

General Business

The objective of the General Business Concentration is to prepare students for either a wide variety of careers or a career as a business generalist. General Business students are provided with significant knowledge in all disciplines of business administration rather than in only a single discipline. In the process, General Business students are offered the broadest spectrum of course choices.

More than any other concentration, the General Business Concentration allows students to customize their program of study in business administration. One of the real benefits of the General Business Concentration is that students are more fully aware of the interdependences that exist in the world of business and the importance of cross-functional teams. Certainly, another important benefit is the fact that the General Business Concentration equips students with the ability to choose from the widest variety of careers.

Potential career paths:

- Business operations analyst
- Corporate entrepreneur
- Global business consultant
- Human resources analyst
- Start-up Team Member
- Sales representative
- Financial analyst
- General Manager
- Research analyst
- Credit analyst
- Technology support specialist
- Entrepreneur

If you have an interest in general business, consider the SJSU College of Business program.

