General Business Advisement (GBA) is not a major. It is a term used to designate those students who are admitted to the CoB but are exploring the best major to declare.

**Purpose:**

To allow incoming freshman students to familiarize themselves with the CoB and its programs and to provide an opportunity for concentrated career advisement. Special advisement by a designated CoB faculty member on reassigned time is provided to help General Business Advisement students choose a major. A learning community will be established for these students with an appropriate first year experience as determined by the faculty. Personality Assessment tests will be required for students in the GBA.

**Requirement:**

Students follow path of other CoB students as far as course selection is concerned. Students must declare a business major after the completion of 30 credit hours or apply to other majors within the University.