Program Description
The Bachelor of Science in Business Administration (B.S.B.A.) degree in General Business prepares students for the world of business, which increasingly demands that business graduates have cross functional abilities. The General Business major builds abilities across multiple business disciplines, including Management, Marketing, and Finance/Economics, thus providing broad abilities in the context of managing modern businesses. The orientation of the major is towards effective management of resources, adoption of market orientation, and understanding of financial and/or economic implications of management decisions.

About This Major
**College**: College of Business  
**Degree**: Bachelor of Science in Business Administration (B.S.B.A.)  
**Required Hours for the Degree**: 120  
**Minors Available**: None  
**Website**: uwf.edu/emeraldcoast  
**Fort Walton Beach Location Phone Number**: 850.863.6565

**Accreditation**
The College of Business at the University of West Florida is accredited by AACSB International—The Association to Advance Collegiate Schools of Business. AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in business education.

**Scholarships**
The College of Business offers a number of undergraduate scholarships. To apply, candidates must complete the application form available on the College of Business website at uwf.edu/cob/support-resources/scholarships.

**Internships**
Information about the General Business internship program can be found by visiting uwf.edu/cob/departments/management-and-mis/internships or by visiting the UWF Career Services website: uwf.edu/career. In addition, students can view current listings of internship opportunities in career services’ JasonQuest through MyUWF. Students may arrange their own internships, subject to approval by the internship advisor.

**Career Opportunities**
- Budget Analyst
- Financial Analyst
- Management Analyst
- Operations Management
- Plant Management
- Public Relations Management
- Purchasing Management
- Sales Management
Program Requirements

In addition to the university’s general 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. Please refer to the UWF Academic Catalog for all requirements.*

uwf.edu/management

Common Prerequisites

Total Hours: 21

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

College of Business Core

Total Hours: 30

- BUL 3130: Legal Environment of Business
- FIN 3403: Managerial Finance
- GEB 3213: Writing for Business: Theory and Practice
- GEB 3453: Business Ethics and Stakeholder Management
- GEB 4361: International Business
- ISM 3011: e-Business Systems Fundamentals
- MAN 3025: Management Fundamentals
- MAN 3504: Operations Management
- MAN 4720: Strategic Management
- MAR 3023: Marketing Fundamentals

General Business Major Related Courses

Total Hours: 30

- MAN 3240: Behavior in Organizations
- MAN 3301: Human Resources Management
- MAN 4750: The Future: Projecting, Planning and Managing
- 3000/4000 level advisor approved Management/MIS (MAN/ISM) course
- 3000/4000 level advisor approved Management/MIS (MAN/ISM) course
- 3000/4000 level advisor approved Marketing (MAR) course
- 3000/4000 level advisor approved Marketing (MAR) course
- 3000/4000 level advisor approved Finance or Economics (FIN/ECO/ECP) course
- 3000/4000 level advisor approved Finance or Economics (FIN/ECO/ECP) course
- 3000/4000 level College of Business elective

General Business Advisor Contact:

Ms. Lori Anderson
FWB Location
Building 2, Room 205
850.863.6580
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*Program requirements subject to change. Refer to the UWF Academic Catalog for official program requirements for the academic year admitted.