

General Business (BSBA)

Degree Requirements

General Education Requirements (59 Hours)

Area I - Written Composition (2 Courses, 6 Hours)

- A. 3 hours: EH 101
- B. 3 hours: EH 102

Area II - Humanities & Fine Arts (4 Courses, 12 Hours)

- A. 3 hours from: EH 215, EH 216, EH 225, EH 226, EH 235, EH 236
- B. 3 hours from: ARH 100, ARH 103, ARH 123, ARS 101, DRA 110, MUL 101
- C. 6 hours from: AFR 101, ARH 100, ARH 103, ARH 123, ARH 203, ARS 101, CLA 110, CA 110, DRA 110, EH 215, EH 216, EH 225, EH 226, EH 235, EH 236, LG 101, LG 102, LG 111, LG 112, LG 121, LG 122, LG 131, LG 132, LG 141, LG 142, LG 151, LG 152, LG 153, LG 171, LG 172, LG 173, LG 201, LG 202, LG 211, LG 212, LG 213, LG 221, LG 222, LG 231, LG 232, LG 234, LG 241, LG 242, LG 251, LG 252, LG 271, LG 272, LG 273, LGS 101, LGS 102, LGS 106, LGS 107, LGS 110, LGS 111, LGS 171, LGS 172, LGS 201, LGS 202, LGS 206, LGS 207, LGS 210, LGS 211, MUL 101, PHL 110, PHL 120, PHL 121, PHL 131, PHL 231, PHL 240, REL 100, REL 200, REL 201

Area III – Natural Sciences & Mathematics (3 Courses & Labs, 11-14 Hours)

- A. 3-4 hours from: MA 120, MA 125
- B. 8-10 hours from: AN 121 & AN 121L, BLY 101 & BLY 101L or BLY 121 & BLY 121L, BLY 102 & BLY 102L or BLY 122 & BLY 122L, CH 101 & CH 101L, CH 103 & CH 103L, CH 131 & CH 131L, CH 132 & CH 132L, GEO 101 & GEO 101L, GEO 102 & GEO 102L, GY 111 & GY 111L, GY 112 & GY 112L, MAS 134 & MAS 134L, PH 101 & PH 101L, PH 104 & PH 104L, PH 114 & PH 114L, PH 115 & PH 115L, PH 201 & PH 201L, PH 202 & PH 202L

Area IV – History, Social & Behavioral Sciences (4 Courses, 12 Hours)

- A. 3 hours from: HY 101, HY 102, HY 135, HY 136
- B. 3 hours from: AN 100, AN 101, CA 100, CA 211, CJ 105, GEO 114, GEO 115, GS 101, HY 101, HY 102, HY 135, HY 136, IS 100, IST 201, NAS 101, PSC 130, PSY 120, PSY 250, SY 109, SY 112
- C. 6 hours: ECO 215, ECO 216

Area V – 200-Level Business (18 Hours)

- A. 6 hours: ACC 211, ACC 212
- B. 6 hours: BUS 245, BUS 255
- C. 3 hours: BUS 265
- D. 3 hours: CIS 250

Students must complete a 6 credit hour sequence either in literature (Area II – EH 215 & EH 216, EH 225 & EH 226, or EH 235 & EH 236) or history (Area IV – HY 101 & HY 102 or HY 135 & HY 136)

Major Requirements (63 Hours)

Freshman Core (1 Course, 3 Hours)

- A. 3 hours: BUS 150 or Transfer Student Elective for students transferring into the College with more than 45 hours. Students transferring with 46-60 hours are highly encouraged to take BUS 150.

