

General Business

Main Content	Just the Facts	Additional Resources
<p>About the Program Explore Every Corner of Business Build a well-rounded business education with CSU's BBA in General Business. This flexible, customizable program gives you the freedom to design a degree aligned with your interests and professional goals—perfect for working professionals or students seeking a broad business background.</p> <p>Apply Now</p> <p>Request Info</p> <p>Customize Your Degree</p> <p>International Business (Track) This program blends core business principles with a worldwide perspective, preparing you for careers in international markets, trade, and global business strategy. This track is also available online.</p> <p>View Program of Study</p> <p>Business (Minor) Gain a broad overview of essential business practices—from marketing and management to finance and operations—to enhance your professional versatility.</p> <p>View Program of Study</p> <p>International Business (Minor) Study the cultural, legal, and economic factors that shape global commerce and prepare for success in multinational markets. (For Business Majors Only)</p> <p>View Program of Study</p>	<p>Total Credit Hours: 120 Hours</p> <p>Delivery Format: On Campus, Hybrid, Online</p> <p>Completion Time: 4 years (full-time)</p> <p>Academic Unit: Department of Management & Marketing</p>	<p>View the Program of Study</p> <p>View Admission Requirements</p>

Program Highlights Your Academic Experience

- **Fully online or in-person**, choose the format that fits your life.

- Build a **customizable degree path** to match your career goals.
- Gain skills in **accounting, management, marketing, analytics, and more.**
- Access **internship opportunities** through the Synovus Center for Commerce and Technology.
- **Small class sizes** with support from industry-experienced faculty.

What Can You Do With This Degree?

Explore job trends, average salaries, and growing opportunities so you can see how your degree connects to meaningful career pathways and the future of your field.

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Admission Requirements Your Pathway to CSU

Institutional Admission Requirements

All applicants must meet our institutional admissions requirements to be accepted into Columbus State University.

[View Institutional Admission Requirements](#)

Related Programs You May Also Be Interested In

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B.B.A.

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