



# General Business

## B.B.A. Degree

Corporate Communication and Technology

The General Business major provides students with a learning experience that will prepare them to begin a career in business and convince them that this is the first step in a lifelong educational process. We will provide the know-how needed in a growing company or for starting a business. The general business major develops broad capabilities in several areas of business: marketing, management, international business, finance, and information systems. The flexibility of the General Business program and student-centered faculty enables students to customize an academic program to fit their needs.

### Student Organizations, Co-operative Education, and Internships

Successful careers in business administration necessitate highly developed personal skills. An analytical mind, able to quickly assess large amounts of information and data, is very important, as is the ability to consider and evaluate the interrelationships of numerous factors. Our graduates must also be able to communicate clearly and persuasively. Other competencies critical for managerial success include leadership, self-confidence, initiative, motivation, decisiveness, flexibility, sound business judgment, and determination. Students gain these competencies both in the classroom and in real-world settings. Membership in student clubs and professional organizations and participation in the co-op programs are integral parts of the General Business program and complement academic work.

Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

### For More Information

Department of Management, Marketing and International Business  
011 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>

Students interested in a general business major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
ACCREDITED



**Suggested Curriculum Guide for Corporate Communication & Technology Concentration**

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\*** Student Success Seminar
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- PSY 200** or **SOC 131** Intro PSY or Intro SOC
- E-1A\*** ENG 101
- Wellness** (BIO 310, HEA 285, NFA 201, or PHE 180)
- CIS 212** Intro to CIS or **INF 104** Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201** Introduction to Financial Accounting
- ECO 231** Principles of Economics II
- QMB 200** Business Statistics
- GBU 201** International Business
- E-3A** Arts

**Junior (1<sup>st</sup> Semester) 15 hrs**

- CCT 300W** Managerial Reports
- CIS 300** Management Information Systems
- MGT 300** Principles of Management
- CCT 270** Entrepreneurship
- MGT 340** Management Science
- BTS 300** Professional Skills Seminar (0 credit)\*

**Senior (1<sup>st</sup> Semester) 15 hrs**

- MGT Major Course** (MGT 330, 465, or 320)
- CCT 304S** Applied Entrepreneurship & Service Learning
- MKT Major Course** (MKT 309, 400, or 401)
- CCT 310** International Business Communication
- E-6** Diversity

**Freshman (2<sup>nd</sup> Semester) 15 hrs**

- E-1B\*** ENG 102
- E-4A** Biological or **E4B** Physical Lab Science
- E-1C** CMS 100 or 210
- GBU 101\*** Introduction to Business
- ECO 230** Principles of Economics I

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202** Introduction to Managerial Accounting
- GBU 204** Legal and Ethical Environments of Business
- E-3B** Humanities
- E-5A** History
- E-4A** Biological or **E-4B** Physical Lab Science

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- MGT 370** Operations Management
- MKT 300** Principles of Marketing
- FIN 300** Business Finance I
- CCT 570** Web Design for Offices
- E-6** Diversity

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- GBU 480\*** Business Strategy
- CCT 550** Corporate Communication
- Free Electives** (Non-Business 5 hrs)
- MGT 480** Organization Behavior
- BTS 400** College to Careers Seminar (0 credit)\*

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Wellness.....	3 hrs
Total Hours University Graduation Requirements .....	40 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements** .....

33 hrs  
 Corporation Communication and Technology Concentration  
 GBU 101, 201; CCT 270, 304S, 310, 550, 570; MGT 340, 480; 3 hours from the following courses MKT 309, MKT 400, MKT 401; 3 hours from the following courses MGT 320, MGT 330, or MGT 465.

**Supporting Course Requirements** .....

9 hrs  
 MAT 112/211 (counted in GE Element 2)  
 CIS 212 or INF 104  
 PSY 200/200W or SOC 131 (counted in GE Element 5)  
 ECO 230 & 231

**Free Electives (Non-Business)** .....

5 hrs

**Total Curriculum Requirements**..... **120 hrs**