

# ACADEMIC MAP

Business Administration, General Business concentration ( B.S.B.A / GEN. BUS.)



## Semester 1

COURSE	CR	COMMENTS
ENGL 101 ~COMPOSITION 1	3	*
CS 101 INTRO TO PC APPLICATIONS	4	*
GBUS 101 INTRO TO BUSINESS	3	**
ECON 202 MACROECONOMICS	3	*
MATH 126 ~COLLEGE ALGEBRA	3	*
<b>TOTAL:</b>	<b>16</b>	



The **Bachelor of Science in Business Administration with a concentration in General Business (BSBA Gen Bus)** gives students a strong background in the functional areas of business. Graduates will be prepared to work in a variety of environments including corporate management, retail, or government.



**MILESTONE COURSE:** These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.



**CAREER PLANNING:** As you get ready for your last year before graduation, visit Career Services to write your resume, plan your job search, and learn how to have a successful interview.

Students interested in the BS should apply for the program in their final semester of the AS program, which should be the 4th semester.

## Semester 2

COURSE	CR	COMMENTS
ENGL 102 ~COMPOSITION 2	3	*
BTEC 275 ADVANCED BUSINESS APPLICATIONS	3	**
ECON 201 MICROECONOMICS	3	**
MATH 211 STATISTICS	3	*
HUMAN INQUIRY & THE PAST GENERAL EDUCATION ELECTIVE	3	* SEE ATTACHED
<b>TOTAL:</b>	<b>15</b>	



**CAPSTONE COURSE:** The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student learning outcomes, and preparing a portfolio of student work. Apply for admission to the Bachelor of Science in Business Administration before midterm during the fourth semester.



**ELECTIVES:** Business electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, FIN, GBUS, MGMT, MKTG. Upper-division courses are those that are numbered 300 or higher. For assistance in choosing electives, please see your academic advisor.

## Semester 3

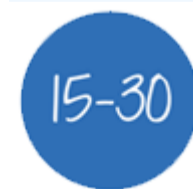
COURSE	CR	COMMENTS
ACCT 201 PRINCIPLES OF ACCOUNTING 1	3	**
COMM 111 ~FUNDAMENTALS OF SPEECH	3	*
MGMT 220 PRINCIPLES OF MANAGEMENT	3	**
NATURAL SCIENCE WITH LAB GENERAL EDUCATION ELECTIVE	4	* SEE ATTACHED
*THE ARTS & CREATIVITY GENERAL EDUCATION ELECTIVE	3	* SEE ATTACHED
<b>TOTAL:</b>	<b>16</b>	

## Semester 4

COURSE	CR	COMMENTS
ACCT 202 PRINCIPLES OF ACCOUTNING 2	3	**
GBUS 202 BUSINESS COMMUNICATION	3	**
MKTG 230 PRINCIPLES OF MARKETING	3	**
FREE ELECTIVE	1	
GBUS 240 ASSOCIATE DEGREE CAPSTONE	3	
<b>TOTAL:</b>	<b>13</b>	

**GPA REQUIREMENTS**

\*- GEN ED 2.00  
 \*\*- COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

**TOTAL DEGREE CREDITS:**

**120**

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## Semester 5

COURSE	CR	COMMENTS
GBUS 300 MANAGEMENT INFORMATION SYSTEMS	3	**
GBUS 310 BUSINESS LAW 1	3	**
FIN 340 PRIN OF BUSINESS FINANCE	3	**
MGMT 322 ORGANIZATIONAL BEHAVIOR	3	
UPPER-DIVISION BUSINESS ELECTIVE	3	
<b>TOTAL:</b>	<b>15</b>	



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### MILESTONE COURSE:

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.



### CAREER PLANNING:

As you get ready for your last year before graduation, visit Career Services to write your resume, plan your job search, and learn how to have a successful interview. Students interested in the BS should apply for the program in their final semester of the AS program, which should be the 4th semester.



