

# GENERAL BUSINESS

The general business concentration, within the Bachelor of Science in Business Administration degree program, will prepare you for success in challenging positions across a wide range of potential industries. You'll learn the principal methods, models, and concepts of management and quantitative analysis, and how to apply them in real business settings.

If you desire flexibility in your career path, are open to a broad range of professional opportunities and are looking to grow personally and professionally, the general business concentration is for you.

## THE PROGRAM

The general business concentration focuses on practical skills, ethical issues and management theory that lead to success in today's diverse global economy. Using models to analyze a firm's competitive situation and resources, you will develop and articulate strategies and solutions.

Our faculty are experts in fields such as social entrepreneurship, technology management, strategic alliances, corporate governance, mentoring, organizational change and global strategic management. In addition to their role as professors, they are also active consultants, researchers, and writers whose work has appeared in a variety of journals and publications. In other words, you'll learn from the best.



## CURRICULUM

In the workplace, you'll take part in lectures, group, and individual projects and lead oral presentations. This program mimics the workplace, offering you these same kinds of experiences at the undergraduate level to better prepare you for your career.

Coursework incorporates theory, strategy and real-world case studies in areas such as management policy, compensation and rewards, training and development, human resources, employee and labor relations, and international management.

### Helzberg Core Curriculum

You'll take the following 26 credit hours as part of the core curriculum:

- BIA 3100 Computing Technologies for Business** (3 credit hours)
- BIA 3201 Prescriptive Analytics for Business Decision Making** (3 credit hours)
- FN 3000 Essentials of Finance** (3 credit hours)
- MG 3001 Professional Readiness II: Skill Development** (1 credit hour)
- MG 4001 Professional Readiness III: Experience & Transition** (1 credit hour)
- MG 3300 Leadership & Organizational Behavior** (3 credit hours)
- MG 3350 Business in Global Environments** (3 credit hours)
- MG 3400 Business Law and Commercial Transactions** (3 credit hours)
- MG 4940 Business Leadership: Strategy, Policy, and Ethics** (3 credit hours)
- MK 3000 Principles of Marketing** (3 credit hours)

### General Business Curriculum

In addition to the Helzberg core courses, you'll select:

- Three 3000-level courses or higher**
- Two 4000-level courses or higher**

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## RESEARCH AND INTERNSHIP OPPORTUNITIES

You are encouraged to participate in internship programs and business practicums. These experiences help you gain practical skills and perspectives from different companies. You're also urged to seek study abroad opportunities to offer you an international viewpoint.

Numerous internship opportunities are available thanks to Rockhurst's vast professional network of alumni and friends.

Some of the firms offering internships and full-time positions to Helzberg business students and graduates include:

- Barkley
- Cerner
- Commerce Bank
- Creative Consumer Concepts (C3)
- Fishnet Security
- Freightquote
- Lockton
- Mutual of Omaha
- Morgan Stanley
- Toys "R" Us
- Truman Medical Center
- Zurich

Within the program, you will take part in civic partnerships and capstone projects with local businesses so you can see how these connect to what you're learning in class.

## GET STARTED

Visit [rockhurst.edu/bsba](http://rockhurst.edu/bsba) to learn more and apply today.

## Questions?

Contact Paul Nunez, director of undergraduate advising, at 816-501-4578 or [paul.nunez@rockhurst.edu](mailto:paul.nunez@rockhurst.edu)

[rockhurst.edu/bsba](http://rockhurst.edu/bsba)



## CAREER OUTLOOK

Students who graduate with a BSBA, concentrating in general business, begin their careers in a wide range of industries and entry-level positions.

The average annual salary for entry-level jobs in these fields ranges from \$30,000 to \$49,000. However, this varies due to company, location, industry, experience and benefits.

## THE ADMISSION PROCESS

Apply in three easy steps.

1. **Complete an application for admission** at [rockhurst.edu/apply](http://rockhurst.edu/apply).
2. **Submit your official high school and undergraduate transcripts** (if applicable). Electronic transcripts may be sent to [jennifer.plaster@rockhurst.edu](mailto:jennifer.plaster@rockhurst.edu). Official transcripts can be mailed to:

Rockhurst University  
Helzberg School of Management  
Conway Hall, Room 201F  
1100 Rockhurst Road  
Kansas City, MO 64110-2561

3. **After submitting your application and transcripts**, meet your adviser to map out a personalized schedule.

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