why SHSU?

This is a university that thinks big but feels small. With a student population of over 19,000, SHSU prides itself with creating a close community. Current students and alumni alike attest to the warm, supportive environment found all over the SHSU campus. Faculty members are more than professors—they are mentors, advisors, informal tutors, and personal links to great career connections.

Sam Houston State University has something—and then some—for everyone. No matter where you look, you will find ways to have fun, make great friends, enjoy the arts, serve others, and challenge yourself.

An education from Sam Houston State University prepares graduates to be a vital part of the world. It gives them the theoretical and practical knowledge to understand and solve challenges. It equips them with the experience and confidence to become effective leaders. It develops in them a heart for service to their communities. It gives them the tools they need to have an impact—as new graduates and for the rest of their lives.

There are many ways to learn more about Sam Houston State University, but the best way is to come visit campus and experience it for yourself.
General Business Bachelor’s Degree

Flexibility to Succeed

The Bachelor of Business Administration in General Business Administration (GBA) is designed to provide students with a broad knowledge in a variety of core business subjects. A general business degree is an excellent choice if you know you want to work in business but aren’t sure what professional position to pursue after graduation.

With a degree in general business, you are not limited to a singular area of expertise. A general business degree could lead to a career in finance, marketing, public relations, management, sales, production—the list is almost endless. Employment opportunities are limited only by your knowledge, experience, and ambition.

SCHOLARSHIPS

Students may apply for GBA scholarships and non-degree specific scholarships by completing the ScholarX online application. Transfer scholarships are available for students who would like to continue their academic career at Sam Houston. SHSU provides a quality education at an affordable cost.

COURSEWORK

All business students are required to take core courses in a variety of business subjects and other disciplines. You must earn a 2.0 GPA and take at least 50 percent of the required business curriculum in residence at SHSU in order to graduate. GBA majors should consider a minor in one of following fields.

- Accounting
- Banking
- Business communication
- Economics
- Entrepreneurship
- Finance
- International business
- Management
- Management information systems
- Marketing

The GBA is available on the main campus, online, and at The Woodlands Center campus.

SHSU also offer a specialization in PGA Professional Golf Management with the GBA degree.

“In the business world, everyone is paid in two coins: cash and experience. Take the experience first; the cash will come later. - Harold Geneen