

# 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](http://business.okstate.edu)



**BUSINESS STUDENT  
SUCCESS CENTER**

AT SPEARS BUSINESS



**SPEARS**  
SCHOOL OF 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

Eastin Center for Career Readiness

OSU Career Services

Indeed

Simply Hired

Careers in Business

Intern Match

International Nonprofit Information

Marketing Jobs

Careers in HR Management

Sports Jobs

[business.okstate.edu/eastin](http://business.okstate.edu/eastin)

[hireosugrads.com](http://hireosugrads.com)

[indeed.com](http://indeed.com)

[simplyhired.com](http://simplyhired.com)

[career-in-business.com](http://career-in-business.com)

[internmatch.com](http://internmatch.com)

[idealist.com](http://idealist.com)

[marketingjobs.com](http://marketingjobs.com)

[jobs.shrm.org](http://jobs.shrm.org)

[teamworkonline.com](http://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

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