

DEPARTMENT OF GENERAL BUSINESS

OBJECTIVES

The Department of General Business offers a Bachelor of Arts degree in General Business with concentrations in Economics, Business Technology, General Business, and International Business. The Department also offers a two-year Associate of Arts degree program in Office Administration. Its objectives are:

1. To provide students with a basic knowledge and understanding of business;
2. To prepare students to perform in various capacities in business organizations; and
3. To provide majors with several concentrations such as Economics, Business Technology, General Business, and International Business.
4. Its Business Research Center has explicit responsibilities to serve the area business community by disseminating information on local economic and business conditions; undertaking contracted research, and performing services for the community commensurate with resources.

MAJOR IN GENERAL BUSINESS

In addition to fulfilling general education core requirements, students must complete 54 hours in Business including the prescribed courses in *one* of the concentration areas. The major in General Business leads to the degree of Bachelor of Arts.

HONORS DIPLOMA IN THE DISCIPLINE

The department also offers an upper-division honors curriculum allowing its students to earn an honors diploma in the major at graduation. For information about requirements and honors courses in this department, please contact the Department Head.

MINOR IN ECONOMICS

Students from other departments of the University may minor in Economics. The Economics minor consists of ECON 201, 202, and 4 courses from the following list: ECON 301, 302, 305, 312, 328, 333, 345, 362, 401, 402, 410, 412, 421, 441, and 450." Students minoring in Economics are required to obtain the approval of the Department Head.

MINOR IN BUSINESS TECHNOLOGY

Students from other departments may minor in Business Technology by obtaining the approval of the Head of the Department of General Business and completing the following 18 hours in business technology courses: GBBT 124, 131, 210, 234, 253, and 351.

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS BUSINESS TECHNOLOGY CONCENTRATION

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
English 101	3	English 102	3
Biological Science ¹	3	Physical Science ¹	3
†Mathematics 161	3	†Mathematics 163	3
Communication 211	3	History 201 or 202	3
Soc 101 or Psyc 101	3	Visual Art, Mus, Dnc, Theatre	3
Orientation	0-1		
	15 - 16		15
		SECOND YEAR	
English 230, 231, or 232	3	†GBBT, Econ, or GB Elective 200+	3
Second Natural Science ¹	3	†Economics 202	3
†Accounting 200	3	Business Technology 234	3
†Economics 201	3	Management 231	3
Business Technology 210 ²	3	Management 261	3
	15		15
		THIRD YEAR	
†Management 351	3	†Finance 381	3
†Marketing 303	3	Management 290	3
† Business Technology Elective	3	†Business Technology Elective	3
Non-Business Elective	3	†Business Technology Elective	3
Accounting 225	3	†Approved Business Elective	3
	15		15

	FOURTH YEAR	
†Management 474	3	†Management 464
†Mgmt 425, Mrkt 443, Econ 421, Fin 447, or GBBT 435	3	† Business Technology Elective.....
†Business Technology Elective	3	†Approved Business Elective.....
†Business Technology Elective	3	Non-Business Elective
Non-Business Elective	3	Non-Business Elective
	15	15
Total semester hours required		120-121
Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.		

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²If a major takes GBBT 210 in lieu of CMPS 110, the student is required to take a non-business course for the 3-hour elective.

†C *average* is required within the concentration and the major courses.

Note: You are required to take either ECON 200+ as a business elective or ECON 421.

BUSINESS TECHNOLOGY CONCENTRATION ELECTIVES

GBBT 130	3 S.H.
GBBT 131	3 S.H.
GBBT 215	3 S.H.
GBBT 220	3 S.H.
GBBT 223	3 S.H.
GBBT 231	3 S.H.
GBBT 253	3 S.H.
GBBT 351	3 S.H.
GBBT 254	3 S.H.
GBBT 410	3 S.H.

