



**KENTUCKY STATE
UNIVERSITY**

BUSINESS ADMINISTRATION BACHELOR OF ARTS - GENERAL BUSINESS TRACK

General Business Track

The Business Administration program with a specialization in General Business is designed to provide students a broad scope of various areas of business so that students can develop an understanding and appreciation of the business world and its relationship to the global economy and society.

Mission

This program provides a broad business background for those interested in conceiving, initiating and developing new business ventures. Graduates would develop the analytical, writing, speaking and observation skills along with the confidence to become small business owners, entrepreneurs and consultants. The curriculum also has enough elective hours for students who may be interested in double majors (specialization). Graduates should be able to:

- Understand the industrial, national, and global environments in which a business operates;
- Analyze a wide variety of business situations and make appropriate decisions;
- Gather information from a variety of sources, integrate the information,
- Communicate the results to appropriate other people and groups.

Career Opportunities

Students who successfully complete the general business track have the choice of careers in business, industry, government, non-profit organizations, and entrepreneurial ventures. The curriculum also provides a sound background for graduate study in business and related areas.

Bachelor of Arts in Business Administration General Business Track

Course	Title	Hours
Term 1 (Fall)		
ENG 101	English Comp I	4
BUA 101	Computer Applic Business	3
EDU 118	Intro. to University Learning	3
MAT 115	College Algebra	3
Humanities Requirement I		3
Hours		16
Term 2 (Spring)		
ENG 102	English Comp II	3
SPE 103	Interpersonal Communication	3
ECO 201	Prin of Economics I	3

KSU 186	Navigate. the Tech. World	3
Natural Science Requirement		4
Hours		16
Term 3 (Fall)		
ACC 201	Principles of Accounting I	3
ECO 202	Prin of Economics II	3
BUA 204 or ENG 216	Business Communication or Technical Writing	3
Humanities Requirement II		3
Arts Block		3
Hours		15
Term 4 (Spring)		
ACC 202	Principles of Accounting II	3
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
MIS 300	Management Info Systems	3
BUA 320	Business Statistics	3
Hours		15
Term 5 (Fall)		
Social & Behavioral Science Requirement II		3
BUA 321	Legal Environment	3
ECO 329	International Economics	3
MGT 433	Human Resources Management	3
ECO 321	Quantitative Methods Dec Mak	3
Hours		15
Term 6 (Spring)		
BUA 370	Global Business Issues	3
FIN 330	Corporate Finance	3
MGT 465	Entrepreneurship	3
Guided Elective		3
FIN 305	Personal Financial Planning	3
Hours		15
Term 7 (Fall)		
BUA 325	Bus. Res. & Data Analysis	3
Guided Elective		3
Guided Elective		3
Guided Elective		3
BUA 380	Leadership and Business Ethics	3
Hours		15
Term 8 (Spring)		
MGT 490	Business Capstone	3
BUA 402	Senior Seminar	1
Guided Elective		6
Guided Elective		3
Hours		13
Total Hours		120