

Emphasis - Online

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B.B.A. in General Business Description

The general business major is a more broad-based program than our specialized majors (e.g., marketing or finance) and focuses on building a solid understanding of business fundamentals. The scope of the major encompasses all facets of business and provides students with a wider scope of analysis across the business functional areas. Graduates are expected to work in business environments that require more diverse skills across the many areas of business while allowing them the opportunity to study in areas across the university. The major encourages students to pursue experiences, either internationally or in a work setting, and is extremely flexible, allowing students to pursue an outside minor or any curriculum they believe is most interesting and will support their development.

Minimum Total Credit Hours: 120 General Education Requirements

The general education requirements for the B.B.A. include first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for general business in addition to general education course requirements Accy 201 (3), Accy 202 (3), Bus 250 (3), Bus 271 (3), GB 310 (3), GB 320 (3), GB 330 (3), GB 350 (3), GB 370 (3), GB 490 (3), Bus 300 (internship) or Bus 380 (study abroad) (3), 300+ business elective (18). Students must have 42 total hours of 300+ courses.

Other Academic Requirements

Students who meet all requirements for general admission to the university and intend to pursue a B.B.A. will enter the university as a general business major. Any student may elect to remain in general business. Students who do not meet GPA requirements to enroll in specialty major course work will remain in general business.

Emphasis - Online Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Complete Writ 101 or Writ 100 or Hon 101 with a passing grade.
First Year Writing II	3	Complete one of the following courses with a passing grade: Liba 102 , Writ 102 or Hon 102 .
6 hrs Math 115 + or Bus/ Econ 230	6	Successfully complete 6 hours of Math coursework from Math 115 or above or Bus/ Econ 230 (excluding Math 245 and Math 246).
6-8 hrs science	6	Complete 6-8 hours of natural science courses and labs with a passing grade from the following areas: biology, chemistry, geology, physics, or astronomy.
2 science labs	2	Complete at least two science laboratory courses with a passing grade. Courses may be chosen from the departments of Biology, Chemistry and Biochemistry, Geology and Geological Engineering, or Physics and Astronomy.
6 hrs Soc Sci/ Econ 202 & 203	6	Students pursuing a B.B.A. will fulfill the social science requirement by taking Econ 202 and Econ 203 . Econ 202 must be completed with a grade of C or better to move on to Econ 203 .
3 hrs fine & perform arts	3	The course may be chosen from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Courses that satisfy this requirement are any Art History (AH); Liba 130 , 204 , 314 ; Mus 101 , 102 , 103 , 104 , 105 ; Danc 200 ; Thea 201 , 202 . Students who have completed 30 semester hours of undergraduate course work may fulfill the requirement with a 300- or 400-level art history course.
3 hrs humanities	3	The course may be chosen from any classical civilization (Clc); history (Hst); philosophy (Phil); religion (Rel); or one of the following specific courses: environmental studies (Envs 101); Liba 202 , 312 ; Rhet 201 ; African American studies (AAS 201 , 202); gender studies (G St 201 , 202); literature (Eng 103 , 220-226); Southern studies at the 100 level only (S St), or Hon 101 , 102 (if not being used to fulfill composition requirements).
3 hrs fine arts/humanities	3	Complete 3 hours in the area of fine/performing arts or humanities listed above.

Major Requirements

REQUIREMENT	HOURS	DESCRIPTION
Accy 201	3	Complete Accy 201 with a passing grade.



REQUIREMENT	HOURS	DESCRIPTION
Accy 202	3	Complete Accy 202 with a passing grade.
Bus 250	3	Complete Bus 250 with a passing grade.
Bus 271	3	Complete Bus 271 with a passing grade.
18 hrs 300+ bus electives	18	Students must complete 18 hours of business electives at the 300 level or higher. Courses can be chosen from the following departments: Business, Accounting, Marketing, Management, MIS, Finance, or Economics.
Internship or Internat'l Study	3	Successfully complete Bus 300 (internship) or Bus 380 (study abroad) with a passing grade.
Overall Major GPA		Please contact your academic advisor for grade point requirements.
Resident Major GPA		Please contact your academic advisor for grade point requirements.

Major Requirements II

REQUIREMENT	HOURS	DESCRIPTION
GB 310	3	Complete GB 310 with a passing grade.
GB 320	3	Complete GB 320 with a passing grade.
GB 330	3	Complete GB 330 with a passing grade.
GB 350	3	Complete GB 350 with a passing grade.
GB 370	3	Complete GB 370 with a passing grade.
GB 490	3	Complete GB 490 with a passing grade.