The following courses lead to the Microsoft Office Specialist Master Certification (certification exams optional and require additional fees): GBBT 130, GBBT 131, GBBT 215, GBBT 220, and GBBT 253

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS ECONOMICS CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR	S.H.
English 101	3	SECOND SEMESTER	
Biological Science ¹	3	English 102	3
†Mathematics 161	3	Physical Science ¹	3
Communication 211	3	†Mathematics 163	3
Soc 101 or Psyc 101	3	History 201 or 202	3
Orientation	0-1	Visual Art, Mus, Dnc, Theatre	3
	15 - 16		15
		SECOND YEAR	
English 230, 231, or 232	3	†GBBT, Econ, or GB Elective 200+	3
Second Natural Science ¹	3	†Economics 202	3
†Accounting 200	3	Business Technology 234	3
†Economics 201	3	Management 231	3
Business Technology 210 ²	3	Management 261	3
	15		15

†Management 351.....3	THIRD YEAR	†Finance 381.....3
†Marketing 303.....3		Management 290.....3
†Economics Elective.....3		†Economics Elective.....3
Non-Business Elective.....3		†Economics Elective.....3
Accounting 225.....3		†Approved Business Elective.....3
	15	15
†Management 474.....3	FOURTH YEAR	†Management 464.....3
†Mgmt 425, Mrkt 443, Econ 421, Fin 447, or GBBT 435.....3		† Economics Elective.....3
†Economics Elective.....3		†Approved Business Elective.....3
† Economics Elective.....3		Non-Business Elective.....3
Non-Business Elective.....3		Non-Business Elective.....3
	15	15
Total semester hours required		120-121
Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.		

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²If a major takes GBBT 210 in lieu of CMPS 110, the student is required to take a non-business course for the 3-hour elective.

†C average is required within the concentration and the major courses.

Note: You are required to take either ECON 200+ as a business elective or ECON 421.

ECONOMICS CONCENTRATION ELECTIVES

Three 300 level courses (9 S.H.)

ECON 301
ECON 302
ECON 305
ECON 312
ECON 328
ECON 333
ECON 345
ECON 362

Three 400 level courses (9 S.H.)

ECON 401
ECON 402
ECON 410
ECON 412
ECON 421
ECON 441
ECON 450

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS GENERAL BUSINESS CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR	S.H.
English 101.....3		SECOND SEMESTER	
Biological Science ¹3		English 102.....3	
†Mathematics 161.....3		Physical Science ¹3	
Communication 211.....3		†Mathematics 163.....3	
Soc 101 or Psyc 101.....3		History 201 or 202.....3	
Orientation.....0-1		Visual Art, Mus, Dnc, Theatre.....3	
	15 - 16		15
English 230, 231, or 232.....3		SECOND YEAR	
Second Natural Science ¹3		†GBBT, Econ, or GB Elective 200+.....3	
†Accounting 200.....3		†Economics 202.....3	
†Economics 201.....3		Business Technology 234.....3	
Business Technology 210 ²3		Management 231.....3	
	15	Management 261.....3	
			15

	THIRD YEAR		
†Management 351	3	†Finance 381	3
†Marketing 303	3	Management 290	3
†General Business Elective	3	†General Business Elective	3
Non-Business Elective	3	†General Business Elective	3
Accounting 225	3	†Approved Business Elective	3
	15		15
		FOURTH YEAR	
†Management 474	3	†Management 464	3
†Mgmt 425, Mrkt 443, Econ 421,		†General Business Elective	3
Fin 447, or GBBT 435	3	†Approved Business Elective	3
†General Business Elective	3	Non-Business Elective	3
†General Business Elective	3	Non-Business Elective	3
Non-Business Elective	3		
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²If a major takes GBBT 210 in lieu of CMPS 110, the student is required to take a non-business course for the 3-hour elective.

[†]C average is required within the concentration and the major courses.

Note: You are required to take either ECON 200+ as a business elective or ECON 421.

GENERAL BUSINESS CONCENTRATION ELECTIVES

Business Elective 300+	3 S.H.
ECON Elective 300+ level	3 S.H.
FIN Elective 400 level	3 S.H.
MGMT Elective 400 level	3 S.H.
MRKT 319, 321, 331, 342, or 475	3 S.H.
GBBT or ECON Elective	<u>3 S.H.</u>
	18 S.H.

