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

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

*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
I’m ready to apply. What’s next?
You’ve made a great choice!
Follow the steps below to becoming a Cardinal.

A.A. BUSINESS

FALL SEMESTER
ENGL 1301 – Composition I
MATH 1314 – College Algebra
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
BISI 1301 – Business Principles
SPCH 1315 – Public Speaking
Life/Physical Sci. Core Elective
Life/Physical Sci. Core Elective Lab

REQUIRED STEPS
1. Finish your degree at Lamar Institute of Technology
2. Complete your application and transfer to Lamar University through ApplyTexas.org

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
BASL 4390 – Special Topics in Business Law
MGMT 3320 – Production 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

How to Apply

Office of Admissions
Lamar University

(409) 880-8316
/lamaruadmissions
@lamaruadmissions

Plan a Visit to Campus
plan or take a virtual tour at lamar.edu/visit

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