

General Business, B.S.B.AD.

Degree Offered

- Bachelor of Science in Business Administration

Nature of the Program

The General Business program is for students who may desire an "individualized" (i.e. less prescriptive) business major. For instance, a student interested in working for a market research firm may want to combine courses from both management information systems (MIS) and marketing.

Under the program, the major in General Business is comprised of twenty-four semester hours of upper-division business core course work (required of all candidates for the degree of B.S. in Business Administration) and thirty semester hours of upper division business and economics electives. The thirty semester hours of course work must be approved by the academic advisor and should *not* exceed more than nine semester hours in one academic discipline (e.g. MTKG).

Students interested in pursuing the General Business major should contact an academic advisor in the Office of Undergraduate Programs and Advising, 2nd Floor, Reynolds Hall to prepare a matriculation plan that satisfies the requirements for the degree and academic major and that complements their professional career interests.

Admissions for 2026-2027

For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit Chambers Admissions (<http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext>).

Students who are direct admitted to the major as first-time freshmen must possess an overall university GPA of at least 2.0 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major at the beginning of the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.0 to be considered for admission to the major.

Code	Title	Hours
ACCT 201	Principles of Accounting 1	3
BCOR 121	Introduction to Business Applications	2
ECON 201 & ECON 202	Principles of Microeconomics and Principles of Macroeconomics	6
ECON 225 or STAT 211	Elementary Business and Economics Statistics Elementary Statistical Inference	3
Choose one of the following:		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	
MATH 124	Algebra with Applications	3
Total Hours		20-23

Major Code: 2160

[Click here to view the Suggested Plan of Study \(p. 3\)](#)

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	

or ENGL 103	Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

To qualify for the Bachelor of Science in Business Administration-General Business students must meet the following criteria:

- Complete a minimum of 120 credit hours.
- Possess an overall GPA of 2.0.
- Possess a minimum GPA of 2.0 for all major courses, calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
- The John Chambers College of Business and Economics accepts all baccalaureate transferable course work completed at public and private colleges in West Virginia and other regionally accredited institutions. Since the College is AACSB accredited, upper-division courses (courses equivalent to 300/400 level at WVU) must be evaluated by the Dean or designee before they may count toward business core, major core and major restricted electives in the Bachelor of Science in Business Administration or Bachelor of Science in Economics program.

Code	Title	Hours
University Requirements		34
Program Requirements		23
Business Core Requirements		33
General Business Major Requirements		30
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 2, 5, 6, 7 and 8		16
BCOR 191	First-Year Seminar	1
General Electives		17
Total Hours		34

Program Requirements

Code	Title	Hours
ACCT 201	Principles of Accounting 1 (Minimum grade of C-)	3
BCOR 121	Introduction to Business Applications (Minimum grade of C-)	2
ECON 201	Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 4)	3
ECON 202	Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8)	3
Select one of the following (Minimum grade of C-; may fulfill GEF 8):		3
ECON 225	Elementary Business and Economics Statistics	
STAT 211	Elementary Statistical Inference	
Select one of the following (Minimum Grade of C-; may fulfill GEF 1):		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	

MATH 124	Algebra with Applications (Minimum grade of C-; may fulfill GEF 3)	3
Total Hours		23

Business Core Requirements

Code	Title	Hours
ENTR 102	Fundamentals of Entrepreneurship	3
BCOR 199	Introduction to Business (Fulfills First Year Seminar requirement)	3
BCOR 299	Business Communication (Fulfills Writing and Communication Skills Requirement)	3
BCOR 320	Legal Environment of Business	3
BCOR 330	Information Systems and Technology	3
BCOR 340	Principles of Finance	3
BCOR 350	Principles of Marketing	3
BCOR 360	Supply Chain Management	3
BCOR 370	Principles of Management	3
BCOR 380	Business Ethics	3
BCOR 460	Contemporary Business Strategy	3
Total Hours		33

General Business Major Requirements

Code	Title	Hours
Possess a minimum GPA of 2.0 for all major courses, calculated using all attempted GPA hours unless excluded by the D/F repeat policy.		
Major Electives *		30
Total Hours		30

*

The thirty semester hours of major electives that form the General Business major must consist of upper-division business and economics courses in disciplines such as Accounting (ACCT), Economics (ECON), Entrepreneurship and Innovation (ENTR), Finance (FIN), Global Supply Chain Management (GSCM), Hospitality and Tourism Management (HTOR), Management (MANG), Management Information Systems (MIST), Marketing (MKTG) and Organizational Leadership (ORGL). No more than nine semester hours in one of the aforementioned disciplines may apply toward the major. General Business majors may apply for up three credit hours of Professional Field Experience toward the major electives and the remaining three credit hours toward unrestricted electives.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
BCOR 199		3 ACCT 201	3
BCOR 191		1 ECON 201 (GEF 8)	3
BCOR 121		2 ENGL 101 (GEF 1)	3
ENTR 102		3 GEF (Choose from F2, F5, F6, F7 or F8)	3
MATH 124		3 Minor or General Electives	3
GEF (Choose from F2, F5, F6, F7 or F8)		3	
		15	15

Second Year

Fall	Hours	Spring	Hours
ECON 202 (GEF 8)		3 BCOR 299	3
Select one of the following (GEF 8):		3 BCOR 320	3
ECON 225		BCOR 330	3
STAT 211		BCOR 350	3
ENGL 102 (GEF 1)		3 BCOR 370	3
GEF (Choose from F2, F5, F6, F7 or F8)		6	
		15	15

Third Year

Fall	Hours	Spring	Hours
BCOR 340		3 BCOR 380	3
BCOR 360		3 Major Elective	3
Major Elective		3 Major Elective	3
Major Elective		3 Major Elective	3
GEF (Choose from F2, F5, F6, F7 or F8)		3 GEF (Choose from F2, F5, F6, F7 or F8)	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
Major Elective		3 BCOR 460	3
Major Elective		3 Major Elective	3
Major Elective		3 Major Elective	3
Minor or General Electives		6 Minor or General Electives	6
		15	15

Total credit hours: 120

Major Learning Outcomes

GENERAL BUSINESS

The objective of providing a foundational education in general business at the undergraduate level cannot be realized without appropriate curricula content, effective teaching, and ultimately, learning. Within the undergraduate general business major, we subscribe to the following learning goals for each of our undergraduate students

- Graduates will be able to think critically and solve problems in business settings.
- Graduates will be able to deal with the dynamics of individuals and teams within organizations and to motivate, lead, and inspire employees toward achieving organizational goals.
- Graduates will be able to use computer and information technology in solving problems and perform functions commonly seen in managing businesses and other organizations.
- Graduates will recognize the opportunities and challenges associated with the global marketplace.
- Graduates will have an appreciation of the ethical, legal, and regulatory issues impacting the decision-making process.
- Graduates will be able to communicate recommendations to management and other constituencies, orally and in writing.