

# BUSINESS, GENERAL

Degree: Bachelor of Science in Business Administration  
 Department: Management/Management Information Systems  
 Building 76, Room 108  
 (850) 474-2316  
<http://uwf.edu/management/management@uwf.edu>  
 College: Business  
 Semester Hours Required for Degree: 120

Faculty: A.K. Mukherjee (Chairperson), G. Baugh, W.B. Carper, M. Hornyak, E. Mohebbi, K.L. Murrell, R. Platt, R.C. Reid, M.C. Schultz, S.J. Snyder, C.E. Teasley, J. Wei, J.S. Williams

## PROGRAM DESCRIPTION

The world of business increasingly demands that business graduates have cross functional abilities. The General Business major builds abilities across multiple business disciplines including Management, Marketing, and Economics Finance, thus providing broad abilities in the context of managing modern businesses. The orientation is towards effective management of resources, adoption of market orientation, and understanding of financial and/or economic implications of management decisions.

## PROGRAM REQUIREMENTS

In addition to general University requirements, students seeking the B.S.B.A.in General Business must meet the requirements listed below. A minimum course grade of "C" is required in all College of Business prerequisites and courses.

Students should consult with their academic advisor for courses which may satisfy both the General Studies requirements and common prerequisites.

### General Studies (36 Semester Hours)

General Business majors should take SPC 2608 to satisfy the humanities/values and expressions component, STA 2023 and MAC 2233 to satisfy the mathematics component, and ECO 2013 to satisfy the social science/socio-political component of General Studies.

For additional information see the General Studies section of this Catalog.

### Common Prerequisites (21 Semester Hours)

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. Courses in brackets indicate substitutes from Florida public community/junior colleges and universities.

ACG 2021	Principles of Financial Accounting .....3 [ACG x021 or both ACG x001 & x011]
ACG 2071	Principles of Managerial Accounting .....3 [ACG x071]
CGS 2570	Personal Computer Applications .....3 [CGS 1100, 1530, 1570, 2000, 2060,2100, 2531, or MAN 2812]

+ECO 2013	Principles of Economics Macro ..... 3 [ECO x013]
ECO 2023	Principles of Economics Micro ..... 3 [ECO x023]
+MAC 2233	Calculus with Business Applications ..... 3 [MAC x230, x233]
+STA 2023	Elements of Statistics ..... 3

### Lower-Division Electives (3-12 Hours)

Sufficient 1000/2000 level electives to complete at least 60 semester hours in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.

### Major Courses (60 Hours)

#### Courses from the C.O.B. Core (33 sh)

ACG 3311	Applied Managerial Accounting..... 3
BUL 3130	Legal Environment of Business..... 3
FIN 3403	Managerial Finance ..... 3
GEB 3453	Business Ethics and Stakeholder Management ..... 3
GEB 4361	Business in the International Environment ..... 3
ISM 3011	e-Business Systems Fundamentals ..... 3
MAN 3025	Management Fundamentals ..... 3
MAN 3504	Operations Management ..... 3
MAN 4720	Policy Analysis & Formulation..... 3
MAR 3023	Marketing Fundamentals ..... 3

Choose one:

ENC 3250	Professional Writing..... 3
GEB 3213	Writing for Business: Theory & Practice ..... 3

### Specialization (27 sh)

MAN 3240	Organizational Behavior ..... 3
MAN 3301	Human Resources Management ..... 3
MAN 4750	The Future: Projecting, Planning and Managing... ..... 3
3000/4000 level advisor approved Management (MAN) Courses..... 6 (May include HSA 4110)	
3000/4000 level advisor approved Marketing (MAR) Courses..... 6	
3000/4000 level advisor approved Finance (FIN)/Economics (ECO) courses.....6	

### Major-Related Courses (0 Hours)

### Upper-Division Electives (0 Hours)