

DEPARTMENT OF GENERAL BUSINESS

OBJECTIVES

The Department of General Business offers a Bachelor of Arts degree in General Business with concentrations in Economics, Business Technology, General Business, and International Business. The Department also offers a two-year Associate of Arts degree program in Office Administration. The department's objectives are:

1. To provide students with a basic knowledge and understanding of business;
2. To prepare students to perform in various capacities in business organizations; and
3. To provide majors with several concentrations such as Economics, Business Technology, General Business, and International Business.

MAJOR IN GENERAL BUSINESS

In addition to fulfilling general education core requirements, students must complete 54 hours in Business including the prescribed courses in *one* of the concentration areas. The major in General Business leads to the degree of Bachelor of Arts.

HONORS DIPLOMA IN THE DISCIPLINE

The department also offers an upper-division honors curriculum allowing its students to earn an honors diploma in the major at graduation. For information about requirements and honors courses in this department, please contact the Department Head.

MINOR IN ECONOMICS

Students from other departments of the University may minor in Economics. The Economics minor consists of ECON 201, 202, and 4 courses from the following list: ECON 301, 302, 305, 312, 328, 333, 345, 362, 401, 402, 410, 412, 421, 441, and 450." Students minoring in Economics are required to obtain the approval of the Department Head.

MINOR IN BUSINESS TECHNOLOGY

Students from other departments may minor in Business Technology by obtaining the approval of the Head of the Department of General Business and completing the following 18 hours in business technology courses: GBBT 124, 131, 210, 234, 253, and 351.

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS BUSINESS TECHNOLOGY CONCENTRATION

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
English 101	3	English 102	3
Biological Science ¹	3	Physical Science ¹	3
Mathematics 161 ²	3	Mathematics 163	3
Communication 211	3	History 201 or 202	3
Soc 101 or Psyc 101	3	Visual Art, Mus, Dnc, Theatre	3
Southeastern 101	0-3		

15 - 18

15

SECOND YEAR

English 230, 231, or 232	3	†GBBT, Econ, or GB Elective 200+	3
Second Natural Science ¹	3	†Economics 202	3
†Accounting 200	3	Business Technology 234	3
†Economics 201	3	Management 231	3
Business Technology 210	3	Management 261	3

	15
THIRD YEAR	
†Management 351	3
†Marketing 303	3
† Business Technology Elective	3
Non-Business Elective	3
Accounting 225	3
	15
†Finance 381	3
Management 290	3
†Business Technology Elective	3
†Business Technology Elective	3
†Business Elective.....	3
	15

FOURTH YEAR	
†Management 474	3
†Mgmt 425, Mrkt 443, Econ 421,	3
Fin 447, or GBBT 435	3
†Business Technology Elective	3
†Business Technology Elective	3
Non-Business Elective	3
	15
†Management 464	3
† Business Technology Elective	3
†Business Elective.....	3
Non-Business Elective	3
Non-Business Elective	3
	15

Total semester hours required 120-123

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²Students with an ACT Math score of 20 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

Business majors will not be allowed to use BOTH CMPS 110 AND GBBT 210 towards a degree.

†C average is required within the concentration and the major courses.

BUSINESS TECHNOLOGY CONCENTRATION ELECTIVES (18)

GBBT 130	3 S.H.
GBBT 131	3 S.H.
GBBT 215	3 S.H.
GBBT 220	3 S.H.
GBBT 223	3 S.H.
GBBT 231	3 S.H.
GBBT 253	3 S.H.
GBBT 254	3 S.H.
GBBT 351	3 S.H.
GBBT 410	3 S.H.

The following courses prepare students to take the Microsoft Office Specialist Master Certification exams (certification exams optional and require additional fees): GBBT 130, GBBT 131, GBBT 215, GBBT 220, and GBBT 253.

