

# BUSINESS ADMINISTRATION | GENERAL BUSINESS | BSBA UF ONLINE

The online Bachelor of Science in Business Administration-General Business (BSBA-IBA ONL) degree program, which provides a broad overview of the functional areas of business, is designed for students who live outside the Gainesville community or have work and/or family commitments that make traditional campus attendance impractical. Students take foundational 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 professional development courses such as business communication and career management.

## About this Program

- **College:** Heavener School of Business
- **Degree:** Bachelor of Science in Business Administration
- **Credits for Degree:** 120
- **Additional Information**
- **Contact:** 1.855.99GATOR
- **Related Business Administration Programs**

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

The online BSBA program provides a broad academic background in a variety of business disciplines and prepares students for a wide array of business careers and for graduate studies in business.

## Requirements for the Major

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

BSBA online students must meet general education requirements and maintain a 2.0 core, major and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. Along with the critical-tracking, general education and writing requirements outlined below, majors take 120 credits.

Code	Title	Credits
<b>Core Business Courses</b>		
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
<b>General Business Major Courses</b>		
ENT 3003	Principles of Entrepreneurship	4
GEB 3017	Leading Organizations	4
MAN 4723	Strategic Management	4
MAR 3231	Introduction to Retailing Systems and Management	4
REE 3043	Real Estate Analysis	4
<b>Professional Development Courses</b>		
GEB 3035	Effective Career Management in Business	4

GEB 3219	Writing and Speaking in Business	4
ISM 3004	Computing in the Business Environment	4
Total Credits		60

## Related Business Administration Programs

- Bachelor of Arts in Business Administration
- Bachelor of Arts in Business Administration, UF Online
- Business Administration minor
- Business Administration minor, UF Online

### 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.

To remain on track for the 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 higher grade in that course or its equivalent will be used in the calculation of the critical-tracking GPA.

### Semester 1

- Complete 1 of the following critical-tracking courses: ACG 2021, ACG 2071, CGS 2531 or ISM 3013, ECO 2013, ECO 2023, MAC 2233, STA 2023
- 2.25 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
- 2.25 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
- 2.5 GPA on all attempts of critical-tracking courses
- 2.0 UF GPA required

### Semester 4

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

### Semester 5

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

### Model Semester Plan

This is a sample plan. Students should consult with an academic advisor/career coach to create an individualized academic plan. Equivalent

critical-tracking courses as determined by the State of Florida Common Course Prerequisites may be used for transfer students.

Course	Title	Credits
<b>Semester One</b>		
ECO 2023	Principles of Microeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	4
IUF 1000	What is the Good Life (Gen Ed Humanities)	3
State Core Gen Ed	Biological or Physical Sciences	3
MAC 1140	Precalculus Algebra (if needed or other elective)	3
	Credits	13
<b>Semester Two</b>		
ECO 2013	Principles of Macroeconomics ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)	4
MAC 2233	Survey of Calculus 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics)	3
Gen Ed	Biological or Physical Sciences	3
State Core Gen Ed	Composition	3
State Core Gen Ed	Humanities	3
	Credits	16
<b>Semester Three</b>		
ACG 2021	Introduction to Financial Accounting ( <b>Critical Tracking</b> )	4
Select one:		3-4
CGS 2531	Problem Solving Using Computer Software ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	
ISM 3013	Introduction to Information Systems ( <b>Critical Tracking</b> )	
Gen Ed	Diversity	3
Gen Ed	International	4
	Credits	14-15
<b>Semester Four</b>		
ACG 2071	Introduction to Managerial Accounting ( <b>Critical Tracking</b> )	4
STA 2023	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	3
Gen Ed	Physical Sciences	3
Electives		7
	Credits	17
<b>Semester Five</b>		
ENT 3003	Principles of Entrepreneurship	4
GEB 3035	Effective Career Management in Business	4
MAN 3025	Principles of Management	4
QMB 3250	Statistics for Business Decisions	4
	Credits	16
<b>Semester Six</b>		
FIN 3403	Business Finance	4
GEB 3017	Leading Organizations	4
MAR 3023	Principles of Marketing	4
	Credits	12
<b>Semester Seven</b>		
BUL 4310	The Legal Environment of Business	4
GEB 3219	Writing and Speaking in Business (Gen Ed Composition; Writing Requirement)	4
GEB 3373	International Business	4
ISM 3004	Computing in the Business Environment	4
	Credits	16
<b>Semester Eight</b>		
MAN 4504	Operations and Supply Chain Management	4

MAN 4723	Strategic Management	4
MAR 3231	Introduction to Retailing Systems and Management	4
REE 3043	Real Estate Analysis	4
	Credits	16
	Total Credits	120

### 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 major in general business places a special emphasis 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 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

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*

Course	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 311	R								R	R		
BUL 4310			R, A									
CGS 311	I											
ECO 2013				I					I	I		
ECO 311				I					I	I		
FIN 3403			R									R, A
GEB 3373												R, A
GEB 3218												I, A
GEB 3373				R, A	R, A				R	R		
MAN 3025		R	I	I	I, A	I, A			R	R		
MAN 4504									R, A	R, A	R	R
MAR 3023		R, A	R, A	I			I					
QMB 3250		R, A							R, A	R, A		
Specialization Area								I, R, A	R	R	R	R
Senior Exam			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 3213	Professional Writing in Business	3
GEB 3218	Professional Speaking in Business	3