

Bachelor of Science in Business Administration
 Curriculum Review--UWF Academic Learning Compact SLOs
General Business Major
 Version: 2012-2013 Catalog Year

BSBA GENERAL BUSINESS graduates will be able to

1.1 Identify and analyze key elements that comprise business problems/opportunities, select and apply appropriate discipline frameworks; select and apply appropriate problem solving techniques (Critical Thinkers)	1.2 Integrate knowledge across business disciplines to formulate defensible strategic business decisions (Critical Thinkers)	2.1 Develop effective written presentations (Effective Communicators)	2.2 Create and deliver effective oral presentations (Effective Communicators)	2.3 Contribute effectively to group discussions (Communication)	3.1 Recognize legal and ethical issues that occur in business contexts; select and defend an appropriate ethical and legal course of action (Ethical Decision Makers)	4.1 Design and execute reasonable timelines for project completion; collaborate effectively with diverse individuals; manage appropriately to facilitate project completion (Effective Project Managers)	5.1 Correctly recognize and effectively use the terminology and concepts in major areas of business disciplines: information technology, management, accounting, marketing, economics, and finance (Skilled in the Use of Specific Business Content Areas)	5.2 Discipline Specific skills (Skilled in the Use of Specific Business Content Areas)
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INSTRUCTION/ASSESSMENT CODES

I = instruction
 CA = course level assessment
 PA = program level assessment

Course	Title
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Notes

COMMON PREREQUISITES

ACG 2021	Principles Financial Accounting
ACG 2071	Principles Managerial Accounting
CGS 2570	Personal Computer Applications
ECO 2013	Principles of Economics--Macro
ECO 2023	Principles of Economics--Micro
MAC 2233	Calculus with Bus Applications
STA 2023	Elements of Statistics

I, CA	I, CA	CA	I, CA	I	I, CA	I, CA	I, CA	I, CA
I, CA	I, CA							
I, CA	I	CA	I		CA		I, CA	
I, CA	I	CA			I, CA		I, CA	

BUSINESS CORE

BUL 3130	Legal Environment of Business
FIN 3403	Managerial Finance
GEB 3453	Bus Ethics & Stakeholder Mgt
GEB 4361	Bus in the International Envir
ISM 3011	e-Bus Systems Fundamentals
MAN 3025	Management Fundamentals
MAN 3504	Operations Management
MAN 4720	Policy Analysis & Formulation
MAR 3023	Marketing Fundamentals
GEB 3213	Writing for Bus: Theory & Practice

I, CA					I, CA			
I, CA	I, CA	I, CA	I, CA		I, CA		I, CA	I, CA
I, CA	I, CA	CA	CA		I, CA, PA			
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Course	Title
GENERAL BUSINESS	
MAN 3240	Behavior in Organizations
MAN 3301	Human Resource Management
MAN 4750	The Future: Proj, Plan, & Man
Electives	MAN 3000/4000 (6 sh)
Electives	MAR 3000/4000 (6 sh)
Electives	FIN/ECO 3000/4000 (6 sh)
Elective	COB upper division (3 sh)

Service and Other Courses	

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		I, CA	I, CA	I	I	I, CA	I, CA	I, CA
	I, CA	I, CA		I	I	I, CA	I, CA	I, CA
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