



## Get a Degree in General Business

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 gives you enough flexibility to explore various career paths.

## Careers in General Business

- Sales Managers
- Production Managers
- Real Estate
- Financial Planners

## Degree and Programs

Bachelor of Business Administration **B.B.A.**

## Or Choose a General Business Track

- Advertising Communication
- Entrepreneurship
- Business Education
- Industrial Engineering
- Construction Management
- Retail Management

## Advertising Communications

You gain a solid business foundation focusing on the creation and placement of information designed to produce sales. This program includes classes in the College of Business and the Departments of Art and Communication.

### Careers in Advertising Communications

- Content Marketers
- Account Managers
- Media Experts
- Advertising Sales Reps.
- Account Planners
- Promotions Managers

## Construction Management

You will graduate confident in your knowledge of how to plan, design and construct a project from beginning to end, controlling time, cost and quality. Construction Managers work through the process of turning a blueprint into reality.

### Careers in Construction Management (General Business)

- Business Owners
- Superintendents
- Construction Sales Reps
- Construction Managers
- Safety Managers
- Purchasing Reps

## Entrepreneurship

If you have entrepreneurial drive, this major prepares you to start, run and grow your own business. You will learn to capitalize on opportunities, take calculated risk, lead employees effectively and solve problems through resourcefulness.

### Careers in Entrepreneurship

- Business Owners
- Sales
- Store Managers
- Business Consultants

## Industrial Engineering

Pursue this major to combine your analytical skills and financial interest by taking classes in both business and engineering. You will develop technical expertise and knowledge of business management.

### Careers in Industrial Engineering (General Business)

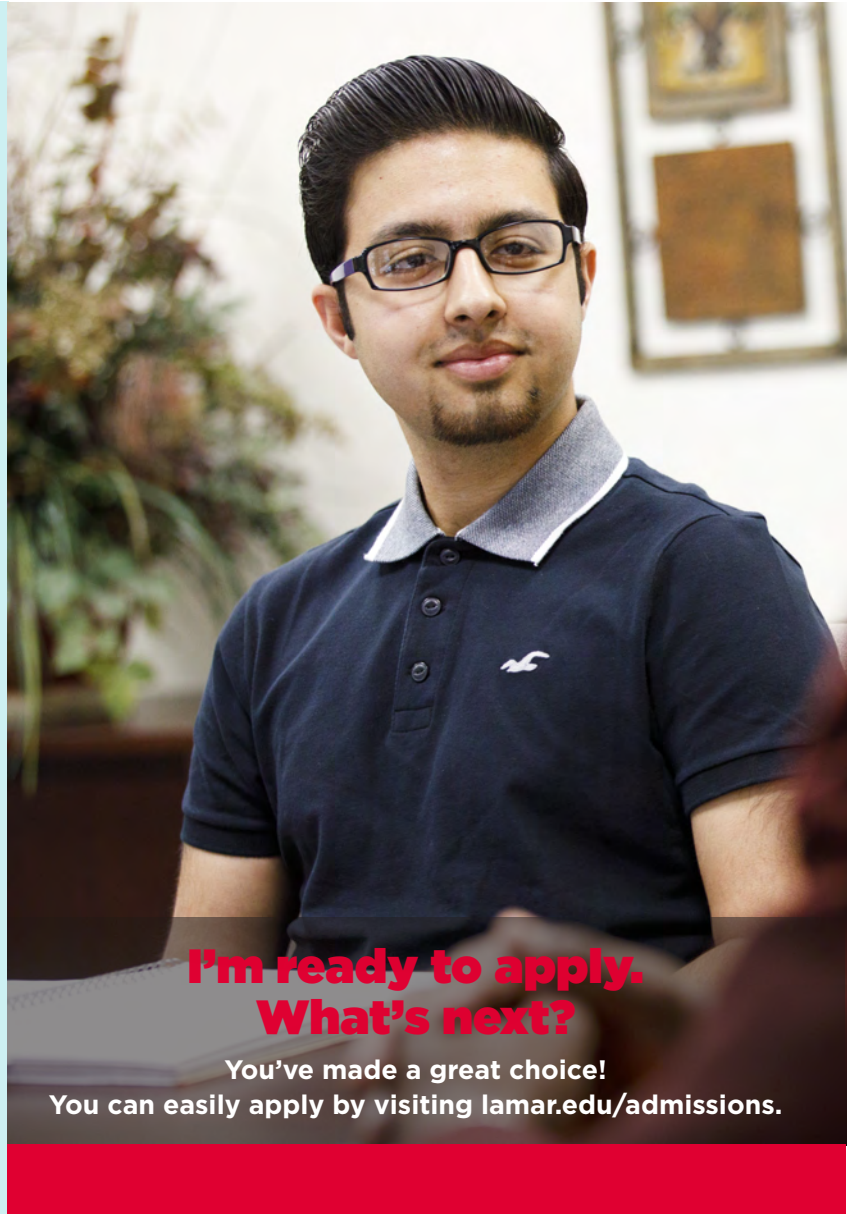
- Project Managers
- Operations Analysts
- Lean Coordinators
- Sales

## Retail Management

A major in retail management enables you to complement the general business degree with a focus in fashion and consumer sciences courses in sales and analysis.

### Careers in Retail Management

- Visual Merchandisers
- Sales
- Fashion Coordinators
- Retail Sales Analysts
- Buyers
- Merchandise Planners



**I'm ready to apply.  
What's next?**

**You've made a great choice!  
You can easily apply by visiting [lamar.edu/admissions](http://lamar.edu/admissions).**

## Contact Us

### Department of General Business

[business@lamar.edu](mailto:business@lamar.edu)

Galloway Building, Rm. 204

(409) 880-7804

[lamar.edu/business](http://lamar.edu/business)



@LamarUniversity.CoB

Search "Lamar University College of Business"



COLLEGE OF BUSINESS  
**LAMAR UNIVERSITY**



**PLAN A VISIT TO CAMPUS** (409) 880-8890

and take a virtual tour [lamar.edu/tour](http://lamar.edu/tour)

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