



EASTERN KENTUCKY UNIVERSITY

College of Business & Technology

SUGGESTED CURRICULUM GUIDE FOR GENERAL BUSINESS (B.B.A. DEGREE) GENERAL OPTION – Fall 2008

Freshman (1st Semester) 16 hrs

BTO 100*
Block I-A* ENG 101
Block VII Breadth of Knowledge
Block VI Wellness
MAT 107 College Algebra (or MAT 211 Calculus)
SOC 131 Introduction Sociology

Sophomore (1st Semester) 18 hrs

ECO 230 Principles of Economics I
ACC 202 Introduction to Managerial Accounting
GBU 201 International Business
QMB 200 Business Statistics
Block IV-A or B Biological or Physical Lab Science
Block III-A Arts

Junior (1st Semester) 15 hrs

CCT 300 Managerial Reports
CIS 300 Management Information Systems
MGT 300 Principles of Management
FIN 300 Business Finance I
MGT 340 Management Science

Senior (1st Semester) 18 hrs

MGT Major Course
CIS 400
MKT 400-Level Course
Approved Business Elective
Free Elective
Block VIII Depth of Knowledge

Freshman (2nd Semester) 15 hrs

Block I-B* ENG 102
Block IV-A or B Biological or Physical Lab Science
Block III-B Humanities
Block I-C CMS 100 or 210
ACC 201 Introduction to Financial Accounting

Sophomore (2nd Semester) 16 hrs

ECO 231 Principles of Economics II
GBU 204 Legal and Ethical Environments of Business
Block VII Breadth of Knowledge
Block V Social/Behavioral Sciences
Free Elective (Non-Business for 4 hrs)

Junior (2nd Semester) 15 hrs

MGT 370 Operations Management
MKT 300 Principles of Marketing
FIN Major Course
Approved Business Elective
Block VIII Depth of Knowledge
BTS 300 Business & Technology Seminar (0 credit)**

Senior (2nd Semester) 15 hrs

GBU 480* Business Strategy
FIN/MGT/MKT Major Course
Approved Business Elective (3 hrs)
Free Elective (Non-Business for 6 hrs)
BTS 400 Business & Technology Seminar (0 credit)**

*Course must be taken in semester indicated.

** Spring only

BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm General Business, General Business Option

University Requirements	1 hr
BTO 100	
General Education Requirements.....	39 hrs
Standard General Education program, excluding general education course blocks II, VB, and VC. Refer to Section Four of the <i>Undergraduate Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements	12 hrs
MAT 211 or 107; and SOC 131, ECO 230, 231	
Free Electives (Non-Business).....	13 hrs
Pre-Business Core	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements.....	30 hrs
CIS 400, GBU 201, MGT 340; three hrs in a 400 level Marketing Course, three hrs in Finance (FIN 301, 302, 304, 324, 330), and three hrs in Management (MGT 320, 330, 406, 430, or 470), and one additional approved upper-division course from finance, marketing, or management.	
Approved Business Elective.....	9 hrs
Total Curriculum Requirements.....	128 hrs