



GENERAL BUSINESS

Degrees

- B.B.A. in General Business (Available 100% Online)
- B.B.A. in General Business with an Entrepreneurship/Small Business Specialization
- B.B.A. in General Business with a Healthcare Management Specialization
- B.B.A. in General Business with an International Business Specialization

100% Available **ONLINE** **96.92%** **REPORTED EMPLOYMENT**
(From 2014-2019)

Is this the major for you? You need a flexible degree that matches your drive to understand each element that contributes to an organization’s success. You’re seeking an overview of the business world and knowledge of how its diverse functions interact. A General Business major is also good if you’re looking for a degree that will help with career advancement in your current job.

The Healthcare Management Specialization focuses on building a 360-degree view and the tools needed to advance in today’s rapidly evolving health care industry. You will develop knowledge and skills in finance, economics, management, and healthcare law.

The Entrepreneurship/Small Business Specialization provides essential foundational business knowledge targeted to the entrepreneurial mindset. This specialization is ideal if you are planning to start a company or help existing businesses remain relevant in this dynamic marketplace.

The International Business Specialization prepares students for the global political, economic, managerial, and financial issues that face multinational corporations. You will also gain cultural awareness and language appreciation, which are invaluable skills for both domestic and international roles.

COMPANIES THAT HIRE OUR GRADUATES

- Amarillo National Bank
- BSA Hospital
- Happy State Bank
- American General Life Insurance
- Blue Cross Blue Shield
- BNSF Railway
- Department of Veteran Affairs
- FedEx
- Maxor National Pharmacy Services
- Chevron Phillips Chemical Company

SUCCESS STORY



Alexander Korn
2013 – B.B.A. – General Business – International
2016 – M.B.A.

While at WT, Alexander participated on the Track and Cross Country Teams and was the Vice President of the American Marketing Association. He now lives in Neuhausen auf den Fildern, Germany, and is a BI Business Analyst and Developer for FANUC Europe GmbH.



CAREERS

Health Care Management

Health care managers and administrators work in a variety of health care settings, including:

- Hospitals
- Outpatient health care facilities
- Nursing homes
- Group medical practices
- Government services and public health systems

Entrepreneurship/Small Business

This degree helps close the gap between what entrepreneurs know how to do and what entrepreneurs want to do.

- Start ups
- Family businesses
- Real estate
- Website/App Development
- Business Consulting
- Financial services
- Business development and sales
- Project management

International Business

As U.S. organizations expand their business abroad, many will hire employees to help them find the right strategy to enter the foreign market.

- Management
- Human resources
- International development
- Finance
- Marketing and advertising
- Supply chain management
- Importing/Exporting
- Customer Service

SELECTED COURSE TITLES

Healthcare Management

- BUSI 4370 – Legal Aspects of Healthcare
- ECON 4370 – Economics of Healthcare
- FIN 3335 – Processes of Risk Management
- FIN 4370 – Healthcare Finance
- MGT 4330 – Critical Issues in Human Resource Management
- MGT 4370 – Healthcare Management

Entrepreneurship/Small Business

- BUSI 4330 – Employment Law
- FIN 4326 – Financial Management
- MGT 3333 – Small Business Management
- MGT 4330 – Human Resource Management
- MKT 3348 – Marketing Research
- MKT 4342 – Principles of Advertising

International Business

- BUSI 3319 – International Business
- ECON 4341 – International Economics
- FIN 4323 – International Finance
- MGT 4333 – Diversity and Cross-Cultural Management
- MGT 4335 – International Management
- MKT 4340 – International Marketing

*See General Business Checklist for a complete list of required courses

Office of Undergraduate Business Programs

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