

## General Business

This concentration is designed for students who prefer to acquire broad undergraduate training in business, rather than specializing in a specific area. Opportunities for career advancements exist for experienced individuals with varied work exposures in all areas of business including but not limited to management, human resources, finance, economics, accounting and business information systems. Students choose courses that emphasize their specific work areas of interest in business or that correlates to their years of prior work experience before completing their degrees in General Business. Their educational preparation is flexibly designed to meet student's intended work emphasis.

### General Business is a Great Choice

- For those who have reached a 'glass ceiling' at work; and progress requires you getting a degree in any business area
- Non-traditional students (e.g. adults) who want a fast flexible way to get a BBA
- Working adults who require schedule flexibility in combining courses in different areas of business
- Students who plan to later obtain law degrees and need a broad business undergraduate BBA
- Students with time and schedule constraints find it appealing because of the assortment of upper level courses that can be used to meet the requirement of the concentration
- Students who plan to or have started their own business and want to select appropriate business courses that will equip them better in running a business



### Opportunities That Apply

There are a wide variety of positions available for a graduate who acquires a general business degree which ranges from management, human resources, sales and retail in the service and manufacturing industries to entrepreneurs that own and operate their businesses. Small businesses have generated nearly 80% of new jobs in the United States since the year 2000.

### Job Prospect

Business related field is expected to add 1.17million jobs in the next decade for jobs like credit counselors, compliance officers and financial examiners. Due to companies ramping up staffs to comply with tighter financial regulations and the new health-care law (*The Wall Street Journal*)

### Internship

For entry level, often the best way to get hired is to do an internship during a summer break. The College of Business has a robust program for aiding students in attaining an internship during the course of their study.

## How You Benefit

You are exposed to core and diverse business elements of finance, economics, accounting, management, information systems and marketing in addition to having customization and flexibility of courses as you expand your knowledge with up to 21 available elective credits tailored to fit your career goals.

We also invite guest speakers from various Industries to speak in classes and organize Educational field trips for our students to facilities such as the Dell manufacturing plant, Nissan, Tractor Supply Company, and other facilities in the greater Nashville area.



### Starting Salaries

Typically, entry-level salaries for business graduates ranges from mid \$30k to mid \$40k depending upon factors such as geographic location, industry and type of job with an average of \$40k

*(National Association of Colleges and Employers)*

## Curriculum

Bachelor of Business Administration (BBA) degree with the concentration in General Business requires:

1. General education courses (42 Hours)
2. Business core courses (48 Hours)
3. General Management (30 Hours)

## General Business Core Courses

### *Lower Division*

MGMT 1010: Intro to Bus. & Economics  
ECON 2010: Principles of Economics I  
ECON 2020: Principles of Economics II  
ACCT 2010: Principles of Accounting I  
ACCT 2020: Principles of Accounting II  
ECON 2040: Statistical Analysis I  
BISI 2150: Microcomputer Applications

### *Upper Division*

BISE 3150: Business Communications  
BISI 3230: Business Information Systems  
BLAW 3000: Legal Environment of Bus.  
FINA 3300: Business Finance  
ECON 3050: Quantitative Methods  
MGMT 3010: Management and Org. Behv.  
MGMT 3020: Operations Management  
MKTG 3010: Basic Marketing  
MGMT 4500: Business Strategy and Policy

## General Business Concentration Core

MGMT 4030: Human Resources Management  
And **any two** of the following:

- ACCT 3140: Cost Accounting
- ECON 4800: Current Economic Problems
- BISI 4400: Introduction to Web Design

## General Business Electives (21 Hours)

Business Electives (18 Hours)  
Marketing Electives (3 Hours)

The College of Business faculty members at TSU all are doctoral qualified, holding Ph.D.'s from well-known institutions such as Case Western Reserve University, Northwestern University, Michigan State University, the University of Arkansas, the University of Texas, and Clemson University.

For further information about us please contact the department of business:

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**For more information, please visit:**  
<http://www.tnstate.edu/businessadmin/>

Tennessee State University was established in 1912 in Nashville, Tennessee. The University is a comprehensive urban state institution consisting of eight Colleges and Schools.

The College of Business is among the largest academic units on campus, with approximately 1000 undergraduate and graduate students.



# General Business



## DEPARTMENT OF BUSINESS ADMINISTRATION

[www.tnstate.edu/busadmin](http://www.tnstate.edu/busadmin)

Bachelor of Business Administration (BBA) degree with a concentration in General Business is offered in the Department of Business Administration at the College of Business of the Tennessee State University (TSU).

The College of Business is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB-International).

