



**BACHELOR OF
BUSINESS
ADMINISTRATION
GENERAL BUSINESS**

**COURSES
AVAILABLE
ONLINE OR
ON CAMPUS**



START WITH PANOLA 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 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?
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.S. BUSINESS ADMINISTRATION AND MANAGEMENT

FALL SEMESTER

ACCT 2301 - Principles of Accounting I
BCIS 1305 - Business Computer Applications
PSYC 1100 - Learning Framework
ENGL 1301 - Composition I
HIST 1301 - US History I
MATH 1324 - Math for Business & Social Science

SPRING SEMESTER

ACCT 2302 - Principles of Accounting II
BUSI 2305 - Business Statistics/or 1325,1342
ENGL 1302 - Composition II
HIST 1302 - US History II
KINE - Activity Elective
SPCH 1315 - Public Speaking

FALL SEMESTER

BUSI 1301 - Business Principles
ECON 2301 - Macroeconomics
GOVT 2305 - Federal Government
KINE - Activity Elective
Language, Philosophy, Culture
Life & Physical Science

SPRING SEMESTER

Creative Arts
ECON 2302 - Microeconomics
GOVT 2306 - Texas Government
KINE - Activity Elective
Life & Physical Science

B.B.A. GENERAL BUSINESS

FALL SEMESTER

BULW 3310 - Business Law
BUSI 2300 - Intro to Critical Thinking Bus Decision Making
ACCT 3340/3380 - Cost Accounting/Taxation Accounting
BUAL 3320 - Business Analysis II
MKTG 3310 - Prin of Marketing
MISY 1173 - SAP

SPRING SEMESTER

BCOM 3350 - Business Communication
MGMT 3320 - Production Management
MGMT 3310 - Prin of Org Behavior & Management
MISY 3310 - Prin of MIS
FINC 3310 - Prin of Finance

FALL SEMESTER

FINC 3320 - Intermediate Financial Management
BULW 4390 - Special Topics in Business Law
MGMT 3340/4340 - Project Management/Quality & Productivity Management
MGMT 3330 - Human Resources Management
ECON 3340/3390 - Macro Economics

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 Panola College
2. Complete your application and transfer to Lamar University through [ApplyTexas.org](https://apply.texas.org)
3. Finish your General Business degree online or on campus



OFFICE OF ADMISSIONS & RECRUITMENT
LAMAR UNIVERSITY



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PLAN A VISIT TO CAMPUS (409) 880-8316

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