



College of Business
2023-2024

General Business B.B.A. Degree

Corporate Communication and Technology Concentration

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 enable students to customize an academic program to fit their needs.

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 Development Series that are structured to provide additional professional experiences outside of the traditional classroom.

For More Information

College of Business
214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
<https://business.eku.edu/>



AACSB
ACCREDITED

Students interested in a general business 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.



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Suggested Curriculum Guide for Corporate Communication & Technology Concentration

Freshman (1st Semester) 16 hrs

BUS 100* (1) Professional Development Series
BUS 101 Nature of Business
E-1A* ENG 101
E-2 MAT 112A/B, 114 Algebra & Applications or **MAT 211** Calculus
E-6 Diversity
E-3A Arts

Sophomore (1st Semester) 15 hrs

BUS 200 (1) Professional Development Series
BUS 209 Fundamentals of Financial & Managerial Accounting
ECO 230 Fundamentals of Microeconomics (Element 5B)
BUS 207 Fundamentals of Interpersonal Business Communication
E-5A History
E-4A Biological or **E4B** Physical Lab Science

Junior (1st Semester) 13 hrs

BUS 300 (1) Professional Development Series
BUS 302 Essentials of Finance
BUS 303 Essentials of Organizational Behavior & HR
BUS 305 Essentials of Marketing
CCT 270 Entrepreneurship

Senior (1st Semester) 16 hrs

BUS 400 (1) Professional Development Series
CCT 310 International Business Communication
MGT Upper Division Major Course (3 hrs)
CCT 550 Integrated Corporate Communication
Free Elective (3 hrs)
Free Elective (3hrs)

Freshman (2nd Semester) 15 hrs

BUS 206 Fundamentals of Problem Solving with Excel
E-1B* ENG 102
E-1C CMS 100 or 210
E-4A Biological or **E4B** Physical Lab Science
E-3B Humanities

Sophomore (2nd Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
STA 260 Business Statistics
ECO 231 Fundamentals of Macroeconomics
BUS 304 Essentials of Management Information Systems
BUS 301 Essentials of Formal Business Communication

Junior (2nd Semester) 15 hrs

GBU 201 International Business
BUS 306 Essentials of Operations and Supply Chain
CCT 304S Applied Entrepreneurship and Service Learning
Free Elective (3 hrs)
E-6 Diversity

Senior (2nd Semester) 15 hrs

MKT Upper Division Course (3 hrs)
BUS 402 Integrated Business Management
MGT 316 Organization Behavior
CCT 570 Web Design for Offices
Free Elective (3 hrs)

*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.