



Monte Ahuja
College of Business

General Business

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



Why General Business?

Studying business can apply to most professions in industries. Public or private sector, non-profit or for-profit, a solid background of business education provides the tools and knowledge that are valuable to any business. The Bachelor of Business Administration (BBA) in General Business gives students a **solid background in business** and an introduction to the many areas of business including Accounting, Finance, Information Systems, International Business, Management, Marketing and Operations and Supply Chain Management.



Students graduating with a major in General Business can qualify for a **wide variety of entry-level positions** across many industries and sectors including sales, banking, insurance, marketing, human resources and accounting.

The Program

The BBA in General Business gives students flexibility to select the courses for their major field of study, rather than a pre-set upper level course curriculum. This **challenging and well-rounded program** prepares students for future study and careers in a business-related function.



If you have educational aspirations beyond a bachelor's degree, the General Business major is an excellent way to prepare you for the MBA program at Cleveland State University. The General Business curriculum not only satisfies your bachelor's degree requirements, it also completes many of the prerequisites for the MBA program.

Student Organizations

Many students say that joining one or more business student organizations greatly enhanced their overall academic experience. It has proven to be a great way to make friends and to begin building a professional network. There are over **ten dedicated business organizations** that are active in the College of Business including The Accounting Association, Ahuja Business Minority Society, American Marketing Association, Freshman Sophomore Business Association, Beta Alpha Psi, NetImpact and The Society for Human Resource Management (SHRM).





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FOUR-YEAR GRADUATION PLAN

The BBA program requires completion of **120 credit hours** of course work that includes university, college and General Business major requirements. Adhering to the recommended sequence below provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of these courses. Students will graduate from the program as a well-rounded professional with functional knowledge of each major business discipline.

FIRST YEAR

FIRST SEMESTER	CREDITS
ENG 101 English I	3
MTH 148 Mathematics for Business Majors I*	3
BUS 151 The World of Business	3
Social Science Non-U.S. Society elective**	3
ASC 101 Introduction to University Life	1
TOTAL	13

SECOND SEMESTER	CREDITS
ENG 102 English II	3
MTH 149 Mathematics for Business Majors II*	4
Arts and Humanities elective**	3
Natural Science with Lab elective**	4
IST 203 Software Tools for Personal Productivity	3
TOTAL	17

SECOND YEAR

THIRD SEMESTER	CREDITS
BUS 201 Applied Business Statistics	3
ECN 202 Principles of Microeconomics	3
GAD 250 Business Communication (W)	3
ACT 221 Introductory Accounting I	3
Arts and Humanities Non-U.S. Society elective**	3
TOTAL	15

FOURTH SEMESTER	CREDITS
OSM 202 Introduction to Business Analytics	3
ACT 222 Introductory Accounting II	3
Natural Science elective**	3
U.S. Diversity elective**	3
ECN 201 Principles of Macroeconomics	3
TOTAL	15

THIRD YEAR

FIFTH SEMESTER	CREDITS
FIN 351 Introduction to Financial Management	3
IST 305 Introduction to Information Systems	3
OSM 311 Introduction to Operations Management	3
MGT 321 Organizational Behavior	3
MKT 301 Fundamentals of Marketing	3
TOTAL	15

SIXTH SEMESTER	CREDITS
OSM 442 Innovation Management	3
General Business Elective	3
African-American Experience elective**	3
BUS 351 Business, Society and Government (W)	3
General Business Elective	3
TOTAL	15

FOURTH YEAR

SEVENTH SEMESTER	CREDITS
General Business Elective	3
General Business Elective	3
General Business Elective	3
BLW 411 Ethics and Business Law I (W)	3
General Business Elective	3
TOTAL	15

EIGHTH SEMESTER	CREDITS
MGT 465 Management Strategy and Policy (W)	3
General Business Elective	3
General Business Elective	3
General Business Elective	3
General Business Elective	3
General Business Elective	3
TOTAL	15

- * The Analytical Geometry and Calculus sequence (MTH 181-182) may be substituted for the Mathematics for Business Majors sequence (MTH 148-149).
- ** Before choosing electives, students should consult an advisor.
- (W) Counts as a Writing Across the Curriculum course for university graduation requirements (only if taken at CSU). Students must earn a grade of "C" or better in order to receive Writing Across the Curriculum credit.