

# GENERAL BUSINESS

BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION

Monfort College  
of Business



## Be a Multifaceted Business Professional

To launch a successful career in the business world, you need a strong foundation in accounting, finance, management, marketing and computer information systems. As a UNC General Business major you'll take courses in all of these areas, building a well-rounded foundation with the skills you need to run your own business, work in the corporate world or join a family business.

### IT'S BUSINESS. AND IT'S PERSONAL

Everyone at the Monfort College of Business (MCB) is committed to one thing: preparing you for a successful future in the business world. If your interests are wide ranging, the General Business emphasis may be perfect for you. It will provide you the knowledge and experience you need to become a business world "generalist," enabling you to pursue many business opportunities. During your time at MCB, we will help you begin developing the connections needed to be successful through attending career and networking events that bring employers directly to campus.

### WE DO BUSINESS DIFFERENTLY

- We have one of the most unique, student-focused business programs in the country. You'll share a classroom with an average of 26 students, so it's easy to get to know your professors and fellow students.
- You can get involved in a nationally recognized student club as soon as you step foot on campus.
- You will work on real-world projects most business schools usually save for graduate students.



The Monfort College of Business is widely recognized as a leading business school and is the only one in the nation to earn the Malcolm Baldrige National Quality Award from the Office of the President of the United States.



UNIVERSITY OF  
**NORTHERN  
COLORADO**



MCB connects students with professional experiences and internships



### LEARN FROM EXCEPTIONAL FACULTY WITH INDUSTRY EXPERIENCE

Our award-winning faculty includes top professors, experienced executives, and practicing business professionals. They are passionate about sharing their industry expertise and connections with UNC students and working closely with you to help you develop your potential to reach your goals. In addition to traditional classroom lectures, discussions, projects and research, you'll gain real-world experience by working on plans for actual clients.

### GAIN THE TOOLS YOU NEED AND THE OPPORTUNITIES YOU WANT

The Monfort College of Business offers state-of-the-industry facilities, hardware, software, tools and experiences you'll use in the workplace. Working with a wide variety of local and regional businesses and companies, MCB connects students with professional experience and internships before graduation, giving you an advantage in the job market.

### HONORED BY CREDENTIALS THAT MATTER

- For 11 consecutive years, graduating seniors of MCB have scored in the top five to 10 percent on the national Educational Testing Service Major Field Test in Business, which assesses students' core business knowledge.
- MCB is accredited by AACSB International in both business and accounting—the "gold standard" for accreditation. MCB is one of only three schools in Colorado to be accredited in both disciplines.

*"Being a student at MCB has made all the difference for me because the college excels in all areas of business instead of just one. The class sizes are small enough to get to know your professors and other students, which makes learning all the more impactful. My professors are always willing to work with me so that I fully understand the material, instead of just forcing me to memorize it. Becoming a General Business student at UNC was the best choice I ever made."*

— Sarah Miller, Class of 2016

**PROGRAM WEBSITE**  
[mcb.unco.edu](http://mcb.unco.edu)

**MCB CONTACT INFORMATION**  
[mcb.advising@unco.edu](mailto:mcb.advising@unco.edu)  
(970) 351-1233

**ADMISSIONS CONTACT INFORMATION**  
Larissa Romero-Perry  
Enrollment Coach  
Enrollment Management and Student Access  
[larissa.romero-perry@unco.edu](mailto:larissa.romero-perry@unco.edu)  
(970) 351-3397