

GENERAL BUSINESS

Matthews Hall 309K, 417.625.9671

Faculty Block, Bradshaw, Cragin, Gray, Johnson, Marion, Rawlins, Rusley, J. Smith, Vernon

The B.S.B.A. general business major course of study is intended to give the broadest possible background to the graduate and to prepare the graduate for managerial positions in the public and private sectors. The A.S. degree program prepares the graduate for first line supervisory and managerial duties.

Students can obtain the B.S.B.A. and A.S. degrees in general business over the Internet.

Bachelor of Science in Business Administration with an Emphasis in General Business

	Semester Hours
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
General Business Emphasis:	18
Acct 325 Managerial Accounting	3
Econ (selected from 300, 330, 401, 402, 411, GB 322, INTS 304)	3
MM (selected from 352, 354, 410, 411, 412, 431, 441,450, GB 405, IB 410)	3
MM (selected from 312, 321, 401, 405, 412, 432, 470, IB 400)	3
MM 337 Management Information Systems	3
Advanced Business Elective (must be selected with adviser consultation & approval)	3
Electives	18
Total	124

*Required course in economics (Econ 201) satisfies major requirement and 3 hours of Core Curriculum.

Associate of Science in General Business

	Semester Hours
Core Requirements (p. 33)	25-26
General Business Concentration	27
Acct 201 Principles of Accounting I	3
Acct 202 Principles of Accounting II	3
Econ 201 Principles of Economics-Macro	3
Econ 202 Principles of Economics-Micro	3
GB 301 Legal Environment of Business I	3
GB 302 Legal Environment of Business II	3
MM 237 Using Information Systems	3
MM 300 Principles of Marketing	3
MM 350 Principles of Management (WI)	3
Business Electives (must be selected with approval of faculty adviser)	12
Total	64-65

Minor in General Business

(Non-BSBA degree candidates)

Acct 201 Principles of Accounting I	3
Acct 202 Principles of Accounting II	3
Econ 202 Principles of Economics-Micro	3
Econ 350 Financial Management	3
MM 237 Using Information Systems	3
MM 300 Principles of Marketing	3
MM 350 Principles of Management (WI)	3
Total for Minor (General Business)	21

Suggested Order of Study

Bachelor of Science in Business Administration

Major Code 0501

General Business Emphasis

Freshman Year

1st Semester		Hours
Course		
CORE	[Eng 101 Comp I]	3
CORE	[Math 131 Finite Math]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
CORE	[Bio 101 General Biology]	4
CORE	[Kine 103 Lifetime Wellness]	2
Psy 120	College Orientation	1
		16

2nd Semester

CORE	[Eng 102 Comp II]	3
CORE	[Phys 100 Fund of Phys Sci]	5
CORE	[Comm 100 Oral Communication]	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		15

Sophomore Year

1st Semester		Hours
Acct 201	Principles of Accounting I	3
CORE	[Econ 201 Principles of Econ-Micro]	3
MM 237	Using Information Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		15

2nd Semester

Acct 202	Principles of Accounting II	3
Econ 202	Principles of Economics-Micro	3
GB 321	Business Statistics I	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
		15

Junior Year

1st Semester		Hours
Acct 325	Managerial Accounting	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
MM 300	Principles of Marketing	3
MM 350	Principles of Management (WI)	3
		15

164 / General Business

2nd Semester	
Advanced Elective in Finance/Economics (must be selected from Econ 300, 330, 401, 402, 411, GB 322, IB 430, or IntS 304)	3
Advanced Elective in Management (must be selected from MM 352, 354, 410, 412, 431, 441, or IB 410)	3
Econ 350 Financial Management I	3
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	3
MM 337 Management Information Systems	3
Electives	3
	18

Senior Year

1st Semester	
Advanced Elective in Marketing (must be selected from MM 312, 321, 401, 405, 412, 432, 470, or IB 400)	3
CORE [International Cultural Studies] (IB 310 strongly recommended)	3
CORE [Humanities and Fine Arts] (See Core Requirements, p. 32)	3
Electives	6
	15

2nd Semester	
Advanced Business Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above within the School of Business Administration)	3
MM 452 Strategic Management (WI)	3
MM 490 Career Portfolio Development	1
Electives	8
	15

Associate of Science

Major Code 5001

General Business Concentration

Freshman Year

1st Semester	
Acct 201 Principles of Accounting I	3
CORE [Eng 101 Comp I]	3
MM 237 Using Information Systems	3
CORE [Psy 100 or Soc 110]	3
CORE [Math (30 or above)]	3
CORE [Kine 103 Lifetime Wellness]	2
	17

2nd Semester	
Acct 202 Principles of Accounting II	3
CORE [Econ 201 Principles of Econ-Macro]	3
CORE [Hist 110 or Hist 120]	3
CORE [Comm 100 Oral Communication]	3
CORE [Art 110, Mus 110, Th 110, Literature or Phil 201]	3
CORE [Kine 101 Physical Activity]	1
	16

Sophomore Year

1st Semester	
Business Electives (must be selected with adviser approval)	6
GB 301 Legal Environment of Business I	3
Econ 202 Principles of Economics-Micro	3
MM 350 Principles of Management (WI)	3
	15

2nd Semester	
GB 302 Legal Environment of Business II	3
MM 300 Principles of Marketing	3
CORE [Missouri Constitution Requirement – see pg. 37]	3
Business Electives (must be selected with adviser approval)	3
CORE [Bio 101 or Phys 100]	4-5
	16-17

[Department Recommendations]

For additional information contact:

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Course Descriptions

GB 101 (F, S) 3 hrs. cr.
Introduction to Personal Financial Planning
Introduction to the concepts and tools necessary for effective management of personal financial health. Includes goal-setting, investment decisions, obtaining and using credit, insurance, and retirement planning. Also provides exposure to various business careers and to comparable decisions that business owners and managers make.

