

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 bachelor's degrees in Finance, General Business, Management, Information Systems & Operations Management, and Marketing to more than 4,500 students.

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

CONTACT

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GAINESVILLE FL 32611-7150

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

The Bachelor of Arts in Business Administration-General Studies (BABA-GBA) degree program allows students to couple a business major with an outside interest. BABA-GBA students can choose from more than 70 areas of specialization that are comprised of courses taught by other UF colleges and departments. The BABA-GBA degree prepares students for a wide variety of business-related careers, for graduate studies in business and for graduate programs related to the area of specialization.

BABA-GBA 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/wp-content/uploads/sites/49/2018/04/BA-International-Studies.pdf>)

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 & Artificial Intelligence (AI)	4

Area of Specialization Courses

Complete 12 credits at the 3000/4000 level in a chosen discipline outside the Heavener School of Business

Business Electives

Complete 11-12 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-academics/wp-content/uploads/sites/49/2018/04/BA-International-Studies.pdf>)

Professional Communication Course

Code	Title	Credits
Select one:		
GEB 3213	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)		

Internship Course

GEB 4941 in conjunction with an internship of at least 150 credits 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 the 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. Students should consult an academic advisor/career coach 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 (<http://www.flvc.org/cpp/displayRecord.jsp?cip=520201&track=01>) may be used for transfer students.

To remain on track for the BABA-GBA 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, no subsequent grade in that course or its equivalent will be used in the calculation of the critical-tracking GPA.

Semester 1

- Complete 1 critical-tracking course from ACG 2021, ACG 2071, CGS 2531 or ISM 3013, ECO 2013, ECO 2023, MAC 2233, 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/wp-content/uploads/sites/49/2018/04/BA-International-Studies.pdf>)

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)	
State Core Gen Ed Composition	(http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)	3
Gen Ed Diversity		3
Gen Ed International		3
Credits		16-17
Semester Four		
ACG 2071	Introduction to Managerial Accounting (Critical Tracking)	4

GEB 4941	Internship in Business Administration (complete by beginning of senior year)	1
STA 2023	Introduction to Statistics 1 (Critical Tracking; Gen Ed Mathematics)	3
Select one professional communication course:		3
GEB 3213	Professional Writing in Business	
GEB 3218	Professional Speaking in Business	
SPC 2608	Introduction to Public Speaking	
ENC 3312	Advanced Argumentative Writing	
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 & Artificial Intelligence (AI)	4
Area of specialization course		3
Credits		15
Semester Six		
FIN 3403	Business Finance	4
MAR 3023	Principles of Marketing	4
Area of specialization course		3
Business elective		4
Credits		15
Semester Seven		
BUL 4310	The Legal Environment of Business	4
GEB 3373	International Business	4
Area of specialization course		3
Business elective		4
Credits		15
Semester Eight		
MAN 4504	Operations and Supply Chain Management	4
Area of specialization course		3
Business elective		4
Electives		4
Credits		15
Total Credits		120

¹ MAC 1140, if needed.

Academic Learning Compact

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.

The Bachelor of Arts in Business Administration combines core business courses with area of specialization courses offered by departments outside the college of business.

Before Graduating Students Must

- Take the ETS Major Field Test in Business as part of MAN 4504. The ETS exam covers nine content areas in business. The score describes your performance relative to other seniors in business and

accounting at 600+ colleges and universities (e.g., top 15% in the nation compared to your peers).

- Complete requirements for the baccalaureate degree, as determined by the faculty.

Students in the Major Will Learn to Student Learning Outcomes (SLOs)

Content

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

Critical Thinking

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

Communication

- Write business documents clearly, concisely and analytically.
- Speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Cour	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10	SLO 11	SLO 12
ACG 2021	R								R	R		
ACG 1	R								R	R		
BUL 4310			R, A									
CGS 1	I											
ECO 2013				I					I	I		
ECO 1				I					I	I		
FIN 3403			R								R, A	
GEB 3											R, A	
GEB 3218												I, A
GEB 3R				R, A	R, A				R	R		
MAN 3025		R	I	I	I, A	I, A			R	R		
MAN I									R, A	R, A	R	R
MAR 3023		R, A	R, A	I		I						
QMB I	R, A								R, A	R, A		

Specialization		I, R,	R	R	R	R
Area		A				
SenicA	A					
Exam						

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 3213	Professional Writing in Business	3
GEB 3218	Professional Speaking in Business	3
