

GENERAL BUSINESS

Mission Statement

The mission of the College of Business is to provide a high quality, student oriented Educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. The College of Business prepares students for successful careers in business and society and, in doing so, advanced the educational and economical development of Northwest Florida. The College of Business prepares students for successful careers by offering them the opportunity to develop knowledge and skills in a particular business discipline within the framework of a broad business curriculum.

Student Learning Outcomes

UWF General Business graduates should be able to do the following:

Content

- Develop facility in the use of terminology and concepts in the major areas of business:
 - Information Technology
 - Accounting
 - Economics
 - Management
 - Marketing
 - Finance
- Apply principles of resource management, market orientation, and economics/ finance to solve business problems

Critical Thinking

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem solving techniques to business problem
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

Communication

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

Project Management

- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Assessment of Student Learning Outcomes

In the General Business major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

Job Prospects for General Business Graduates

Small Business Management
Bank administration
Investment analysis
Government
Hospitality management
General business management

Health Care administration
Retail Sales
Military related occupations
Insurance development
Sales management

Find Out More about General Business at UWF:

<http://uwf.edu/management>