

KU BSBA General Business Requirements

The general business program provides students with a broad understanding of various aspects of business, including management, marketing, finance, accounting, supply chain management, economics, human resource management and personal financial planning. It covers a variety of foundational principles and skills necessary for success in diverse business environments.

Student Learning Objectives

Upon completion of the general business program, students will be able to:

1. Communication
 - a. Oral Communication: communicate effectively by speaking clearly, concisely, and convincingly, using appropriate business conventions for the field of study.
 - b. Written Communication: communicate effectively by writing clearly, concisely, and convincingly, using appropriate business conventions for the field of study.
 - c. Interpersonal Skills: demonstrate effective interpersonal skills, especially working in teams.
2. Critical Thinking
 - a. Data Analysis: analyze data by using appropriate technology.
 - b. Decision Making: analyze issues critically and make relevant decisions by identifying and assessing the significance of key factors and assumptions.
 - c. Functional Knowledge: identify, define, and apply current fundamental concepts, principles, and practices in the disciplines of business, including globalization.
3. Societal Impact
 - a. Ethical Judgment: identify ethical breaches and how they adversely impact stakeholders.
 - b. Social Responsibility: evaluate how business decisions impact the welfare of society.

Note that all students must achieve a minimum of 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for BSBA/General Business and business core courses, separately, are also 2.0.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting (3 credits)

ACCT 122 Managerial Accounting (3 credits)

BUSN 131 Legal Environment of Business (3 credits)

MGMT 210 Principles of Management (3 credits)

MKTG 210 Principles of Marketing (3 credits)

BUSN 220 Regression Analysis and Data Analytics (3 credits)

BUSN 275 Business Data Management and Information Systems (3 credits)

FINA 350 Financial Management (3 credits)

MGMT 351 Operations Management (3 credits)

International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370) (3 credits)

MGMT 399 Business Strategy and Policy (3 credits)

Required Courses for General Business Program – 9 credits

One course from ACCT or FINA 300-level course (3 credits)

One course from MGMT or MKTG 300-level course (3 credits)

One course from BUSN, ECON, or SCMG 200-level or higher course (3 credits)

Restricted Elective Courses for General Business Program – 9 credits

Select three from 300-level courses in any of the following: ACCT, BUSN, ECON, FINA, MGMT, MKTG, or SCMG.

Directed General Education Courses – 9 credits

These courses may be taken in fulfillment of General Education, as university electives, or as part of a minor. All must be approved General Education courses.

ECON 110 Principles of Macroeconomics (Category B) (3 credits)

ECON 120 Principles of Microeconomics (Category B) (3 credits)

MATH 140 Applied Statistical Methods (Category C2), **or** BUSN 120 Principles of Business Statistics (Category C2) (3 credits)

University Electives – 27 credits

Any other courses in the department of Business Administration or any university course that counts towards graduation.

Program Plan Code: BSBA_BSAD_GENB

Effective Date: Fall 2021



BSBA General Business Program Checksheet

Student Name:

Student ID Number:

This checksheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Note that all students must achieve at least 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for BSBA/General Business and business core courses, separately, are also 2.0. Students in this program cannot double major in Accounting or Entrepreneurship or Finance or Human Resource Management or Management or Marketing or Personal Financial Planning or Supply Chain Management.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting	3 credits	Grade:
ACCT 122 Managerial Accounting	3 credits	Grade:
BUSN 131 Legal Environment of Business	3 credits	Grade:
MGMT 210 Principles of Management	3 credits	Grade:
MKTG 210 Principles of Marketing	3 credits	Grade:
BUSN 220 Regression Analysis and Data Analytics	3 credits	Grade:
BUSN 275 Business Data Management and Information Systems	3 credits	Grade:
FINA 350 Financial Management	3 credits	Grade:
MGMT 351 Operations Management	3 credits	Grade:
International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370)	3 credits	Grade:
MGMT 399 Business Strategy and Policy	3 credits	Grade:
Total Credits	33 total credits	

Required Courses for General Business Program – 9 credits

ACCT or FINA 300-level course	3 credits	Grade:
MGM or MKT 300-level course	3 credits	Grade:
BUSN, ECON, or SCMG 200-level or higher courses	3 credits	Grade:
Total Credits	9 total credits	

Restricted Elective Courses for General Business Program – 9 credits

Select three from 300-level courses in any of the following: ACCTG, ECON, FINA, MGMT, MKTG, or SCMG.

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Total Credits	9 total credits	

Directed General Education Courses

ECON 110 Principles of Macroeconomics (Category B)	3 credits	Grade:
ECON 120 Principles of Microeconomics (Category B)	3 credits	Grade:
MATH 140 Applied Statistical Methods (Category C2), or BUSN 120 Principles of Business Statistics (Category C2)	3 credits	Grade:

University Electives – 27 Credits

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Course 4:	3 credits	Grade:
Course 5:	3 credits	Grade:
Course 6:	3 credits	Grade:
Course 7:	3 credits	Grade:
Course 8:	3 credits	Grade:
Course 9:	3 credits	Grade:
Total Credits	27 total credits	

Summary of Graduation Requirements

Total credits from business core and program courses	51
Total credits from general education program	42
Total credits from university electives	27
Minimum total credits to graduate	120
Minimum overall GPA	2.0
Minimum GPA in business core courses	2.0
Minimum GPA in program courses	2.0

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BSBA General Business 8-Semester Planner

Student Name:

Student ID Number:

Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is only a suggested path. Consult with your program advisor regarding your unique plans and interests as you make choices about your schedule.

First Semester Plan

Gen Ed	FYSM 100, First Year Seminar	3 CH.	Selection:
Gen Ed	Category A1 or A3	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	MATH 105 (University Elective) or MATH 140 (Category C2)	3 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Total		15 CH.	

Second Semester Plan

Gen Ed	Category A3 or A1	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	Category C – MATH 140 (C2) or any C1	3 or 4 CH.	Selection:
Program	Core – BUSN 131	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15-16 CH.	

Third Semester Plan

Gen Ed	Category A2	3 CH.	Selection:
Gen Ed	Category C	3 or 4 CH.	Selection:
Program	Core – ACCT 121	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Total		15-16 CH.	

Fourth Semester Plan

Gen Ed	Category D	3 CH.	Selection:
Program	Core – ACCT 122	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Fifth Semester Plan

Gen Ed	Category A4	3 CH.	Selection:
Gen Ed	Category B	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Program	Program Required – MGMT or MKTG 300-level	3 CH.	Selection:
Program	Program Required – BUSN, ECON, SCMG 200+-level	3 CH.	Selection:
Total		15 CH.	

Sixth Semester Plan

Elective	University Elective	3 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Program	Program Required – ACC or FIN 300-level	3 CH.	Selection:
Program	Restricted Elective – any General Business 300-level	3 CH.	Selection:
Total		15	

Seventh Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Program	Restricted Elective – any General Business 300-level	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Eighth Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Program	Restricted Elective – any General Business 300-level	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Additional Notes:

1. Students in this program cannot do a double major in another business discipline.
2. To meet graduation criteria, students must complete a minimum of 120 credits, fulfill general education and supply chain management program requirements, and attain minimum GPA of 2.0 in the overall courses, the business core courses, and the program-specific coursework; these requirements must be fulfilled separately.
3. Modifications to this plan may occur based on course availability and/or your individual academic plan. Please seek guidance from your academic advisor for specific details.

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