



**BACHELOR OF  
BUSINESS  
ADMINISTRATION  
GENERAL BUSINESS**

**COURSES  
AVAILABLE  
ONLINE OR  
ON CAMPUS**



**START WITH ALVIN COMMUNITY COLLEGE. FINISH AT LAMAR UNIVERSITY!**

## Your Future

Our Bachelor of Business Administration in General Business is available both online and on campus! As an academic major in the General Business program, you have an opportunity to study the fundamentals of a business enterprise. The concentration enables bachelor's degree students to receive a through education in business without a major in a specific business discipline. This focus enables you enough flexibility to explore various career paths.

### Career Opportunities

- Sales Managers
- Real Estate
- Advertising and Promotion
- Office Management
- Production Managers
- Financial Planners
- Marketing
- Retail Manager

Looking for an area a little more focused? Students may choose from one of the concentration tracks below that may better suit their future interests, opening various avenues for employment.

### Or Choose a General Business Track

- Advertising Communication
- Business Education
- Construction Management
- Entrepreneurship
- Industrial Engineering
- Retail Management

## LU SCHOLARSHIPS

AMOUNT/YEAR	TRANSFERABLE GPA	RENEWABLE?
<b>TRANSFER ACADEMIC EXCELLENCE SCHOLARSHIP*</b>		
<b>\$2,000</b>	3.5-4.0	YES
<b>\$1,500</b>	3.0-3.49	YES
<b>PHI THETA KAPPA (PTK) SCHOLARSHIP</b>		
<b>\$1,000</b>	3.0-3.49	YES

*\*Based on availability and for full-time students who have earned more than 30. but less than 90 transfer credits and enrolled in on-campus programs*

### TO APPLY FOR SCHOLARSHIPS

- Complete your admissions application
- Visit [lamar.edu/myscholarships](http://lamar.edu/myscholarships)
- Complete the General Application

### PRIORITY DEADLINES

Fall – July 1  
Spring – December 1

## A.A.S. MANAGEMENT

### FALL SEMESTER

BMGT 1327 - Principles of Management  
ENGL 1301 - Composition I  
MATH 1314 - College Algebra  
MRKG 1311 - Principles of Marketing

### SPRING SEMESTER

BMGT 1309 - Information & Project Management  
BUSG 2309 - Small Business Management  
HRPO 1311 - Human Relations  
ECON 2301 - Principles of Macroeconomics

### SUMMER (if applicable)

BMGT 1305 Communications in Management  
HRPO 2301 - Human Resources Management

### FALL SEMESTER

BMGT 1382 - COOP Ed Business Administration & Mgmt 1  
BMGT 2303 - Problem Solving & Decision Making  
HIST 1301 - History I  
MRKG 2349 - Advertising Sales & Promotion

### SPRING SEMESTER

BMGT 2382 - COOP Ed Business Administration & Mgmt 2  
BUSI 1307 - Personal Finance  
CA or LPC - Creative Arts or Lang., Phil., Culture Core\*  
MRKG 1391 - Special Topics in Marketing & Management

### SUMMER (if applicable)

HRPO 2303 - Employment Practices  
BCIS 1305 - Business Computer Applications

### ADDITIONAL SEMESTER

BUAL 2310 - Business Analysis  
ACCT 2302 - Intro to Managerial Accounting  
ACCT 2301 - Intro to Financial Accounting  
SPCH 1321 - Business and Professional Speech  
BULW 1370 - Business Environment and Public Policy  
ECON 2302 - Principles of Economics II Micro

## B.B.A. GENERAL BUSINESS

### FALL SEMESTER

BULW 3310 - Business Law  
BUSI 2300 - Intro to Critical Thinking for Bus Decisions  
ACCT 3340/3380 - Cost Accounting/Taxation Accounting  
BUAL 3320 - Business Analysis II  
MKTG 3310 - Principles of Marketing  
MISY 1173 - SAP

### SPRING SEMESTER

BCOM 3350 - Business Communication  
MGMT 3320 - Production Management  
MGMT 3310 - Principles of Org Behavior and Management  
MISY 3310 - Principles of MIS  
FINC 3310 - Principles of Finance

### SUMMER (if applicable)

MATH 1325 - Calculus for Business Applications  
Life Sci Elective  
Life Sci Elective  
PHIL 2306 - Ethics

### FALL SEMESTER

FINC 3320 - Intermediate Financial Management  
BULW 4390 - Special Topics in Business Law  
MGMT 3340/4340 - Project Mgmt/Qual & Prod Mgmt  
MGMT 3330 - Human Resources Management  
ECON 3340/3390 - Macro Economics

### SPRING SEMESTER

MGMT 4370 - Strategic Analysis  
MGMT 4380 - Seminar of Entrepreneurship  
MKTG 4310 - Marketing Management  
Upper Level Bus Elective  
Upper Level Bus Elective

### SUMMER (if applicable)

HIST 1302 - U S History II  
POLS 2301 - American Government I  
POLS 2302 - American Government II  
ENGL 1302 - Composition II



I'm ready to apply.  
What's next?

You've made a great choice!  
Follow the steps below to becoming a Cardinal.

## HOW TO APPLY

### REQUIRED STEPS

1. Finish your degree at Alvin Community College
2. Complete your application and transfer to Lamar University through ApplyTexas.org
3. Finish your General Business degree online or on campus



OFFICE OF ADMISSIONS & RECRUITMENT  
**LAMAR UNIVERSITY**



/lamaruadmissions  
@lamaruadmissions

**PLAN A VISIT TO CAMPUS** (409) 880-8316

plan or take a virtual tour at [lamar.edu/visit](http://lamar.edu/visit)