

GENERAL BUSINESS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

[CONCENTRATION: PRE-LAW]

WHY GENERAL BUSINESS?

Designed for students with a non-traditional career path in mind, general business provides a broad education in all Spears Business fields. While offering the opportunity to receive multiple minors, a general business degree is very flexible, allowing students to develop study habits and business skills necessary to achieve their post-graduate education and career goals.

MAJOR SPECIFIC COURSE CURRICULUM

Business to Business Marketing

- Strategic overview of the marketing of products and services to business, government, and not-for-profit organizations

Financial Markets & Institutions

- Understand functionality of money and capital markets
- Analyze commercial banks and other financial intermediaries

Entrepreneurial Thinking & Behavior

- Discuss how to start and sustain new concepts and ventures
- Discover issues surrounding the entrepreneurial process

Managing Behaviors & Organizations

- Examine the complexities of human behavior in organizational settings
- Emphasize performance and determinants at the individual and team level

"I chose general business as a degree because I wanted a wide-ranging education in business and all the possibilities that derive from a business degree. I have a wide variety of career paths to choose from due to my knowledge in many business areas.

- Emmanuel Guzman



business.okstate.edu



BUSINESS STUDENT
SUCCESS CENTER

AT SPEARS BUSINESS



SPEARS

SCHOOL OF BUSINESS



CAREER INDUSTRIES & FOCUS AREAS

Corporate

- Sales officer
- Quality control
- Account representative
- Personnel recruiter

Government

- Lawyer
- Public office
- Consulting

Management

- Small/family business owner
- Distribution management
- Bank management
- Entertainment manager

STARTING SALARY

Average | \$42,800

CAREER RESOURCES FOR GENERAL BUSINESS MAJORS

OSU Career Services

hireosugrads.com

Indeed

indeed.com

Simply Hired

simplyhired.com

Careers in Business

career-in-business.com

Intern Match

internmatch.com

International Nonprofit Information

idealist.com

Marketing Jobs

marketingjobs.com

Careers in HR Management

jobs.shrm.org

Sports Jobs

teamworkonline.com

SAMPLE COMPANIES HIRING GENERAL BUSINESS MAJORS

Anheuser-Busch | BlueCross Blue Shield | Chickasaw Nation

Cinemark | City of Tulsa | ConocoPhillips | Daimler

Department of Human Services | Direct Energy | Ditch Witch

Dollar Tree | Edward Jones | EZ Insurance Agency, Inc.

Farmers Insurance | Grant Thornton | Hertz | Indian Electric Cooperative

Kimberly-Clark | Macy's | Paycom QuikTrip | RCB Bank

St. John Health System | Target | Tidewater | Tulsa County Courthouse

Petroleum | Union Express | Verizon

ON TO THE REAL WORLD!

Post-graduation data was gathered on 83.5% of the 1,255 students who graduated with a BSBA degree in 2016 and it was reported that ...

- 92% had employment or job offers within three months of graduation (does not include students who were going on to graduate school, had other plans, or were not seeking jobs)
- The average reported salary was \$50,048 for all Spears Business undergraduates
- 11.2% of all students reporting were going on for advanced degrees