems Concepts 2
- MKTG 3310: Principles of Marketing 3
- OPSY 4314: Operations Management 3
- ORMS 3310: Data Analysis and Statistics 3

**International Business Course**

Select one of the following depending on major: 3

- ACCT 3315: 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 3315: Multinational Management (for Management Major) 3
- BUSI 4310: International Business (for all other Majors)

**General Business Major Requirements**

**Accounting**

Select one of the following: 3

- ACCT 3311: Intermediate Accounting I 3
- ACCT 3314: Cost Accounting 3
- ACCT 3315: Multinational Entities: Accounting and Consolidations 3
- ACCT 3316: Governmental and Not-for-Profit Accounting 3
- ACCT 3317: Oil, Gas, & Energy Accounting 3
- ACCT 3321: Federal Income Tax I 3
- ACCT 3340: Fraud Examination 3
- ACCT 4355: Accounting Information Systems 3

**Finance**

Select one of the following: 3

- FINA 3312: Financial Markets and Institutions 3
- FINA 3320: Intermediate Corporate Finance 3
- FINA 3331: Investments 3
- FINA 3354: Real Estate Principles 3

**Management**

Select one of the following: 3

- MGMT 3320: Human Resource Management 3
- MGMT 4320: Leadership Development 3

**Marketing**

Select one of the following: 3

- MKTG 3315: Advertising and Promotional Strategy 3
- MKTG 3325: Entrepreneurial Marketing 3
- MKTG 4360: Social Media Marketing 3

**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 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 Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.
3. ACCT 3315 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.

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**General Requirements for BBA Online Completion**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Core</td>
<td>30</td>
</tr>
<tr>
<td>General Business Major</td>
<td>12</td>
</tr>
<tr>
<td>Business Electives</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

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**Online Program Requirements**

(all available Online)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 0011</td>
<td>Cob Student Code of Ethics and Plagiarism 1,*</td>
<td>0</td>
</tr>
<tr>
<td>BLAW 3310</td>
<td>Legal Environment of Business 2</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 0088</td>
<td>Graduation Requirements Review</td>
<td>0</td>
</tr>
<tr>
<td>FINA 3310</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Business Communications 3</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4388</td>
<td>Business Strategy 3</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3310</td>
<td>Management Information Systems Concepts 3</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>Principles of Marketing 3</td>
<td>3</td>
</tr>
<tr>
<td>OPSY 4314</td>
<td>Operations Management 3</td>
<td>3</td>
</tr>
<tr>
<td>ORMS 3310</td>
<td>Data Analysis and Statistics 3</td>
<td>3</td>
</tr>
</tbody>
</table>

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3 ACCT 3315 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.
MGMT 4315  Multinational Management * 3

**General Business Major Requirements**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 4355</td>
<td>Accounting Information Systems *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3354</td>
<td>Real Estate Principles *</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3320</td>
<td>Human Resource Management *</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3315</td>
<td>Advertising and Promotional Strategy *</td>
<td>3</td>
</tr>
</tbody>
</table>

**Business Electives**

Upper-level Business Electives 18

**Total Hours** 60

1. All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.

* Online offering

^ Blended offering

**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 Blackboard Learn environment.

**BUSI 0011 Cob Student Code of Ethics and Plagiarism**

0 Semester Credit Hours

The emphasis of this non-credit, web-based course is educational. It covers the provisions in the COB Student Code of Ethics and covers information related to the issue of plagiarism. It prepares business majors to successfully complete an online test to meet a requirement for graduation.

**BUSI 0088 Graduation Requirements Review**

0 Semester Credit Hours

The purpose of this non-credit, web-based course is educational. This no cost course provides important information to prepare students for a successful progression toward graduation.

Prerequisite: MGMT 3312.

Co-requisite: MGMT 3312.

**BUSI 1310 Introduction to the Business Environment**

3 Semester Credit Hours (3 Lecture Hours)

An overview of the nature of business and its environment. Emphasizes the dynamic role of business in everyday life and its importance to society. Not open to Juniors or Seniors majoring in business.

TCCNS: BUSI 1301

**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.