

BUSINESS ADMINISTRATION, GENERAL BUSINESS CONCENTRATION (B.S.B.A. / GEN. BUS.)

The **Bachelor of Science in Business Administration with a concentration in General Business (BSBA Gen Bus)** gives students a strong background in the functional areas of business. Graduates will be prepared to work in a variety of environments including corporate management, retail, or government.

Milestone Course

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.

Career Planning

As you get ready for your last year before graduation, visit WVU Parkersburg's Career Services Office to write your resume, plan your job search, and learn how to have a successful interview. Students interested in the BS should apply for the program in their final semester of the AS program, which should be the 4th semester.

Capstone Course

The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning outcomes, and preparing a portfolio of student work. Apply for admission to the Bachelor of Science in Business Administration before midterm during the fourth semester.

Electives

Business electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, FIN, GBUS, MGMT, MKTG. Upper-division courses are those that are numbered 300 or higher. For assistance in choosing electives, please see your academic advisor.

Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

Total Degree Credits: 120

Course	Title	Hours
Semester 1		
GBUS 101	INTRO TO BUSINESS (Milestone Course) ²	3
ECON 202	~MACROECONOMICS ²	3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective ¹		3
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
COLL 101	ORIENTATION TO COLLEGE ¹	1
Hours		16
Semester 2		
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective ¹		3
BTEC 275	ADVANCED BUSINESS APPLICATIONS (Milestone Course) ²	3
ECON 201	~MICROECONOMICS ²	3
MATH 211	~STATISTICS ¹	3
Hours		15
Semester 3		
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
ACCT 201	PRIN OF ACCOUNTING 1 ²	3
MGMT 220	PRINCIPLES OF MANAGEMENT (Milestone Course) ²	3
Hours		13
Semester 4		
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
GBUS 240	ASSOCIATE BUSINESS CAPSTONE (Milestone Course - Capstone Course) ³	3
ACCT 202	PRIN OF ACCOUNTING 2 ²	3
GBUS 202	BUSINESS COMMUNICATION ²	3
MKTG 230	PRINCIPLES OF MARKETING ²	3
Hours		16
Semester 5		
Upper Level Business Elective (300 or 400 level course) ³		3

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GBUS 300	PRIN MGMT INFORMATION SYSTEMS ²	3
GBUS 310	BUSINESS LAW 1 (Milestone Course) ²	3
FIN 340	PRIN OF BUSINESS FINANCE ²	3
MGMT 322	ORGANIZATIONAL BEHAVIOR ³	3
Hours		15
Semester 6		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
ACCT 331 or ACCT 432	MANAGERIAL ACCOUNTING ³ or COST ACCOUNTING	3
GBUS 304	ADVANCED EXCEL (Milestone Course) ³	3
GBUS 325	QUANTITATIVE BUSINESS ANALYSIS ²	3
MGMT 333	HUMAN RESOURCES MANAGEMENT ³	3
Hours		15
Semester 7		
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3
GBUS 405	GLOBAL BUSINESS (Milestone Course) ²	3
ECON 320 or ECON 331	MANAGERIAL ECONOMICS ³ or FINANCIAL ECONOMICS	3
Upper Level Business Elective (300 or 400 level course) ³		3
Upper-Division Management Elective (300 or 400 level Management course) ³		3
Hours		15
Semester 8		
Upper Level Business Elective (300 or 400 level course) ³		3
GBUS 440	BUSINESS POLICY (Milestone Course - Capstone Course) ²	3
MKTG 401	MARKETING RESEARCH ³	3
GBUS 415	MANAGERIAL BUSINESS ETHICS ²	3
Upper-Division Marketing Elective (300 or 400 level Marketing course) ³		3
Hours		15
Total Hours		120

¹ GPA Requirement: Gen Ed - 2.00

² GPA Requirement: Common Professional Component - 2.25

³ GPA Requirement: General Business concentration - 2.50

Degree requires a total of 120 credit hours. [Core Course Credit Hours : 36]

Code	Title	Hours
Core Courses		
COLL 101	ORIENTATION TO COLLEGE ¹	1
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr)		6
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		6
MATH 211	~STATISTICS ²	6
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si)		8
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		6
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci)		3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw)		6
Program Courses		
GBUS 101	INTRO TO BUSINESS	3
ECON 202	~MACROECONOMICS	3
BTEC 275	ADVANCED BUSINESS APPLICATIONS	3
ECON 201	~MICROECONOMICS	3
ACCT 201	PRIN OF ACCOUNTING 1	3
MGMT 220	PRINCIPLES OF MANAGEMENT	3
ACCT 202	PRIN OF ACCOUNTING 2	3
GBUS 202	BUSINESS COMMUNICATION	3
MKTG 230	PRINCIPLES OF MARKETING	3
GBUS 240	ASSOCIATE BUSINESS CAPSTONE	3
GBUS 300	PRIN MGMT INFORMATION SYSTEMS	3

GBUS 310	BUSINESS LAW 1	3
FIN 340	PRIN OF BUSINESS FINANCE	3
MGMT 322	ORGANIZATIONAL BEHAVIOR	3
GBUS 304	ADVANCED EXCEL	3
GBUS 325	QUANTITATIVE BUSINESS ANALYSIS	3
MGMT 333	HUMAN RESOURCES MANAGEMENT	3
ACCT 331	MANAGERIAL ACCOUNTING	3
or ACCT 432	COST ACCOUNTING	
ECON 320	MANAGERIAL ECONOMICS	3
or ECON 331	FINANCIAL ECONOMICS	
GBUS 405	GLOBAL BUSINESS	3
GBUS 440	BUSINESS POLICY	3
MKTG 401	MARKETING RESEARCH	3
GBUS 415	MANAGERIAL BUSINESS ETHICS	3
Upper Level Management Elective		3
Upper Level Marketing Elective		3
Upper Level Business Electives		9
Total Hours		120

¹ Institutional Graduation Requirement.

² Quantitative Reasoning electives: MATH 211 ~STATISTICS must be one of the courses taken, as it serves as a pre-requisite to upper-level business courses.