

# General Business (BSBA)

## Degree Requirements

### General Business Major Required Courses

To graduate, students complete a minimum of 122 semester hours with an overall institution grade-point average (GPA) of 2.0 (38 hours of general education requirements and 84 hours of business courses). In addition, a minimum grade of "C" is required in each of the Basic Business Techniques courses and a 2.0 GPA is required for the 300-level business core courses, and a 2.0 GPA is required for all courses counted in the General Business Major, which include the following:

Required General Business Major Courses*	Course Title	Credit Hours
Concentration credit hours in General Business		27
MGT 340	Organizational Behavior	3 hrs
MGT 351	Human Resource Management	3 hrs
MKT 385	Services Marketing	3 hrs
FIN 343	Money Markets and Financial Institutions	3 hrs
ECO 318	Managerial Economics	3 hrs
ACC 331	Taxation of Individuals	3 hrs
Choose three electives from the following:		9 hrs
ECO 330	Current Global Economic Issues	
FIN 300	Personal Finance	
FIN 344	Real Estate	
MGT 311	Legal Environment of Business II	
MGT 390	Total Quality Management	
MGT 411	Service Management	
MKT 350	Internet Marketing	
MKT 380	Integrated Marketing Communications	

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

## Department Information

---

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

Department of Management website

<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.

### 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](mailto:mcobadviser@southalabama.edu)