

GENERAL BUSINESS MAJOR (A)

Students first receive a foundation in business skills and then select classes in accounting, business law, human resources, international business, marketing, economics, and finance according to their interest.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in General Business, students will be able to:

1. Demonstrate an understanding of how the Christian worldviews in formulating appropriate and enlightened responses to ethical issues and dilemmas.
2. Demonstrate an understanding of the complexity of elements important to members of another culture in relation to history, values, politics, communication styles, economy, or beliefs and practices.
3. Demonstrate an understanding and a disposition that a student builds across the business curriculum.
4. Identify and evaluates conclusions, implications, and consequences.
5. Utilize, interpret and assess quantitative data to inform and drive sound decision making.
6. Demonstrates language that skillfully communicates meaning to readers with clarity and fluency.
7. Demonstrates the ability to convert relevant information into an insightful mathematical portrayal in a way that contributes to a further or deeper understanding.

Curriculum

This major requires the business core and 12 credits of business electives plus BUS 240 and MGMT 472.

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		45
Electives		30
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
Required Core Courses		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201) or COMM 20 Interpersonal Communication	
Core Business Requirements		

ACCT 205	Accounting & Finance for Business Professionals	3
BUS 161	Business Essentials	3
or BUS 162	Quantitative Business Essentials	
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
or MBA 544	People-Focused Management	
MKTG 131	Sales and Marketing	3
Required Major Courses		
MGMT 472	Managing Change	3
BUS 240	Project Management	3
Major Electives		
Select 12 credits of Business Electives		12
Total Hours		45