



Charlton College of Business

University of Massachusetts Dartmouth

UMass Dartmouth. World Class. Within Reach.

General Business Administration Degree

The Charlton College of Business is accredited by AACSB - The International Association for Management Education.

WHAT IT IS

The Charlton College of Business offers a major program leading to a Bachelor of Science degree in General Business Administration. Students who choose this major have flexibility in course selection. This degree program enables students to gain an understanding of business concepts and to acquire the appropriate application skills that will allow for creativity and flexibility in public or private organizations of any size.

WHO SHOULD APPLY

This degree offers a strong foundation in Business Administration. It is well-fitted for the students who do not want to specialize in any one business area. It is for those with considerable work experience, who lack the educational credentials to make changes or advancements in their career. It is also for those students who work full time and seek the flexibility and convenience of a part-time program.

WHAT YOU STUDY

A total of 120 credits are needed to complete a Bachelor of Science in General Business. Over fifty percent of these credits result from students having developed a broad-based exploration of the Arts and Humanities, Sciences, and Social Sciences. The remaining credits are completed from many different areas of Business. From this rich curriculum base, the student acquires a broad set of competencies expected of all graduates in the Charlton College of Business.

General Requirements - Years One and Two (54-credits)

ENL 101, 102	Critical Writing and Reading I, II (6-credits)
MTH 103	Finite Math (3-credits)
POM 212	Business Statistics (3-credits)
MIS 101	The Business Organization (3-credits)
ENL 265	Business Communications (3-credits)
ECO 231, 232	Principles of Micro/Macroeconomics (6-credits)
ACT 211, 212	Principles of Accounting I, II (6-credits)
	Cultural/artistic literacy (9-credits)
	Diversity course (3-credits)
	Natural science/technology (6-credits)
	Social science electives (6-credits)

Core Business Requirements (24-credits)

MKT 311	Principles of Marketing (3-credits)
MGT 311	Organizational Behavior (3-credits)
MIS 315	Information Systems (3-credits)
POM 333	Quantitative Business Analysis (3-credits)
FIN 312	Financial Management (3-credits)
MGT 312	Legal Framework of Business (3-credits)
POM 345	Operations Management (3-credits)
MGT 490	Strategic Management and Policy Formulation (3-credits)

General Business Core Requirements (27-credits)

ACT, MIS, MGT, MKT, FIN 300/400 level

Non-Business Electives (15-credits)

Courses outside the Charlton College of Business
TOTAL CREDITS: 120

CAREERS AND FURTHER STUDY

General business graduates have the flexibility to pursue dynamic careers in a wide range of industries, from international business to human resource management to retailing and sales. The Charlton College of Business prepares students for many entry level and professional positions in business. Graduates will:

- Comprehend the business environment and functions;
- Demonstrate effective communication skills;
- Demonstrate computer usage skills;
- Employ ethical principles in all business situations; and
- Demonstrate the ability to work effectively on teams in diverse organizations.

Additionally, the General Business Administration degree provides students with a strong foundation for continuing their education with an MBA degree.

Professional & Continuing Education offers traditional classroom, online, and blended courses to balance academic and professional goals. For more information about the General Business Administration major offered through Professional and Continuing Education, you may contact Barbara Brown, admissions coordinator, **508.990.1160**, or **bbrown@umassd.edu**.