

BUSINESS ADMINISTRATION | GENERAL STUDIES | BABA UF ONLINE

The UF Online 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 general business, mass communication, sociology, or sport management.

About this Program

- **College:** Heavener School of Business (<https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/>)
- **Degree:** Bachelor of Arts in Business Administration
- **Credits for Degree:** 120
- **Contact:** 1.855.99GATOR
- **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

The Bachelor of Arts in Business Administration-General Studies (BAG_BABA_UFO) degree program allows students to couple a business major with an outside interest. BAG_BABA_UFO students can choose an area of specialization (<https://ufonline.ufl.edu/degrees/undergraduate/business-administration-ba/>) which is comprised of courses taught by the Heavener School of Business or another UF department. The BAG_BABA_UFO 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.

BAG_BABA_UFO majors are encouraged to gain practical work experience through internships, research activities, student organizations and community service and to study abroad. Students should consult an academic advisor/career coach for specific information.

Requirements for the Major

BAG_BABA_UFO majors must maintain a 2.0 core, area of specialization and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. In addition to the critical tracking and General Education courses outlined below, BAG_BABA_UFO majors take 120 credits.

Code	Title	Credits
Core Courses		
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		
3000/4000-level courses in a chosen discipline		12
Business Electives		
Approved business electives (Internship, independent study or assistantship credit will not count toward this requirement)		11-12
Professional Communication		
Select one:		3-4
GEB 2219	Writing and Speaking in Business	
SPC 2608	Introduction to Public Speaking	
Similar course with prior approval (requires a minimum grade of C)		
Internship		
GEB 4941	Internship in Business Administration (in conjunction with an internship of at least 150 hours) ¹	1
Total Credits		59-61

¹ 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 (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

To remain on track for the BAG_BABA_UFO 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, 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.

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.

Students should consult with an academic advisor/career coach to create an individualized academic plan.

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
MAC 1140	Precalculus Algebra (if needed or other elective)	3
State Core Gen Ed Biological or Physical Sciences (https://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		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
Gen Ed Composition (Writing Requirement)		3
State Core Gen Ed Humanities (https://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Credits		16
Semester Three		
ACG 2021	Introduction to Financial Accounting (Critical Tracking)	4
ISM 3013	Introduction to Information Systems (Critical Tracking)	4
State Core Gen Ed Composition (https://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Gen Ed International (combine with Gen Ed Social and Behavioral Sciences, or Gen Ed Physical and Biological Sciences, or Gen Ed Humanities)		3
Civic Literacy		3
Credits		17
Semester Four		
ACG 2071	Introduction to Managerial Accounting (Critical Tracking)	4
GEB 4941	Internship in Business Administration	1
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
Select one professional communication course:		3
GEB 2219	Writing and Speaking in Business	
SPC 2608	Introduction to Public Speaking	
ENC 2256	Writing in the Disciplines	

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
	Credits	15
Semester Six		
FIN 3403	Business Finance	4
MAR 3023	Principles of Marketing	4
Area of specialization course		3-4
Business elective		4
	Credits	15-16
Semester Seven		
BUL 4310	The Legal Environment of Business	4
GEB 3373	International Business	4
Area of specialization course		3-4
Business elective		4
	Credits	15-16
Semester Eight		
MAN 4504	Operations and Supply Chain Management	4
Area of specialization course		3-4
Select one business elective		4
Elective		3-4
	Credits	14-16
	Total Credits	120-124

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

Students in the Major Will Learn to

Student Learning Outcomes (SLOs)

Content

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.

Critical Thinking

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.

Communication

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

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	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	I	R							R	R		
ACG 2071	I	R							R	R		
BUL 4310	I		R, A									
CGS 2531	I	I										
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