

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 (<http://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/>)
- **Degree:** Bachelor of Science 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 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 Requirement outlined below, majors take 120 credits.

Code	Title	Credits
Core Business 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
General Business Major Courses		
GEB 3017	Leading Organizations	4
MAN 4723	Strategic Management	4
Select two:		8
ENT 3003	Principles of Entrepreneurship	
MAR 3231	Introduction to Retailing Systems and Management	
REE 3043	Real Estate Analysis	
Professional Development Courses		
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		56

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 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

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

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 (<http://www.flvc.org/cpp/displayRecord.jsp?cip=520201&track=01>) may be used for transfer students.

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.

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
MAC 1140	Precalculus Algebra (if needed or other elective)	3
State Core Gen Ed Biological or Physical Sciences (http://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
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		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)	
Gen Ed Diversity		3
Gen Ed International		4
	Credits	14-15
Semester Four		
ACG 2071	Introduction to Managerial Accounting (Critical Tracking)	4
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
Gen Ed Physical Sciences		3
Electives		7
	Credits	17
Semester Five		
GEB 3035	Effective Career Management in Business	4
MAN 3025	Principles of Management	4
QMB 3250	Statistics for Business Decisions	4
QMB 3302	Foundations of Business Analytics & Artificial Intelligence (AI)	4
	Credits	16
Semester Six		
FIN 3403	Business Finance	4
GEB 3017	Leading Organizations	4

MAR 3023	Principles of Marketing	4
Credits		12
Semester Seven		
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
Semester Eight		
MAN 4504	Operations and Supply Chain Management	4
MAN 4723	Strategic Management	4
Select two:		8
ENT 3003	Principles of Entrepreneurship	
MAR 3231	Introduction to Retailing Systems and Management	
REE 3043	Real Estate Analysis	
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

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