General Business Major

The General Business major is offered to broadly augment core curricula and is often chosen by students who may be entering a family-owned or small business where they may assume multiple responsibilities. The major provides additional breadth of knowledge in contemporary business subjects and also establishes a strong foundation for those who expect to receive specialized training from an employer. Moreover, we include an applied educational component in our program so that our students have the opportunity to learn through applying the concepts studied in the classroom. Students must receive a grade of C- (C-minus) or better in all eight courses to fulfill the required 24 credits of the General Business Major. College of Business 3393 internships and College of Business Core Courses do not count toward the 24 credit hour major course requirement.

General Business Major Requirements

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Description</th>
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<tbody>
<tr>
<td>18</td>
<td>upper-division College of Business courses chosen from at least two business disciplines</td>
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<tr>
<td>6</td>
<td>additional upper-division ISU courses</td>
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<tr>
<td>Total</td>
<td>24</td>
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Of the 24 required hours, 3 credit hours must be applied educational credits from the following list:

- Any Department 4493 Advanced Internship
- ACCT 4440 Accounting Practicum
- FIN 4451 Student Managed Investment Fund I
- FIN 4452 Student Managed Investment Fund II
- INFO 4488 Informatics Senior Project
- MGT 4411/MKTG 4411 Small Business and Entrepreneurship Practicum

College of Business 3393 internships and College of Business Core Courses do not count toward the 24 credit hour major course requirement. However, 3393 internships may be taken to meet the College of Business applied educational requirement.

Courses

**BA 1110 The World of Business: 3 semester hours.**
An introduction to business concepts, careers, and developing students as professionals. Introduces students to the major functional areas of business including accounting, computer information systems, finance, management, and marketing. F, S

**BA 2200 Professional Development Seminar I: 1 semester hour.**
Assessment and development of entry level technology and communication skills. Introduction to college goals and processes. Investigation of business career opportunities. Required of all students intending to major in business. PREREQ OR COREQ: ACCT 2202. F, S, Su

**BA 2203 Issues in Business: 3 semester hours.**
A basic overview of business operations and current issues in business with an emphasis on one or more of several business dimensions. Dimensions include business ethics, international business, business law, supply chain management, and entrepreneurship. Available to non-business majors only. D

**BA 2210 Introduction to Professional Development I: 1 semester hour.**
Helps college sophomores discover inherent skills and interests. Introduces potential careers based upon these skills and interests. Students will choose from a list of Professional Development activities such as skill and interest assessments to be used in building and envisioning their resume. Each student will also meet with an advisor, counselor, and other professionals to develop and tailor a successful career path in the desired profession. Graded S/U. F, S

**BA 3301 Professional Development Seminar II: 1 semester hour.**
Examination of critical thinking models and development of writing, oral communication, and teamwork skills using assignments from INFO 3301. Must be taken concurrently with the same numbered section of INFO 3301. COREQ: INFO 3301. F, S, Su

**BA 3302 Professional Development Seminar III: 1 semester hour.**
Examination of critical thinking models and development of writing, oral communication, and teamwork skills using assignments from CIS 3302. Must be taken concurrently with the same numbered section of CIS 3302. COREQ: CIS 3302. F, S, Su

**BA 3310 Exploring Professional Development II: 1 semester hour.**
College juniors will reflect and examine whether their career of interest is truly a good fit. Students will choose from a list of Professional Development activities with the primary emphasis of obtaining an internship in the desired profession. Graded S/U. PREREQ: BA 2210. F, S

**BA 4400 Professional Development Seminar IV: 1 semester hour.**
Assessment and development of critical thinking and communication skills. Investigation of business career and placement opportunities. COREQ: MGT 4460. F, S, Su

**BA 4410 Implementing Professional Development III: 1 semester hour.**
Professional Development Capstone for the senior student. Students will implement skills learned in the two previous Professional Development courses with the goal of finding a job within their desired profession. Graded S/U. PREREQ: BA 3310. F, S