

Helzberg School of Management's BSBA General Business Concentration

What Is General Business?

The Helzberg School of Management's general business concentration prepares students for challenging positions across a wide range of potential industries. The curriculum focuses on the practical skills, ethical issues and management theory necessary to succeed in the diverse global economy.

Students learn the principal methods, models and concepts of management and quantitative analysis, and how to apply them to real-life settings. 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.

What Do General Business Concentrators Do?

This concentration presents students with a rich variety of learning environments, some self-selected, including lectures, projects, team competitions and oral presentations – the same kinds of situations students will experience in the workplace. Students with a general business concentration graduate with the fundamental tools and skills they will need to excel in challenging positions across a wide range of potential career options.

Students will learn to think strategically for firms in both domestic and foreign settings by integrating knowledge culled from specific functional disciplines. Students then learn to use models to analyze a firm's competitive situation and resources.

Is a General Business Concentration Right for You?

You might consider concentrating in general business if you:

- ▶ desire flexibility in choosing a career path.
- ▶ are open to a broad range of challenging opportunities.
- ▶ are open to personal and professional growth.

Research and Internship Opportunities

Numerous internship opportunities are available for students with a concentration in general business and they may lead to full-time employment. Examples of firms offering internships to Helzberg students include the following:

- ▶ Mutual of Omaha
- ▶ Truman Medical Center
- ▶ ReMax
- ▶ Smith Barney
- ▶ Lockton
- ▶ Fishnet Security

About Our Students

Our students earn internships, study abroad and put their skills to work in engaged learning environments such as student organizations, civic partnerships and capstone business projects. Students take advantage of numerous opportunities and facilities in the Helzberg School of Management and many are leaders in Greek and other student organizations. Students understand the dynamic nature of today's business environment, technologies that are stimulating change, and possess the ethical framework needed in today's firms.

About Our Graduates

Graduates immediately step into challenging positions in a wide range of businesses. Recent graduates have accepted positions at major firms and corporations such as Quest Communications, Toys "R" Us, Zurich, Freightquote, Barkley, Commerce Bank, Smith Barney, C3, PerAspera Consulting and Enterprise Rent-A-Car.

About the Faculty

Our faculty members are experts in fields such as social entrepreneurship, technology management, international joint ventures, strategic alliances, global strategic management, corporate governance, mentoring, diversity, organizational change and organizational behavior. They also have experience as entrepreneurs, consultants, and government and business leaders. And, as active researchers and writers, faculty members have been published in numerous journals and publications.

General Business Curriculum

Prerequisites

AC 2000 Financial Accounting
AC 2100 Managerial Accounting
BUS 1800 Microcomputer Applications
BUS 1900 Business Leadership and Social Issues
BUS 2200 Applied Business Statistics
EC 1000 Principles of Macroeconomics
EC 1100 Principles of Microeconomics

21 total credit hours

Helzberg School Common Core

BUS 3100 MIS
BUS 3200 Intro to Operations Management
BUS 3350 Business in Global Environments
BUS 3400 Law of Commercial Transactions
FN 3000 Essentials of Finance
MG 3300 Leadership and Organizational Behavior
MG 4940 Business Leadership: Strategy/Policy/Ethics
MK 3000 Principles of Marketing

24 total credit hours

General Business Concentration

Select three 3000 level courses or higher

Select two 4000 level courses

Note: Course selections cannot include Helzberg School core courses listed above.

15 total credit hours

Career Outlook

General business concentration graduates may begin their careers in a wide range of industries and entry-level positions. As a result, entry level salaries will vary from \$30,000 on the low end to \$49,000 on the high end. Average entry-level salaries can also vary greatly due to company, geographic location, industry, experience and benefits.

Contact Information

Paul Nunez
Helzberg School of Management
816-501-4578
paul.nunez@rockhurst.edu

www.rockhurst.edu/helzberg

Helzberg School of Management



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