Bachelor of Science in General Studies
Business Concentration
IDEAL Program

Career Opportunities

- Bookkeeping
- Entrepreneurship
- E-Commerce
- Internet Business
- Marketing
- Restaurant
- Sales
- Executive Secretary
- Finance
- General Business
- Human Resources Management
- Management
- Marketing
- Retail

The General Studies degree with a concentration in Business is designed specifically to meet the needs of adult students pursuing a high quality bachelor’s degree program and seeking maximum flexibility and breadth in their studies.

A liberal number of free electives are permitted within the Business Concentration where students can accommodate all or most of their previous college studies. The Business Concentration enables adults to create their own individualized, interdisciplinary degree, with the ongoing help of an academic advisor and faculty mentors.

The Business Concentration provides breath in all areas of business, management, marketing, information systems, economics, and finance. Foundation courses focus on the concepts and applications of accounting, quantitative methods, and management of information systems that develop basic skills for analysis, decision-making and communication. Higher level courses focus on the concepts, processes and institutions for financing and managing the organization, producing and marketing goods and services, and effective leadership styles in a changing business and technological environment.
Program of Study
The Bachelor of Science in General Studies with a Business Concentration degree program requires 120 semester credit hours including 30 credit hours in the program requirements, 48 credit hours in general electives and 42 credit hours in the university core.

Degree Requirements Summary
Business Concentration Program Requirements (30 credits)
Includes courses in Accounting, Business Law, CAIS, Economics, Finance, Management, and/or Marketing.

University Core Curriculum (42 credits)
Includes courses in Communications, English, Fine Arts, Humanities, Liberal Arts, Math, Natural Sciences and Social Sciences.

General Electives (48 credits)
Select courses that expand your field of study and provide depth in a particular discipline. The General Electives allow for transferring a multidisciplinary number of credits from other schools, while providing the opportunity to customize your learning experience.

Transfer Credit Options:
- A maximum of 15 credits may be transferred in to satisfy the concentration program requirements.
- A maximum of 66 credits may be transferred in from an accredited two-year institution and 90 credits from an accredited four-year institution.

Take classes at one of our three convenient locations:
Bridgeport, Stamford, and Waterbury

www.bridgeport.edu/ideal