

**BACHELOR OF BUSINESS ADMINISTRATION
GENERAL BUSINESS**



START WITH LAMAR INSTITUTE OF TECHNOLOGY. 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

FALL SEMESTER

ENGL 1301 – Composition I
MATH 1314 – College Algebra
BCIS 1305 – Business Computer App.
Life/Physical Sci. Core Elective
Life/Physical Sci. Core Elective Lab
Creative Arts Core Elective

SPRING SEMESTER

ENGL 1302 – Composition II
MATH 1325 – Cal. for Business
BUSI 1301 – Business Principles
SPCH 1315 – Public Speaking
Life/Physical Sci. Core Elective
Life/Physical Sci. Core Elective Lab

FALL SEMESTER

Lang/Phil/Culture Core Elective
ACCT 2301 – Accounting I
GOVT 2305 – Federal Government
HIST 1301 – U.S. History I
ECON 2301 – Intro. to Macro.

SPRING SEMESTER

ECON 2302 – Intro. to Micro.
ACCT 2302 – Accounting II
GOVT 2306 – Texas Government
HIST 1302 – U.S. History II
PSYC 1100

B.B.A. GENERAL BUSINESS

FALL SEMESTER

BULW 3310 – Business Law
BUSI 2300 – Intro. to Critical Thinking for Bus. Decisions
ACCT 3340/3380
BUAL 2310 – Business Analysis
MKTG 3310 – Principles of Marketing
MISY 1173 – SAP

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
ENGL 1302 – Composition II

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
BUAL 3320 – Business Analysis II

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 Lamar Institute of Technology
2. Complete your application and transfer to Lamar University through ApplyTexas.org



OFFICE OF ADMISSIONS
LAMAR UNIVERSITY



/lamaruadmissions
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PLAN A VISIT TO CAMPUS (409) 880-8316

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