



# BACHELOR OF BUSINESS ADMINISTRATION GENERAL BUSINESS

COURSES AVAILABLE ONLINE OR ON CAMPUS



YOUR Moment IS HERE

## START WITH HOUSTON 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 thorough education in business without a major in a specific business discipline. This 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

- 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. BUSINESS

### FALL SEMESTER

EDUC 1300 – Learning Framework  
ENGL 1301 – Composition I  
MATH 1324 – Math for Business & Social Sciences  
BCIS 1305 – Business Computer Applications  
BUSI 1301 – Business Principals

### SPRING SEMESTER

ACCT 2301 – Financial Accounting  
ECON 2301 – Macroeconomics  
HIST #3## – American History Elective  
ENGL 1302 – Composition II  
BUSI 2305 – Business Statistics

### FALL SEMESTER

ACCT 2302 – Managerial Accounting  
GOVT 2305 – Federal Government  
ECON 2302 – Microeconomics  
XXXX #3## – Life & Physical Science Elective  
PHIL 2306 – Ethics

### SPRING SEMESTER

XXXX #3## – Life & Physical Science Elective  
GOVT 2306 – Texas Government  
XXXX #3## – Creative Arts Elective  
XXXX #3## – Elective  
HIST #3## – American History Elective

## B.B.A. GENERAL BUSINESS

### FALL SEMESTER

BULW 3310 – Business Law  
BUSI 2300 – Intro Crit. Thinking for Busi.  
Decision Making  
ACCT 3340/3380  
BUAL 3320 – Business Analysis II  
MKTG 3310 – Principles of Marketing  
MISY 1173 – Intro to ERP

### SPRING SEMESTER

BCOM 3350 – Business Communications  
MGMT 3320 – Production Management  
MGMT 3310 – Princ. of Org. Behavior and Mgmt  
MISY 3310 – Principles of MIS  
FINC 3310 – Principles of Finance

### FALL SEMESTER

FINC 3320 – Intermediate Financial Mgmt.  
BULW 4390 – Special Topics in Business Law  
MGMT 3340/4340  
MGMT 3330 – Human Resource Management  
ECON 3340/3390

### SPRING SEMESTER

MGMT 4370 – Strategic Analysis  
MGMT 4380 – Seminar on 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 Houston Community College
2. Complete your application and transfer to LU through [ApplyTexas.org](https://ApplyTexas.org)
3. Finish your General Business degree online or on campus



OFFICE OF ADMISSIONS & RECRUITMENT  
**LAMAR UNIVERSITY**



[/lamaruadmissions](https://lamaruadmissions.com)  
[@lamaruadmissions](https://lamaruadmissions.com)

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

and take a virtual tour [lamar.edu/visit](https://lamar.edu/visit)

Lamar University is an equal opportunity/affirmative action educational institution.