

**BACHELOR OF BUSINESS ADMINISTRATION
GENERAL BUSINESS**



START WITH CENTRAL TEXAS 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 thorough education in business without a major in a specific business discipline. The focus enables you enough flexibility to explore various career paths.

Careers in General Business

- 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

- Sales Managers
- Real Estate
- Advertising and Promotion
- Production Managers
- Financial Planners
- Marketing

LU SCHOLARSHIPS

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

PRIORITY DEADLINES

Fall – July 1
Spring – December 1

A.A. BUSINESS

FALL SEMESTER

BUSI 1301 - Business Principles
Life and Phys Sci Selection
HIST 1301 - US History I
ENGL 1301 - Composition I
BCIS 1305 - Business Computer Applications

SPRING SEMESTER

Life and Phys Sci Selection
HIST 1302 - US History II
ECON 2301 - Macroeconomics
MATH 1314 - College Algebra

FALL SEMESTER

ENGL 1302 - Composition II
ACCT 2301 - Principles of Financial Accounting
Lang Phil Culture
GOVT 2305 - Federal Government
Component Area Option

SPRING SEMESTER

ACCT 2302 - Principles of Managerial Accounting
GOVT 2306 - Texas Government
ECON 2302 - Microeconomics
SPCH 1321 - Business Communications
Creative Arts

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

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

FALL SEMESTER

FINC 3320 - Intermediate Financial Management
BULW 4390 - Special Topics in Business Law
MGMT 3340/4340 - Project Management/Quality and
Productivity Management
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



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 Central Texas College
2. Complete your application and transfer to Lamar University through ApplyTexas.org



OFFICE OF ADMISSIONS & RECRUITMENT
LAMAR UNIVERSITY



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PLANAVISITTOCAMPUS (409) 880-8316

plan or take a virtual tour at lamar.edu/visit