

GENERAL BUSINESS, CONCENTRATION

The concentration in general business allows the student the flexibility to design a 24-hour upper-division program using courses from several or all areas in the Brenneman School of Business in accord with his or her own interests and needs. Candidates for the degree of Bachelor of Business Administration with a concentration in general business must:

1. meet the University requirements,
2. meet the Brenneman School of Business requirements, and
3. complete at least twenty-four (24) additional graded upper-division hours in accounting, business, business data analytics, or economics beyond those named courses required for all candidates for the BBA degree.

Learning Objectives for the General Business Concentration

Upon completion of a concentration in general business, students will be able to do the following:

- Apply quantitative and qualitative analysis and critical thinking to business problems.
- Explain how leadership capabilities affect the ability to structure and manage business organizations.
- Demonstrate knowledge of the application of ethical concepts to business issues.
- Explain the impact of global markets on business operations.
- Apply technology to the solution of diverse business issues and problems.
- Explain the impact of diversity on organizations.
- Explain the relationships among the above mentioned aspects of business.