Upper Division Business Core (6 Courses, 18 Hours)

- A. 3 hours from: BUS 305, ECO 453
- B. 15 hours: FIN 315, MGT 300, MGT 305 (W), MGT 325, MKT 320

Experiential Learning* (2-4 Courses, 6 Hours)**

- A. 3 hours from: BUS 101, BUS 201, BUS 301, BUS 302
 B. 3 hours from: ACC 496, ECO 496, FIN 496, MGT 496, MKT 496

General Business Major Courses (9 Courses, 27 Hours)

- A. 18 hours: MGT 340 (W), MGT 351, MKT 385, FIN 343, ECO 318, ACC 380
 B. 9 hours from: ECO 330, FIN 300, FIN 344, MGT 311, MGT 390, MGT 441, MKT 350, MKT 380, ACC 331

Business Electives (2 Courses, 6 Hours)

- A. 6 hours from: 300-494 Electives from ACC, ECO, FIN, MGT, MKT

Business Policy Capstone (2 Courses, 3 Hours)

- A. 3 hours: MGT 485 (W), MGT 486

Minor Requirements (0 Or 18-24 Hours)

A minor is not required for this degree program

Notes:

*Course substitutions are possible with approval of the student's advisor or the Dean.

**Transfer credits for General Business Major Courses will only be accepted from AACSB-accredited institutions.

***Only 1 internship may be counted toward a business degree. Internship courses may only be used to fulfill the Experiential Learning requirement and may not be used as business electives or to fulfill any other degree requirements.

Additional Information**Graduation Plan****Management (BSBA): General Business (122 Total Hours)****First Year - Fall Semester**

Course ID	Course Description	Hours
EH 101	English Composition I	3
BUS 150	Introduction to Business	3
MA 120 or MA 125	Calculus	3 or 4
Fine Art	**Area II	3
History	**Area IV	3
BUS 101	Professional Experience I	1
Total Hours		16 or 17

First Year - Spring Semester

Course ID	Course Description	Hours
EH 102	English Composition II	3
ECO 215	Principles of Microeconomics	3
CIS 250	Advanced Computer Applications	3
Humanities or Fine Art	**Area II	3
Natural Science + Lab	**Area III	4
Total Hours		16

Second Year - Fall Semester

Course ID	Course Description	Hours
ACC 211	Principles of Accounting I/Financial Accounting	3
BUS 245	Data Analytics I	3
ECO 216	Principles of Macroeconomics	3
Literature	**Area II	3
Natural Science + Lab	**Area III	4
Total Hours		16

Second Year - Spring Semester

Course ID	Course Description	Hours
ACC 212	Principles of Accounting II/Managerial Accounting	3
BUS 255	Data Analytics II	3
BUS 265	Legal Environment of Business I	3
BUS 201	Professional Experience II	1
2nd literature or 2nd History	***Area II or IV	3
MGT 300	Principles of Management	3
Total Hours		16

Third Year - Fall Semester

Course ID	Course Description	Hours
BUS 305 or ECO 453	Data Analytics III or Econometrics	3
MGT 305	Organizational Communication	3
MGT 325	Operations Management	3
MKT 320	Principles of Marketing	3

FIN 315	Principles of Finance	3
Total Hours		15

Third Year - Spring Semester

Course ID	Course Description	Hours
ACC 380	Cost Accounting for Managers	3
MGT 340	Organizational Communication	3
ECO 318	Managerial Economics	3
General Business Major Elective #1	ECO 330, FIN 300, FIN 344, MGT 311, MGT 390, MGT 441, MKT 350, MKT 380, or ACC 331	3
MGT 351	Human Resource Management	3
BUS 301	Professional Experience III	1
Total Hours		16

Fourth Year - Fall Semester

Course ID	Course Description	Hours
MKT 385	Services Marketing	3
General Business Major #2	ECO 330, FIN 300, FIN 344, MGT 311, MGT 390, MGT 441, MKT 350, MKT 380, or ACC 331	3
FIN 343	Money Markets and Financial Institutions	3
Business Elective #1	Anything in MCOB at the 300 or 400 level not used to fulfill another requirement except internship courses.	3
MGT 496	Internship (may be MKT, ACC, FIN, or ECO 496)	3
Total Hours		15

