



COURSES
AVAILABLE
ONLINE OR
ON CAMPUS

BACHELOR OF BUSINESS ADMINISTRATION GENERAL BUSINESS



START WITH DALLAS 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. This focus enables you flexibility to explore various career paths.

Career Opportunities

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

Looking for an area a little more focused? Students may choose from one of the specialized tracks below. These tracks may better suit their future interests, opening new 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?
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 ADMINISTRATION & MANAGEMENT

FALL SEMESTER

ENGL 1301 – Composition I
HIST 1301 – United States History I
MATH 1324 – Mathematics for Business & Social Sciences
SPCH 1321 – Business & Professional Communication
PHED 1164 – Intro. to Physical Fitness & Wellness

SPRING SEMESTER

ENGL 1302 – Composition II
HIST 1302 – United States History II
BUSI 1301 – Business Principles
ECON 2302 – Principles of Microeconomics
BCIS – Business Computer Applications

FALL SEMESTER

BIOL 1408 – Biology for Non-Sciences Majors I
GOVT 2305 – Federal Government
PHIL 2306 – Introduction to Ethics
ACCT 2301 – Principles of Financial Accounting
ECON 2301 – Principles of Macroeconomics

SPRING SEMESTER

BIOL 1409 – Biology for Non-Science Majors II
GOVT 2306 – Texas Government
BUSI 2305 – Business Statistics
ACCT 2302 – Principles of Managerial Accounting
ARTS 1301 – Art Appreciation

B.B.A. GENERAL BUSINESS

FALL SEMESTER

BULW 3310 – Business Law
BUSI 2300 – Intro. to Critical Thinking for Bus. Decisions
ACCT 3340/3380
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 & 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
MGMT 3330 – Human Resources Management
ECON 3340/3390 – Macroeconomics

SPRING SEMESTER

MGMT 4370 – Strategic Analysis
MGMT 4380 – Seminar of Entrepreneurship
MKTG 4310 – Marketing Management
Upper Level Business Elective
Upper Level Business 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 Dallas College
2. Complete your application and transfer to Lamar University through ApplyTexas.org



OFFICE OF ADMISSIONS
LAMAR UNIVERSITY



/lamaruadmissions
@lamaruadmissions

PLAN A VISIT TO CAMPUS (409) 880-8316

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