

BUSINESS ADMINISTRATION | GENERAL STUDIES | BABA

The Bachelor of Arts in Business Administration-General Studies degree provides a broad overview of the functional areas of business with a selected area of specialization. Students take foundation courses in economics, mathematics, computing skills, and accounting; core courses that relate to the basic functions of business, such as finance, management, marketing, and operations management; and area of specialization courses that focus on a specific topic, such as international studies, mass communication, criminology, science, or a foreign language.

About this Program

- **College:** Heavener School of Business (<http://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/>)
- **Degree:** Bachelor of Arts in Business Administration
- **Credits for Degree:** 120
- **More Info**

To graduate with this major, students must complete all university, college, and major requirements.

School Information

One of the nation's top-ranked undergraduate public business schools, the Heavener School of Business offers degrees in Finance, General Business, Management, Information Systems & Operations Management, and Marketing.

Website (<https://warrington.ufl.edu/about/heavener/>)

CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0065>)

Curriculum

- Business Administration Minor
- Business Administration Minor UF Online
- Business Administration | General Business | BSBA UF Online
- Business Administration | General Studies | BABA
- Business Administration | General Studies | BABA UF Online
- Combination Degrees
- Wealth Management Minor

Heavener School majors in campus-based programs are required to complete 6 credit hours of professional development coursework. This sequence of course offerings is designed to help students explore careers in different business disciplines, build specific career competencies that are sought after by employers, give students an opportunity to apply their skills, and finally, to consolidate student's prior learning and add leadership tools to launch them into their careers.

BAG_BABA majors are encouraged to gain practical work experience through internships, student organizations and community service. In addition, the Heavener School of Business offers students a wide variety of academic and career and leadership programs, including study abroad, the Florida Leadership Academy, involvement in student organizations and research activities. Students should consult an academic advisor/career coach for specific information.

Requirements for the Major

Students who are pursuing the BA – International Studies area of specialization must work with a study abroad advisor in the Heavener School of Business to strategically plan business electives from an approved list.

More Info (<https://warrington.ufl.edu/undergraduate-academics/general-studies/>)

Core Courses

Code	Title	Credits
BUL 4310	The Legal Environment of Business	4
FIN 3403	Business Finance	4
GEB 3373	International Business	4
MAN 3025	Principles of Management	4
MAN 4504	Operations and Supply Chain Management	4

MAR 3023	Principles of Marketing	4
QMB 3250	Statistics for Business Decisions	4
QMB 3302	Foundations of Business Analytics and Artificial Intelligence (AI)	4

Area of Specialization Courses

Complete 12-16 credits at the 3000/4000 level in a chosen discipline (<https://warrington.ufl.edu/undergraduate-academics/general-studies/specializations/>) outside the Heavener School of Business

Business Electives

Complete 8 credits from a list of approved business electives. Internship, independent study or assistantship credit will not count toward this requirement. Students who are pursuing the BA | International Studies area of specialization must work with a study abroad advisor in the Heavener School of Business to strategically plan business electives from an approved list.

More Info (<https://warrington.ufl.edu/undergraduate-current-students/academic-advising/courses-and-electives/business-electives-for-general-studies-majors/>)

Professional Communication Course | Select One

Code	Title	Credits
GEB 2216	Professional Writing in Business	3
GEB 3218	Professional Speaking in Business	3
SPC 2608	Introduction to Public Speaking	3
ENC 3312	Advanced Argumentative Writing	3

or a similar course with prior approval (requires a minimum grade of C)

CAREER READINESS REQUIREMENT

Heavener School majors in campus-based programs are required to complete 6 credit hours of professional development coursework. This sequence of course offerings is designed to help students explore careers in different business disciplines, build specific career competencies that are sought after by employers, give students an opportunity to apply their skills, and finally, to consolidate student's prior learning and add leadership tools to launch them into their careers.

To complete the career readiness requirement, students must complete the minimum number of required credits in each of the four phases.

Career Readiness Phases

Code	Title	Credits
Explore		
1 required credit; select from:		
GEB 2030	Exploring Careers in Business	
GEB 2041	Career Accelerator	
GEB 4930	Special Topics (Transfer Success)	
MAR 2290	Retail Management Seminar	
MAR 2401	Sales Seminar	
Enrich		
2 required credits; select from:		
GEB 3931	Special Topics in Business Communication	
GEB 4911	Undergraduate Research in Business	
Apply		
1 required credit; select from:		
GEB 3942	Business Externship: Micro-Consulting	
GEB 4941	Internship in Business Administration	
MAR 4941	Sales Internship	
MAR 4945	Retail Management Internship	
Advance		
2 required credits		
GEB 4900	Leadership Launch	

To satisfy the "Apply" phase, students must complete an internship or externship course. Students who choose to meet this requirement through the internship option must enroll in one of the internship courses and complete an internship of at least 150 hours before the start of the senior year. The internship requirement can be waived for students who participate in a study abroad experience of at least six weeks. Students who waive this requirement via study abroad are strongly encouraged to complete at least one internship to improve their chances of obtaining full-time employment and/or admission to graduate programs or law school. Consult a Heavener academic and career advisor for more information.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

To remain on track for the BAG_BABA major, students must meet the critical-tracking criteria listed below. The critical-tracking GPA is calculated based on all attempts of the critical-tracking courses or their equivalents. After a student receives a minimum grade of C in a critical-tracking course or its equivalent, the student will not be allowed to repeat that course.