Fourth Year - Spring Semester

Course ID	Course Description	Hours
General Business Major Elective #3	ECO 330, FIN 300, FIN 344, MGT 311, MGT 390, MGT 441, MKT 350, MKT 380, or ACC 331	3
MGT 492	Management Analysis & Consulting	3
Business Elective #2	Anything in MCOB at the 300 or 400 level not used to fulfill another requirement except internship courses.	3
MGT 485*****	Business Policy in Global Environment	3
MGT 486*****	Undergraduate Comp Exam	0
Total Hours		12

Notes

*Recommended Course

**See Degree Requirements for options

***All students must complete either a literature or a history sequence

****If opted for Literature sequence, need Area IV; if opted for History sequence, need Area II

*****MGT 485/MGT 486 only offered online in summer; taken the last semester of graduation

Department Information

Department of Management	(251) 460-6411
Chair	William Gillis
Professor Emeritus	Paul Pietri, Carl Moore, Robert Shearer, Donna Retzlaff-Roberts, Marjorie Icenogle, Ron Eastburn
Professors	Finney, Gillis, Maes, Mosley, Stefanone, Turnipseed, Woodford
Associate Professor	Weldy
Assistant Professors	Cole, Nelson, Smith, Wassenaar, Wu
Instructor	Hunt, Smith D.

[Department of Management website](https://www.southalabama.edu/colleges/mcob/management/index.html)

<https://www.southalabama.edu/colleges/mcob/management/index.html>

"Management is doing things right; leadership is doing the right things." - Peter Drucker

Discover Management

A majority of our faculty has extensive practical experience in their fields. They've dealt first hand with the challenges businesses and corporations face, and have a passion for sharing their knowledge. They're committed to nurturing the professional development of students so they graduate with the skills, initiative, integrity and sense of teamwork required in the workplace.

The Department of Management has the following degree options: Entrepreneurship, General Management, and Human Resource Management. The department also manages the On-line General Business Major. Transfer credits for upper division major courses will only be accepted from AACSB accredited institutions.

Entrepreneurship Concentration

Entrepreneurship is the key to economic growth for the United States and the Central Gulf Coast region. The Entrepreneurship concentration is designed to create an "innovation" focused mindset that produces entrepreneurs and entrepreneurial leaders in ALL sectors of the society including: starting businesses, working in financing careers, innovative educators, franchise owners, corporate entrepreneurs, economic development officials and social entrepreneurs. The concentration allows students to choose a combination of courses that best match their interests and entrepreneurial opportunities.

General Management Concentration

The General Management concentration offers courses designed to give students a solid foundation in the field of Management and enable them to become effective managers, problem-solvers, and decision-makers in the world of business, industry, and government. Emphasis is placed upon problem solving, and managerial decision-making. The thrust of the curriculum is to give students insight into the means for improving the productivity and efficiency of modern organizations.

Human Resource Management Concentration

Managers have become aware of the significant impact of effective utilization of the human resources in an organization. As a result, the Human Resource Manager has become a key person on the top management team. The Human Resource Management concentration provides students with the skills and knowledge to become a proficient practitioner in this leading organizational field.

On-line General Business Major

The on-line general business major is designed for students that have completed, or are in the process of completing, the freshman and sophomore level degree requirements and who desire to complete a business degree through the on-line delivery of the junior and senior level requirements.

The program assumes the student has completed 62 credit hours of general education and sophomore level business requirements. Students enrolled in the general business on-line degree program must complete 60 credit hours of junior and senior requirements and all of these courses are available on-line each year, but not every semester.

The on-line courses curriculum allows the student to complete the program in two years or five semesters. Although the curriculum is set up for a five semester sequence, students are not required to complete the courses in the listed sequence. Additionally, students are not required to enroll in a certain number of courses each semester to participate in the on-line degree program.

For additional information about the on-line program or for academic advising, please contact the:

Office of Student Services
Mitchell College of Business
MCOB 110
Phone: (251) 460-7167
E-mail: mcobadviser@southalabama.edu