



**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 through education in business without a major in a specific business discipline. This focus enables you enough flexibility to explore various career paths.

### Career Opportunities

- 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

ENGL 1301 - Composition I  
Life & Phy Sci Core Elective  
MATH 1314 - College Algebra  
Creative Arts Core Elective  
Life & Phy Sci Lab - Component Elective  
BCIS 1305 - Business Computer App

### SPRING SEMESTER

ENGL 1302 - Composition II  
Life & Phy Sci Core Elective  
MATH 1325 - Cal for Business  
Life & Phy Sci Lab - Component Elective  
BUSI 1301 - Business Principles  
SPCH 1315 - Public Speaking

### 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 Macro  
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 Cost Accounting/ Taxation Accounting I  
BUAL 3320 - Business Analysis II  
MKTG 3310 - Principles of Marketing  
MISY 1173 - SAP

### 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  
ENGL 1302 - Composition II

### 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  
BUAL 3320 - Business Analysis II

### 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 Lamar Institute of Technology
2. Complete your application and transfer to Lamar University through ApplyTexas.org
3. Finish your General Business degree online or on campus



OFFICE OF ADMISSIONS & RECRUITMENT  
**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](http://lamar.edu/visit)