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS INTERNATIONAL BUSINESS CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR	S.H.
English 101	3	SECOND SEMESTER	
Biological Science ¹	3	English 102	3
†Mathematics 161	3	Physical Science ¹	3
Communication 211	3	†Mathematics 163	3
Soc 101 or Psyc 101	3	History 201 or 202	3
Orientation	0-1	Visual Art, Mus, Dnc, Theatre	3
	15 - 16		15
		SECOND YEAR	
English 230, 231, or 232	3	†GBBT, Econ, or GB Elective 200+	3
Second Natural Science ¹	3	†Economics 202	3
†Accounting 200	3	Business Technology 234	3
†Economics 201	3	Management 231	3
Business Technology 210 ²	3	Management 261	3
	15		15

	THIRD YEAR	
†Management 351	3	†Finance 381
†Marketing 303	3	Management 290
†International Business Elective	3	†International Business Elective
Non-Business Elective	3	†International Business Elective
Accounting 225	3	†Approved Business Elective
	15	15
		FOURTH YEAR
†Management 474	3	†Management 464
†Mgmt 425, Mrkt 443, Econ 421, Fin 447, or GBBT 435	3	†International Business Elective
†International Business Elective	3	†Approved Business Elective
†International Business Elective	3	Non-Business Elective
Non-Business Elective	3	Non-Business Elective
	15	15
Total semester hours required		120-121
Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.		

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²If a major takes GBBT 210 in lieu of CMPS 110, the student is required to take a non-business course for the 3-hour elective.

[†]A grade of *C* or better is required for all concentration courses and a *C* average is required for major courses.

Note: You are required to take either ECON 200+ as a business elective or ECON 421.

INTERNATIONAL BUSINESS CONCENTRATION ELECTIVES

Students selecting the concentration are required to take three of the following five courses:

ECON 421 International Economics	3 S.H.
FIN 447 International Finance	3 S.H.
MGMT 425 Introduction to International Business	3 S.H.
MRKT 443 International Marketing	3 S.H.
GBBT 435 Communication for International Business	3 S.H.

Note that one of the first five should be counted as a required course for the degree program.

In addition to the above courses, students opting this concentration are required to take three of the following courses:

GB 308 Latin American Culture and Communication for Business	3 S.H.
GEOG 301 Geography of Europe	3 S.H.
GEOG 431 World Regional Geography I	3 S.H.
POLI 420 International Relations	3 S.H.
POLI 424 International Political Economy	3 S.H.
HIST 434 Modern European History, 1914 to the Present	3 S.H.
HIST 445 Modern China and the Orient	3 S.H.
HIST 447 History of Latin America since 1820	3 S.H.
HIST 449 History of Mexico	3 S.H.
FREN 101 Elementary French I	3 S.H.
SPAN 101 Elementary Spanish	3 S.H.
HIST 440 Modern Britain	3 S.H.
HIST 448 History of the Caribbean Area	3 S.H.
HIST 454 History of Modern Russia	3 S.H.
POLI 422 International Organizations	3 S.H.
POLI 425 Comparative European Politics	3 S.H.
POLI 426 Comparative Politics of Developing Nations	3 S.H.
POLI 428 Middle East Politics	3 S.H.
POLI 475 International Political Simulations	3 S.H.
COMM 410 Intercultural Communication	3 S.H.

Any other courses offered by the Foreign Language Department.

Students may take any three foreign language courses, but may take only one each of the geography, history, or political science courses listed above.

ASSOCIATE DEGREE IN OFFICE ADMINISTRATION

FIRST SEMESTER		FIRST YEAR	
	S.H.	SECOND SEMESTER	S.H.
† Business Technology 130.....	3	† Business Technology 131	3
† Business Technology 124.....	3	† Business Technology 223	3
English 101	3	English 102.....	3
Mathematics 160/161.....	3	Fine Arts	3
Biological or Physical Science	3	Social or Behavior Science ¹	3
Orientation	0-1		
	15-16		15
		SECOND YEAR	
† Business Technology 210.....	3	† Business Technology 231	3
† Business Technology 253.....	3	† Business Technology 234	3
Accounting 200	3	† Business Technology 215 or	
Communication 211	3	Business Technology 220	3
Biological or Physical Science	3	Social or Behavior Science ²	3
	15		15
Total semester hours required 60-61			
Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.			

¹Social: Econ, Geog, Anthro, PoliSci, etc; Behavioral: Psych, Soc.

†A grade of "C" or better is required in all major courses.