

## PROGRAM OVERVIEW

The Bachelor of Business Administration (B.B.A.) in General Business at the H-E-B School of Business and Administration is designed for students interested in obtaining an interdisciplinary business administration degree.

The B.B.A. in General Business is a 120-hour program that covers a variety of topics within the business world. As part of the general business curriculum, students will choose courses from the fields of accounting, business law, economics, entrepreneurship, finance, information systems, international business, management and marketing.

The B.B.A. degree program offers a comprehensive and contemporary business education readying students to succeed in any number of fields. The business degree program also creates a strong foundation on which to develop field specializations. In addition to providing the technical skills necessary for a professional-level position, the ethical considerations of business are also emphasized. Rooted in the Mission of the University, the B.B.A. degree program prepares students to be principled leaders.

## QUICK FACTS

- 120-hour degree program
- Business programs in the H-E-B School of Business and Administration are accredited by the Accreditation Council for Business Schools and Programs.
- The University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

## ADMISSION REQUIREMENTS

The requirements for admission to the B.B.A. in General Business program are the same as the requirements for admission to the University of the Incarnate Word.

## CONTACT

### UIW Admissions

(210) 829-6005  
admission@uiwtx.edu

# B.B.A. in General Business

## FRESHMAN YEAR

### Fall

FYES 1211: First Year Experience Seminar (2 hours)  
 MATH 1304: College Algebra (3 hours)  
 ENGL 1311: Composition I (3 hours)  
 PHIL 1381: Introduction to Philosophy (3 hours)  
 HIST 1311 or 1321 (3 hours)  
 PEHP PE Activity (1 hour)

**Total Hours: 15**

### Spring

ENGL 1312: Composition II (3 hours)  
 ECON 2301: Principles of Macroeconomics\* (3 hours)  
 ACCT 2311: Principles of Accounting I (3 hours)  
 MIS 2321: Introduction to Information Systems (3 hours)  
 RELS 1305, 1315, 1325 or 1335 (3 hours)

**Total Hours: 15**

## SOPHOMORE YEAR

### Fall

ECON 2302: Principles of Microeconomics (3 hours)  
 ENGL 2310: World Literature Studies (3 hours)  
 ACCT 2312: Principles of Accounting II (3 hours)  
 MIS 2325: Information Management Applications (3 hours)  
 Fine Arts\*\* (3 hours)

**Total Hours: 15**

### Spring

BMGT 3340: Management Theory and Practice (3 hours)  
 BMGT 3370: Business Statistics (3 hours)  
 RELS/PHIL\*\*\* (3 hours)  
 Science with Lab\*\*\*\*\* (4 hours)  
 General Elective (3 hours)

**Total Hours: 16**

## JUNIOR YEAR

### Fall

BLAW 3317: Business Law (3 hours)  
 BINT 3331: International Business Management (3 hours)  
 BMGT 3371: Management Science (3 hours)  
 Modern Language I (3 hours)  
 General Elective (3 hours)

**Total Hours: 15**

### Spring

BFIN 3321: Principles of Financial Mgmt. (3 hours)  
 BMKT 3331: Principles of Marketing (3 hours)  
 3000 Level Business Elective (3 hours)  
 Modern Language II (3 hours)  
 General Elective (3 hours)

**Total Hours: 15**

## SENIOR YEAR

### Fall

3000 Level Business Elective\*\*\*\* (3 hours)  
 3000 Level Business Elective\*\*\*\* (3 hours)  
 3000 Level Business Elective\*\*\*\* (3 hours)  
 BMGT 4380: Integ. Bus. Analysis/Dec. Making I (3 hours)  
 General Elective (3 hours)

**Total Hours: 15**

### Spring

BMGT 4381: Integ. Bus. Analysis/Dec. Making II (3 hours)  
 4000 Level Business Elective\*\*\*\* (3 hours)  
 4000 Level Business Elective\*\*\*\* (3 hours)  
 General Elective (3 hours)  
 General Elective (2 hours)

**Total Hours: 14**

\*Macroeconomics fulfills the Social Science requirement.

\*\*Three hours of a performance or history course in Visual Art, Dance, Music or Theatre.

\*\*\*Any three-hour advanced religion or advanced philosophy course.

\*\*\*\*Business electives must be from at least three different disciplines.

\*\*\*\*\*BIOL 1402/1401, 2321/2121 CHEM 2301/1101 ENSC 1310 GEOL 1401, 1402, 1416, 1417, 2410, 3420, 3430, 3450 PHYS 2305/2105

120 hours needed to complete the B.B.A. with General Business concentration