



**Department of Management, Marketing and  
Administrative Communication  
College of Business & Technology**

# General Business

The General Business major provides students with a learning experience that will prepare them to begin a career in business and convince them that this is the first step in a lifelong educational process. We will provide the know-how needed in a growing company or for starting a business. The general business major develops broad capabilities in several areas of business: marketing, management, international business, finance and information systems. The flexibility of the General Business program and student-centered faculty enables students to customize an academic program to fit their needs.

### International Business Option

Businesses and national economies are becoming increasingly interdependent. To succeed as an effective manager, our graduates need an understanding of the complex political, economic, legal, and cultural environment of international business, as well as principles of international marketing, management, and finance. The increasing importance of international business and the global economy has prompted the creation of a unique option in international business. International business majors study another language and are encouraged to study abroad with individually designed programs. For the truly ambitious, a dual degree option is offered that would award a BBA from EKU and a Bachelor's Degree in International Business and Management Studies from The International School of Avans University, The Netherlands. The dual degree program can be completed in approximately four years, or approximately the same amount of time as a single degree.

### Student Organizations, Co-operative Education, and Internships

Successful careers in business administration necessitate highly developed personal skills. An analytical mind, able to quickly assess large amounts of information and data, is very important, as is the ability to consider and evaluate the interrelationships of numerous factors. Our graduates must also be able to communicate clearly and persuasively. Other competencies critical for managerial success include leadership, self-confidence, initiative, motivation, decisiveness, flexibility, sound business judgment, and determination. Students gain these competencies both in the classroom and in real-world settings. Membership in student clubs and professional organizations and participation in the co-op programs are integral parts of the General Business program and complement academic work.

Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the Professional Skills Conference that are structured to provide additional professional experiences outside of the traditional classroom.

### Suggested First Semester/First Year

BTO 100 Academic Orientation	1
MAT 107 College Algebra	3
PSY200 or SOC131 Intro PSY or SOC	3
Block IA ENG 101	3
Block VI Wellness	3
CIS212 or CSC104 Computer Literacy	3
<b>Total Hours:</b>	<b>16</b>

### For More Information

Office of Admissions  
SSB CPO 54  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
800-465-9191  
859-622-2106  
www.eku.edu

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Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
www.management.eku.edu  
www.management.eku.edu/faculty.html

Related websites on international business:  
www.internationaljobs.org  
www.escapeartist.com

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



## University requirements for: **General Business (B.B.A.)**

### Total Required Courses

#### University Requirements (1 hour)

BTO 100 (Academic Orientation).

#### General Education Requirements (36 hours)

Courses selected from Communication, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

#### College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

#### Supporting Course Requirements (15 hours)

Calculus or College Algebra, Introductory Psychology or Sociology, Principles of Economics I and II, and Computer Literacy.

#### Business Requirements (33 hours)

(Pre-Business Core) Introduction to Financial and Managerial Accounting, Legal and Ethical Environments of Business, and Business Statistics I.

(Business Core) Managerial Reports, Management Information Systems, Business Finance I, Principles of Management, Operations Management, Principles of Marketing, and Business Strategy.

#### Major Requirements (27-33 hours)

Electronic Business Planning and Strategy, International Business, Management Science, and one of the following options:

**General Business Option:** Three hours in a 400 level marketing course, three hours in approved finance coursework, three hours in approved management coursework, one additional approved upper-division course from finance, marketing or management, and nine hours of approved business electives.

#### Corporate Communication and Technology:

International Business Communication, Project Management, Desktop Publishing, Web Design, Organizational Behavior, 3 hours Management, 3 hours Marketing, and 3 hours upper-division business electives.

**International Business Option:** Six hours of foreign language, International Business Communication, International Management, International Marketing, International Finance, and six hours of business credit to include courses of study and/or internship in a foreign country.

**Global Supply Chain Management Option:** Physical Distribution Management, International Marketing, Purchasing and Materials Management, International Management, Supply Chain Management; six hours of approved business coursework; and three hours of approved business electives or International Economics.

#### Free Electives (2-8 hours)

#### Total Curriculum Requirements (120 hours)

## EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about EKU, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend. Every college and university touts facilities, but few can match the accolades of our faculty. At EKU you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

EKU graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

#### **We hope you'll see that from our view there no limitations, just possibilities.**

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin, or Vietnam era or other veteran status, in the admission to, or participation in, any education program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 409, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.