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

<table>
<thead>
<tr>
<th>SCHOLARSHIP TYPE</th>
<th>AMOUNT/YEAR</th>
<th>TRANSFERABLE GPA</th>
<th>RENEWABLE?</th>
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<tr>
<td>TRANSFER ACADEMIC EXCELLENCE SCHOLARSHIP*</td>
<td>$2,000</td>
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<tr>
<td>$1,000</td>
<td>3.0-3.49</td>
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</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
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

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

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

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

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