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
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  business.okstate.edu/eastin
OSU Career Services hireosugrads.com
Indeed indeed.com
Simply Hired simplyhired.com
careers-in-business.com
Intern Match internmatch.com
idealist.com
marketingjobs.com
jobs.shrm.org
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