

GENERAL BUSINESS



Bachelor of Business Administration in General Business

The Marilyn Davies College of Business' mission is to provide a high-quality business education to prepare students for immediate entry into the business community.

Designed for students who seek a strong interdisciplinary business program, the General Business BBA combines a solid foundation of general education, with an understanding of the fundamental theories and procedures of all the primary business functions.

The BBA in General Business degree program also allows students to tailor their course work to meet individual career goals—from entrepreneurship to careers in land management, international business law or any of a wide range of areas.

About the Program

The BBA in General Business, accredited by the Association to Advance Collegiate Schools of Business-International, is a 120-credit-hour program comprised of 42 hours of Common Core Requirements; 48 hours of Business Core Requirements; and 30 hours of General Business Major Requirements.

Within the 30 hours of General Business Major Requirements, students choose at least three of the following areas: Accounting; Business Administrations; Economics; Energy Management; Finance; Insurance & Risk Management; Management; Management Information Systems; Marketing; Professional Land Management; and Supply Chain Management.

Getting Started

- 1. Apply for Admissions**
applytexas.org
- 2. Apply for Financial Aid**
fafsa.ed.gov
- 3. Fulfill Testing Requirements**
uhd.edu/testing
- 4. Get Advised and Register**
uhd.edu/academics/advising
- 5. Pay for Classes**
uhd.edu/cashiers
- 6. Prepare for Class**

For more information, visit:
uhd.edu/admissions

Median Salary

According to the U.S. Department of Labor Bureau of Labor Statistics (BLS), the average salary in Texas of a Purchasing Manager/Buyer & Purchasing Agent is **\$64,850**; Market Research Analyst is **\$62,560**; Security, Commodity, and Financial Services Sales Agent is **\$67,310**; and Insurance Underwriter is **\$67,680**.

Earn Your Degree

- Downtown
- Northwest & Kingwood - (Evenings)
- Online

Contact

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Marilyn Davies College of Business
713-221-8672
uhd.edu/gbs

To further specialize the General Business program, students have the option of adding a minor (18-hours) to complement their BBA degrees. The following are suggested:

- Business Development/Sales
- Professional Land Management
- Retail Management
- Small Business Management
- Supply Chain Management
- Project Management

A student can combine this major with any minor(s), but the major cannot be combined with a second business major unless the student takes 30 additional upper-level hours. At least 50 percent of the upper-level business hours must be taken at the University of Houston-Downtown.



Affiliated Student Organizations

Beta Gamma Sigma is the national business honorary society recognized by AACSB-International. Its mission is to encourage and honor academic achievement and personal excellence in the study and practice of business. Each year, the UHD Chapter invites juniors and seniors, who rank in the top 10 percent of their class, to join.

Business Administration Council (BAC) is a unique student-operated organization, managed by motivated business students working to build and grow the University of Houston-Downtown Northwest location and its professional networks. BAC is managed by a Board of Directors with UHD's BAC Advisor serving as CEO. The Board supports and manages various business disciplines, including: supply chain management; finance/accounting; human resources; marketing; public relations, and social media. Students who join BAC will also have the opportunity to learn Lean Six Sigma D.M.A.I.C. model. For more information, contact Carol Brace at bracec@uhd.edu.

Career Options

A Bachelor of Business Administration in General Business prepares graduates for a variety of careers:

