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# BSBA GENERAL BUSINESS CONCENTRATION

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## THE COLLEGE OF BUSINESS AT EAST CAROLINA UNIVERSITY

The College of Business at East Carolina University is offering a degree completion program in general business beginning in the fall of 2004. The program allows students that have taken the proper prerequisites to transfer those credits into ECU and, once admitted, finish the remainder of the degree requirements online. The student that completes all the requirements will graduate with a Bachelor of Science degree in Business Administration with a concentration in general business. The online business degree from ECU will require a great deal of time, hard work, and study. It is not offered as an easy alternative to coming to campus. In fact, it may be more difficult than earning a degree face to face. What you receive, however, is a diploma that is indistinguishable from what a campus student receives upon graduation. It is also a degree that can be used for admission to any graduate program in the country.

The ECU College of Business is accredited by AACSB, the most recognized accrediting body for business schools worldwide.

AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Schools that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in business education.

AACSB International accreditation assures stakeholders that business schools:

- Manage resources to achieve a vibrant and relevant mission.
- Advance business and management knowledge through faculty scholarship.
- Provide high-caliber teaching of quality and current curricula.
- Cultivate meaningful interaction between students and a qualified faculty.
- Produce graduates who have achieved specified learning goals.

### Admission:

The BSBA is a degree completion program. Prospective students must have a minimum of 30 semester (45 quarter) hours of transferable work at a post secondary institution in order to enroll at East Carolina University. Transfer students must have a 2.0 grade point average both overall and on the transferable courses, as computed by East Carolina. Applicants who will have completed fewer than 30 semester (45 quarter) hours will also be required to meet the freshman requirements (high school grades, SAT scores, and high school courses).

Transcripts will be evaluated on the basis of East Carolina University requirements, not those of any institutions previously attended. To have a transcript evaluated, the student must have on file in the Admissions Office an application for admission, the \$50 application fee, and an official transcript from each school previously attended.

**\*Admission to the university does not guarantee admission to the College of Business. The College of Business has additional admission requirements outlined below. Applicants who have NOT completed the required courses for admission to the BSBA degree program should refer to the online curriculum checklist for approved equivalent courses that may be taken at a local community college for transfer in or through enrollment at ECU in online or campus courses. Visit <http://www.business.ecu.edu/depts/fina/GeneralBusinessSuggestedTrack.htm> for the suggested course track.**

**Applicants who meet the admissions requirements for the College of Business** will be automatically accepted to the College of Business and the BSBA, General Business, degree program. A separate application is not required.

### \*Admission Requirements for the College of Business

Students enrolled at either East Carolina University or other institutions may be considered for admission to the College of Business, if the following requirements have been met.

1. Completion of a minimum of 45 s.h. or 60 q.h.
2. Cumulative GPA of 2.5 on 4.0 scale.
3. Completion of courses listed below or equivalent course work with a minimum of grade of C in each and a 2.5 average over the eight courses: ACCT 2401, 2521; ECON 2113; 2133; FINA 2244; DSCI 2223; MATH 1066, 2283.