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS ECONOMICS CONCENTRATION

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
English 101	3	English 102	3
Biological Science ¹	3	Physical Science ¹	3
Mathematics 161 ²	3	Mathematics 163	3
Communication 211	3	History 201 or 202	3
Soc 101 or Psc 101	3	Visual Art, Mus, Dnc, Theatre	3
Southeastern 101	0-3		
	15		15

SECOND YEAR

English 230, 231, or 232	†GBBT, Econ, or GB Elective 200+.....	3	3
Second Natural Science ¹	†Economics 202	3	3
†Accounting 200	Business Technology 234.....	3	3
†Economics 201	Management 231	3	3
Business Technology 210	Management 261	3	3
15	15		

THIRD YEAR

†Management 351	†Finance 381	3	3
†Marketing 303	Management 290	3	3
†Economics Elective	†Economics Elective	3	3
Non-Business Elective	†Economics Elective	3	3
Accounting 225	†Business Elective.....	3	3
15	15		

FOURTH YEAR

†Management 474	†Management 464	3	3
†Mgmt 425, Mkt 443, Econ 421, Fin 447, or GBBT 435	† Economics Elective	3	3
†Economics Elective	†Business Elective.....	3	3
† Economics Elective	Non-Business Elective	3	3
Non-Business Elective	Non-Business Elective	3	3
15	15		

Total semester hours required 120-123

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†C average is required within the concentration and the major courses.

ECONOMICS CONCENTRATION ELECTIVES

Three 300 level courses (9 S.H.)

Three 400 level courses (9 S.H.)

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|----------|----------|
| ECON 301 | ECON 401 |
| ECON 302 | ECON 402 |
| ECON 305 | ECON 410 |
| ECON 312 | ECON 412 |
| ECON 328 | ECON 421 |
| ECON 333 | ECON 441 |
| ECON 345 | ECON 450 |
| ECON 362 | |

CURRICULUM IN GENERAL BUSINESS LEADING TO THE DEGREE OF BACHELOR OF ARTS GENERAL BUSINESS CONCENTRATION

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
English 101	3	English 102	3
Biological Science ¹	3	Physical Science ¹	3
Mathematics 161 ²	3	Mathematics 163	3

Communication 211.....	3	History 201 or 202.....	3
Soc 101 or Psyc 101.....	3	Visual Art, Mus, Dnc, Theatre.....	3
Southeastern 101.....	0-3		
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	15 - 18		15

SECOND YEAR

English 230, 231, or 232.....	3	†GBBT, Econ, or GB Elective 200+.....	3
Second Natural Science ¹	3	†Economics 202.....	3
†Accounting 200.....	3	Business Technology 234.....	3
†Economics 201.....	3	Management 231.....	3
Business Technology 210.....	3	Management 261.....	3
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	15		15

THIRD YEAR

†Management 351.....	3	†Finance 381.....	3
†Marketing 303.....	3	Management 290.....	3
†General Business Elective.....	3	†General Business Elective.....	3
Non-Business Elective.....	3	†General Business Elective.....	3
Accounting 225.....	3	†Business Elective.....	3
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	15		15

FOURTH YEAR

†Management 474.....	3	†Management 464.....	3
†Mgmt 425, Mrkt 443, Econ 421, Fin 447, or GBBT 435.....	3	†General Business Elective.....	3
†General Business Elective.....	3	†Business Elective.....	3
†General Business Elective.....	3	Non-Business Elective.....	3
Non-Business Elective.....	3	Non-Business Elective.....	3
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	15		15

Total semester hours required 120-123

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²Students with an ACT Math score of 20 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

Business majors will not be allowed to use BOTH CMPS 110 AND GBBT 210 towards a degree.

†C average is required within the concentration and the major courses.

GENERAL BUSINESS CONCENTRATION ELECTIVES

Business Elective 300+ level.....	3 S.H.
ECON Elective 300+ level.....	3 S.H.
FIN Elective 300+ level.....	3 S.H.
MGMT Elective 400 level.....	3 S.H.
MRKT 319, 321, 331, 342, or 475.....	3 S.H.
GBBT or ECON Elective 300+ level.....	3 S.H.

