

INDIVIDUALIZED BUSINESS (I-Business)

(formerly General Business)
SPECIALIZATION IN THE BACHELOR OF
SCIENCE IN BUSINESS ADMINISTRATION

BGSU

College of
Business

BOWLING GREEN STATE UNIVERSITY

CAREER OPPORTUNITIES:

The Individualized Business (I-Business) specialization in the BSBA program is designed for students who want to obtain a broad business background or who want a business program tailored to their specific needs. The Individualized Business specialization may be chosen by a student who is interested in general management, small business, family business, entrepreneurial firms, or interested in a particular industry or sector of the economy. A wide range of study areas, courses, and careers are possible.

Students are required to design the Individualized Business specialization in consultation with a College academic advisor.

The resources of BGSU's Career Center are available to students interested in job prospects in business.

Students will be able to secure positions in **banking, sales, insurance, and management training**. Some companies that have hired recent Individualized Business graduates include **National City Corporation, Marathon Ashland Petroleum, State Farm Insurance, and Sherwin-Williams**.

STUDENT ORGANIZATIONS:

- Check out CBA Student Organizations at www.bgsu.edu/business/studentorganization.html

CURRICULUM:

The business core provides students with an understanding of the interrelationships of the various areas of business as well as knowledge of the tools necessary for decision-making. The Individualized Business specialization affords students the opportunity to strengthen this foundation. In addition to BSBA core courses, business students select 6 courses from a list of approved courses listed on the back.

No more than 4 courses may be from any one area. College Advisor approval is required.

SPECIAL HIGHLIGHTS:

- The Individualized Business specialization is designed for students who desire a broad business background or who wish to tailor a program to meet specific needs.
- Students specializing in Individualized Business are encouraged to seek out co-op or internship opportunities available through the Cooperative Education and Internship Program.
- For information on scholarships available to business students, check out www.bgsu.edu/business/future-students/scholarships.html

Check out the College of Business Administration website at www.bgsu.edu/business.html

Undergraduate Student Development

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INDIVIDUALIZED BUSINESS – minimum 18 Hours

A specialization in the
Bachelor of Science in Business Administration
(formerly General Business)

Students must meet the specialization requirements in effect at the time of their admission to the BSBA degree program.

- Achieve a grade of C or higher in all courses applied toward the specialization;
- A minimum of six courses (18 credit hours) should be selected from the areas and courses listed below, in consultation with a College academic advisor;
- No more than four courses may be taken from any one area; and
- Design of the specialization must be approved by a College academic advisor.

<u>Area</u>	<u>Approved Courses</u>
Accounting	ACCT 3210, 3310 to 4510, 4600
Business Administration	BA 3100, 3250, 4200
Economics	ECON 3020 to 4730
Entrepreneurship	ESHP 2040, 3040, 3140, 3240, 4040
Finance	FIN 3400 to 4550
Legal Studies	LEGS 3040, 3050, 4020 to 4900
Supply Chain Management	MGMT 3300, 4410, 4420, 4450, 4470
Human Resources and Organizations	MGMT 3040, 3610, 4540 to 4650
Management Information Systems	MIS 4020 to 4710
Marketing	MKT 3020 to 4050, 4100 to 4550
Other areas approved by a College academic advisor.	

Students must meet prerequisites in effect at the time of course enrollment.

Notes:

Students specializing in Individualized Business may not specialize in a second area of the BSBA program.

Students are responsible for meeting all requirements for the BSBA including specialization requirements.