



Southeastern Louisiana University  
**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

FIRST YEAR			
FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
English 101 .....	3	English 102 .....	3
Biological Science .....	3	Physical Science .....	3
Mathematics 161 .....	3	Mathematics 163 .....	3
Communications 211 .....	3	History 201 or 202 .....	3
Soc. 101 or Psyc. 101 .....	3	VA, Mus, Dnc, Theater .....	3
Orientation .....	0-1		
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	15-16		15
SECOND YEAR			
Engl. 230, 231, or 232 .....	3	†General Business Elective 200+ .....	3
Second Natural Science <sup>1</sup> .....	3	†Economics 202 .....	3
†Accounting 200 .....	3	Buisness Technology 234 .....	3
†Economics 201 .....	3	Management 231 .....	3
Business Technology 210 .....	3	Management 261 .....	3
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	15		15

THIRD YEAR

†Management 351 .....	3	†Finance 381 .....	3
†Marketing 303 .....	3	Management 290 .....	3
†Concentration Elective .....	3	†Concentration Elective .....	3
Non-Business Elective .....	3	†Concentration Elective .....	3
Accounting 225 .....	3	†Approved Bus. Elective .....	3
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	15		15

FOURTH YEAR

†Management 474 .....	3	†Management 464 .....	3
†Mgmt 425, Mrkt 443, .....		†Concentration Elective .....	3
Econ 421, Fin 447 or GBBT 435 .....	3	†Approved Bus. Elective .....	3
†Concentration Elective .....	3	Non-Business Elective .....	3
†Concentration Elective .....	3	Non-Business Elective .....	3
Non-Business Elective .....	3		
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	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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<sup>1</sup>Please 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.

<sup>2</sup>If 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.

**CONCENTRATION COURSES**  
**ECONOMICS CONCENTRATION**

- Three courses from the following list..... 9 S.H.
- ECON 301
- ECON 302
- ECON 305
- ECON 312
- ECON 328
- ECON 333
- ECON 345
- ECON 362

- Three courses from the following list..... 9 S.H.
- ECON 401
- ECON 402
- ECON 410
- ECON 412
- ECON 421
- ECON 441
- ECON 450

Total ..... 18 S.H.

**BUSINESS TECHNOLOGY CONCENTRATION**

- GBBT 131 ..... 3 S.H.
- GBBT 223 ..... 3 S.H.
- GBBT 231 ..... 3 S.H.
- GBBT 253 ..... 3 S.H.
- GBBT 351 ..... 3 S.H.
- GBBT 410 ..... 3 S.H.

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 18 S.H.

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

### GENERAL BUSINESS CONCENTRATION

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 124 or 351 .....	3 S.H.
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	18 S.H.

### INTERNATIONAL BUSINESS CONCENTRATION

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:

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

The purpose of the Associate Degree in Office Administration is to provide opportunities for students to acquire the knowledge and skills needed for employment. The specific objectives are as follows:

1. To prepare students for careers in office administration or administrative support.
2. To provide students with technological knowledge and skills required for employment and advancement in a business environment.
3. To provide students with opportunities to develop the essential skills for working productively with others.
4. To offer elective and service courses for students in other departments on campus.

CURRICULUM IN OFFICE ADMINISTRATION  
LEADING TO THE DEGREE OF ASSOCIATE OF ARTS

FIRST YEAR			
FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
† Business Technology 111 .....	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 <sup>2</sup> .....	3
Orientation .....	0-1		
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	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 351 or	
Communication 211 .....	3	Finance 123 or Mrkt 123 <sup>1</sup> .....	3
Biological or Physical Science.....	3	Social or Behavior Science <sup>2</sup> .....	3
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	15		15
Total semester hours required			60-61

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

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<sup>1</sup>Students with 60 or more hours shall take GBBT 351; students with fewer than 60 hours will take Finance 123 or Mrkt 123.

<sup>2</sup>Social: Econ, Geog, Anthro, PoliSci, etc; Behavioral: Psych, Soc.

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