18 S.H.

**CURRICULUM IN GENERAL BUSINESS
LEADING TO THE DEGREE OF BACHELOR OF ARTS
INTERNATIONAL BUSINESS CONCENTRATION**

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
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English 101	3	English 102	3
Biological Science ¹	3	Physical Science ¹	3
Mathematics 161 ²	3	Mathematics 163	3
Communication 211	3	History 201 or 202	3
Soc 101 or Psyc 101	3	Visual Art, Mus, Dnc, Theatre	3
Southeastern	0-3		
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	15 - 18		15

SECOND YEAR

English 230, 231, or 232	3	†GBBT, Econ, or GB Elective 200+	3
Second Natural Science ¹	3	†Economics 202	3
†Accounting 200	3	Business Technology 234	3
†Economics 201	3	Management 231	3
Business Technology 210	3	Management 261	3
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	15		15

THIRD YEAR

†Management 351	3	†Finance 381	3
†Marketing 303	3	Management 290	3
†International Business Elective	3	†International Business Elective	3
Non-Business Elective	3	†International Business Elective	3
Accounting 225	3	†Business Elective	3
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	15		15

FOURTH YEAR

†Management 474	3	†Management 464	3
†Mgmt 425, Mrkt 443, Econ 421, Fin 447, or GBBT 435	3	†International Business Elective	3
†International Business Elective	3	†Business Elective	3
†International Business Elective	3	Non-Business Elective	3
Non-Business Elective	3	Non-Business Elective	3
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	15		15

Total semester hours required 120-123

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequenced courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequenced course, the student may take only one of these two courses for their natural sciences requirements.

²Students with an ACT Math score of 20 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

Business majors will not be allowed to use BOTH CMPS 110 AND GBBT 210 towards a degree.

†A C average is required within the concentration courses and major courses.

INTERNATIONAL BUSINESS CONCENTRATION ELECTIVES

Students selecting the concentration are required to take three of the following five courses:

ECON 421 International Economics	3 S.H.
FIN 447 International Finance	3 S.H.
MGMT 425 Introduction to International Business	3 S.H.
MRKT 443 International Marketing	3 S.H.
GBBT 435 Communication for International Business	3 S.H.

Note that one of the first five should be counted as a required course for the degree program.

In addition to the above courses, students opting this concentration are required to take three of the following courses:

GB 208 Latin American Culture and Communication for Business	3 S.H.
GEOG 301 Geography of Europe	3 S.H.

GEOG 431 World Regional Geography I	3 S.H.
POLI 420 International Relations	3 S.H.
POLI 424 International Political Economy	3 S.H.
HIST 434 Modern European History, 1914 to the Present	3 S.H.
HIST 445 Modern China and the Orient	3 S.H.
HIST 447 History of Latin America since 1820	3 S.H.
HIST 449 History of Mexico	3 S.H.
FREN 101 Elementary French I	3 S.H.
SPAN 101 Elementary Spanish	3 S.H.
HIST 440 Modern Britain	3 S.H.
HIST 448 History of the Caribbean Area	3 S.H.
HIST 454 History of Modern Russia	3 S.H.
POLI 422 International Organizations	3 S.H.
POLI 425 Comparative European Politics	3 S.H.
POLI 426 Comparative Politics of Developing Nations	3 S.H.
POLI 428 Middle East Politics	3 S.H.
POLI 475 International Political Simulations	3 S.H.
COMM 410 Intercultural Communication	3 S.H.

Any other courses offered by the Foreign Language Department.

Students may take any three foreign language courses, but may take only one each of the geography, history, or political science courses listed above.

ASSOCIATE DEGREE IN OFFICE ADMINISTRATION

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
† Business Technology 130	3	† Business Technology 131	3
† Business Technology 124	3	† Business Technology 223	3
English 101	3	English 102	3
Mathematics 161 ²	3	Fine Arts	3
Biological or Physical Science	3	Social or Behavior Science ¹	3
Southeastern	0-3		
	15-18		15

SECOND YEAR

† Business Technology 210	3	† Business Technology 231	3
† Business Technology 253	3	† Business Technology 234	3
Accounting 200	3	† Business Technology 215 or 220	3
Communication 211	3	General Business Elective (200+)	3
Biological or Physical Science	3	Social or Behavior Science ¹	3
	15		15

Total semester hours required 60-63

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

The following courses prepare students to take the Microsoft Office Specialist Master Certification exams (certification exams optional and require additional fees): GBBT 130, GBBT 131, GBBT 215, GBBT 220, and GBBT 253.

¹Social: Economics, Geography, Anthropology, Political Science, International Studies, Interdisciplinary; Behavioral: Psychology, Sociology.

²Students with an ACT Math score of 20 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

Business majors will not be allowed to use BOTH CMPS 110 AND GBBT 210 towards a degree.

†A grade of "C" or better is required in all major courses.