Semester 1

- Complete 1 critical-tracking course from ACG 2021, ACG 2071, CGS 2531 or ISM 3013, ECO 2013, ECO 2023, MAC 2233 or MAC 2311, STA 2023
- 2.5 GPA on all attempts of critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 2 additional critical-tracking courses for a total of 3 critical-tracking courses
- 2.75 GPA on all attempts of critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 2 additional critical-tracking courses (including ACG 2021) for a total of 5 critical-tracking courses
- 3.0 GPA on all attempts of critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete all 7 critical-tracking courses
- 3.0 GPA on all attempts of critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Meet all semester 1-4 critical-tracking requirements
- 2.0 UF GPA required

Semester 6

- 2.0 Core GPA required
- 2.0 Major GPA required
- 2.0 UF GPA required

Semester 7

- 2.0 Core GPA required
- 2.0 Major GPA required
- 2.0 UF GPA required

Semester 8

- 2.0 Core GPA required
- 2.0 Major GPA required
- 2.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

Note: Students who are pursuing the BA – International Studies area of specialization must work with a study abroad advisor in the Heavener School of Business to strategically plan business electives from an approved list.

More Info (<https://warrington.ufl.edu/undergraduate-academics/general-studies/>)

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
ECO 2023	Principles of Microeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences)	4
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Elective ¹		3
	Credits	13
Semester Two		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
ECO 2013	Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)	4
MAC 2233	Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics)	3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Gen Ed Composition; Writing Requirement		3
	Credits	16
Semester Three		
ACG 2021	Introduction to Financial Accounting (Critical Tracking)	4
Select one:		3-4
CGS 2531	Problem Solving Using Computer Software (Critical Tracking ; Gen Ed Mathematics)	
ISM 3013	Introduction to Information Systems (Critical Tracking)	
Career Readiness Course (Explore Phase)		1
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Gen Ed International		3
Elective		3
	Credits	17-18
Semester Four		
ACG 2071	Introduction to Managerial Accounting (Critical Tracking)	4
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
Select one professional communication course:		3
GEB 2216	Professional Writing in Business	
GEB 3218	Professional Speaking in Business	
SPC 2608	Introduction to Public Speaking	
ENC 3312	Advanced Argumentative Writing	
Career Readiness Course (Apply Phase)		1
Electives		4
	Credits	15
Semester Five		
MAN 3025	Principles of Management (Gen Ed Social and Behavioral Sciences)	4
QMB 3250	Statistics for Business Decisions	4
QMB 3302	Foundations of Business Analytics and Artificial Intelligence (AI)	4
Area of specialization course		3
Career Readiness Course (Enrich Phase)		1
	Credits	16
Semester Six		
FIN 3403	Business Finance	4
MAR 3023	Principles of Marketing	4
Area of specialization course		3
Career Readiness Course (Enrich Phase)		1
	Credits	12
Semester Seven		
BUL 4310	The Legal Environment of Business	4
GEB 3373	International Business	4
Area of specialization course		3

¹ MAC 1140, if needed.

A bachelor's degree in Business Administration enables students to achieve foundation knowledge in economics, accounting, finance, management, marketing, business law, statistics, operations management, human resource management, information technology, and entrepreneurship. Special emphasis is placed on understanding the links between various business disciplines and the development of sound business plans. Students will be able to effectively analyze a business entity's strengths and weaknesses as well as investigate the opportunities and threats present in the business environment.

Before Graduating Students Must

- Take the CAPSIM Comprehensive Exam (MOD-XM) as part of MAN 4504.
- Complete requirements for the baccalaureate degree, as determined by the faculty.

Student Learning Outcomes | SLOs

1. Demonstrate knowledge and understanding of elements of economics, financial accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.
2. Demonstrate proficiency in the use of business-related software applications.
3. Define the ethical responsibilities of business organizations and identify relevant ethical issues.
4. Understand how the business environment, including culture, differs across countries.
5. Possess awareness of cultural differences and how these differences affect business decisions.
6. Identify characteristics and roles of groups and teams.
7. Identify characteristics and roles of managers and leaders.
8. Possess knowledge in an area of specialization outside the disciplines of business and accounting.

9. Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.
10. Assess the outcomes of a course of action and make appropriate adjustments.

12. Speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.

I = Introduced: R = Reinforced: A = Assessed

[illegible]

ECO 2013	I		I			I		I		
ECO 2023	I		I			I		I		
FIN 3403	I		R						R, A	
GEB 3213									R, A	
GEB 3218										I, A
GEB 3373	R		R, A		R, A		R		R	
MAN 3025	I		R	I	I	I, A	I, A	R		R
MAN 4504	I							R, A	R, A	R R
MAR 3023	I		R, A	R, A	I		I			
QMB 3250	I		R, A					R, A	R, A	
Specialization Area						I, R, A	R	R	R	R
Senior Exam	A		A							

Assessment Types

- Exams, papers and presentations in the following and major-specific courses:

Code	Title	Credits
BUL 4310	The Legal Environment of Business	4
FIN 3403	Business Finance	4
GEB 3373	International Business	4
MAN 3025	Principles of Management	4
MAN 4504	Operations and Supply Chain Management	4
MAR 3023	Principles of Marketing	4
QMB 3250	Statistics for Business Decisions	4

- Writing and public speaking assignments in the following:

Code	Title	Credits
FIN 3403	Business Finance	4
GEB 2216	Professional Writing in Business	3
GEB 3218	Professional Speaking in Business	3