GB 105 (F) 3 hrs. cr.
Computer Keyboarding
Learn or review the proper techniques for alphabet and number keys. Letter styles, proper report formats, simple tabulations, and employment communications are taught using basic Microsoft Word commands. Speed and accuracy in editing are stressed so the student will acquire a personally useful skill.

GB 110 (F, S) 3 hrs. cr.
Computer Formatting
Covers all styles of business letters, reports, memos, and tables. Some of the advanced Microsoft Word commands used are: headers and footers, find and replace, report styles, advanced table features, templates, labels, mail merge, and sort. Prerequisite: GB 105 or a good knowledge of the keyboard and familiarity with word processing.

GB 112 (F, S) 3 hrs. cr.
Computer Document Production
Production of all types of letters, reports, business forms, legal forms, tables, and desktop publishing using Microsoft Word. Realistic, integrated office projects are used. Prerequisite: GB 110 or equivalent.

GB 301 (F, S) 3 hrs. cr.
Legal Environment of Business I
Common law principles and statutes, particularly the Uniform Commercial Code, as they relate to American business. Includes the court systems and procedures, contracts, personal property and bailments, sales and commercial paper. Special emphasis on Missouri case-law and statutes. Lectures supported by actual case decisions and case digests.

GB 302 (F, S) 3 hrs. cr.
Legal Environment of Business II
Common law principles and statutes, particularly the Uniform Commercial Code, as they relate to American business. Brief overview of criminal law and tort law, government control and regulation, secured transactions, insurance, bankruptcy, agency and employment, partnerships, corporations, real property, and estates. Prerequisite: Junior standing.

GB 312 (F) 3 hrs. cr.
Principles of Business Education
 Fundamentals of business education including curriculum, trends, equipment, materials, professional organizations, and vocational programs. For business education majors only. (To be taken in fall prior to student teaching.)

GB 320 (F, S) 3 hrs. cr.
Business Communication (Writing Intensive)
 Principles of writing effective letters, memos, and reports to solve real-world situations. Emphasis on contemporary issues and the employment process. Prerequisites: 6 hours English Composition or permission of instructor.

GB 321 (F, S) 3 hrs. cr.
Business Statistics I
 Methods of collection, analysis, interpretation, and presentation of data related to business. Topics include frequency distribution, measures of central tendency and dispersion, regression and correlation analysis, probability concepts, sampling distributions, estimation procedures, and hypothesis testing. Computer statistical packages will be utilized in analysis and application of problems. Prerequisites: Math 130, 131, or higher and MM 237.

GB 322 (S) 3 hrs. cr.
Business Statistics II
 Methods of statistical analysis relating to business decision-making and research in business and economics. Emphasizes sampling theory, parametric tests of hypotheses, analysis of variance, multiple regression, non-parametric tests of hypotheses, and other selected statistical techniques. Computer statistical packages (and spreadsheet packages) will be utilized in analysis of problems. Prerequisite: GB 321.

GB 361 (F, S) 1 hr. cr.
Personal Development
 Identifying interests and abilities in relation to prospective jobs and establishing short-term and long-term career goals. Developing job search skills. Demonstrating dining etiquette and increasing time management and assertiveness skills. Prerequisite: 6 hours English Composition or permission of instructor.

GB 362 (F, S) 1 hr. cr.
Career Development
 Increasing verbal and nonverbal job related communication and presentation skills. Exploring business etiquette and dress in order to adjust to the corporate environment and the professional image. Discussing career related ethics. Prerequisite: 6 hours English Composition or permission of instructor.

GB 363 (F,S) 1 hr. cr.
Interpersonal Development
 Learning to work with others; exploring techniques of negotiation; determining how to resolve conflict. Developing teaching/training and leadership skills. Learning to conduct and participate in meetings. Understanding how to serve customers/clients and developing sensitivity to other cultures. Prerequisite: 6 hours English Composition or permission of instructor.

GB 405 (Demand) 3 hrs. cr.
Statistical Quality Control
 Theory and methods used in statistical quality control. Emphasizes basic statistical analysis, variables control charts, attributes control charts, interpretation of control charts, estimation of process parameters, gage capability, acceptance sampling, and service quality. Students will be encouraged to use spreadsheets to solve SPC problems. Prerequisite: GB 321 or consent of instructor.

GB 491 (F, S) 1-12 hrs. cr.
Internship in General Business
 An internship for senior General Business students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy

regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA, and department approval.

GB 498 (Demand) 1-3 hrs. cr.
Advanced Topics in General Business
 Special topics in General Business. For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission. Seminar topics offered in the past include office machines, career orientation, and human relations.

GB 499 (Demand) 1-3 hrs. cr.
Independent Study in General Business
 Individually directed readings, research, and discussions in selected areas of general business for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and 3.0 GPA.



Faculty Rawlins - Head, Lewis, Marion, Moos

The B.S.B.A. international business major course of study is designed to prepare the graduate for employment with multinational companies. Potential employers may be local, regional, national, or international corporations.

Bachelor of Science in Business Administration with an Emphasis in International Business

	Semester Hours
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
International Business Emphasis:	18
IB (select three from 400, 410, 420, 430) ..	9
IntS (select one from 303, 304, 305)	3
Competency in Foreign Language	3
International Internship or	
International Business Field Study	3
Electives	18
Total	124

*IB 310 included in Core Requirements.
 *Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

Minor in International Business (Non-BSBA degree candidates)

Prerequisites:

Econ 180	American Economic System	
MM 300	Principles of Marketing	
MM 350	Principles of Management (WI)	9