### CAPSTONE COURSE:

The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student learning outcomes, and preparing a portfolio of student work. Apply for admission to the Bachelor of Science in Business Administration before midterm during the fourth semester.



**ELECTIVES:** Business electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, FIN, GBUS, MGMT, MKTG. Upper-division courses are

those that are numbered 300 or higher. For assistance in choosing electives, please see your academic advisor.

## Semester 6

COURSE	CR	COMMENTS
GBUS 304 ADVANCED EXCEL	3	
GBUS 325 QUANTITATIVE BUSINESS ANALYSIS	3	**
MGMT 333 HUMAN RESOURCES MANAGEMENT	3	
UPPER-DIVISION BUSINESS ELECTIVE	3	
ACCT 331 MANAGERIAL ACCOUNTING OR ACCT 432 COST ACCOUNTING	3	
<b>TOTAL:</b>	<b>15</b>	

## Semester 7

COURSE	CR	COMMENTS
ECON 320 MANAGERIAL ECONOMICS OR ECON 331 FINANCIAL ECON	3	
GBUS 405 GLOBAL BUSINESS	3	**
UPPER-DIVISION MARKETING ELECTIVE	3	
UPPER-DIVISION BUSINESS ELECTIVE	3	
UPPER-DIVISION MANAGEMENT ELECTIVE	3	
<b>TOTAL:</b>	<b>15</b>	

## Semester 8

COURSE	CR	COMMENTS
GBUS 440 BUSINESS POLICY CAPSTONE	3	**
MKTG 401 MARKETING RESEARCH	3	
GBUS 415 MANAGERIAL BUSINESS ETHICS	3	**
UPPER-DIVISION MANAGEMENT ELECTIVE	3	
UPPER-DIVISION MARKETING ELECTIVE	3	
<b>TOTAL:</b>	<b>15</b>	

### GPA REQUIREMENTS

\*- GEN ED 2.00

\*\*- COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

### TOTAL DEGREE CREDITS:

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# General Education Courses



To ensure breadth and depth as students meet these broad education goals, the curriculum focuses on six academic “strands.”

Composition & Rhetoric	Science & Technology	Math & Quantitative Skill	Society, Diversity & Connections	Human Inquiry & the Past	The Arts and Creativity
ENGL 101	ASTR 106	MATH 120 *	COMM 105	HIST 101	<b>History &amp; Literature of the Arts</b>
ENGL 102	BIOL 101 & BIOL 103 L	MATH 121	COMM 111	HIST 102	
ENGL 107*	BIOL 102	MATH 125 *	COMM 112	HIST 152	ART 101
ENGL 108*	BIOL 104 L	MATH 126	ECON 201	HIST 153	ART 105
	BIOL 107 *	MATH 128	ECON 202	HIST 250 *	ART 106
	BIOL 108 *	MATH 129	FREN 101	PHIL 111	MUSI 170
	BIOL 109 *	MATH 150	FREN 102	PHIL 150 *	THEA 101
	BIOL 115	MATH 155	GEOG 102	PHIL 170	<b>Literature</b>
	BIOL 117	MATH 156	GEOG 240		ENGL 131
	BIOL 171	MATH 211	POLS 102		ENGL 132
	CHEM 111		POLS 220		ENGL 221
	CHEM 115		PSYC 101		ENGL 222
	CHEM 116		PSYC 241		ENGL 241
	CS 101		RELI 231		ENGL 242
	GEOL 101 & GEOL 102 L		SOC 101		ENGL 261
	GEOL 103 & GEOL 104 L		SOC 105		ENGL 262
	GEOL 105 & GEOL 105 L		SOC 221		ENGL 285
	PSCI 111		SOC 232		<b>Applied Arts</b>
	PSCI 112		SPAN 101		ART 109
	PHYS 101		SPAN 102		THEA 102
	PHYS 102				<b>Creative Writing</b>
	PHYS 111				ENGL 213
	PHYS 112				ENGL 214
					ENGL 215

\* Serves technical and professional degree programs specific to WVU Parkersburg. Does not transfer to WVU as General Education (March 2018).