

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Business and Economic Geography (GPY)***

### ***Description***

The *Business and Economic Geography* area of specialization is recommended to students seeking employment in the private sector as a geospatial location analyst, often referred to as business geographers, business GIS, strategic management. This curriculum also provides competitive educational background for those who will be pursuing additional post graduate education to become a real estate market analyst, an appraiser, an MAI. The private sector has a shortage of qualified people in this field. According to the US Department of Labor, this field ranks alongside biotechnology and nanotechnology for “need” in the US and global economies. Students will learn the basic skills to perform geospatial market analysis. Students who pursue primary career paths such as management will find that their ability to make market sensitive decisions is improved if they also are familiar with how the analyst creates the reports and recommendations they review to make their decisions. Job Prospects include:

- Strategic location analyst with a multi-branch retail firm; Market analyst with a Real Estate Investment Trust
- Risk manager with a bank or other financial institution; Entrepreneur
- Educational background towards certification as an appraiser (MAI)

Career information see: <http://www.crc.ufl.edu/>

Students who have completed this specialization have received positions at headquarters of Darden Restaurants, The Gap, Brinker, Office Depot, Publix, Washington Mutual Bank, Kroger, Accenture, Pitney Bowes, Wharton Business School, and more.

### ***Requirements***

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

<a href="#">GIS 3043</a>	Foundations of Geographic Information Systems
<a href="#">GEO 3162C</a>	Introduction to Quantitative Analysis
<a href="#">GEO 3502</a>	Economic Geography
<a href="#">GEO 3602</a>	Urban and Business Geography
<a href="#">GEO 3930</a>	Networks
<a href="#">GEO 4167C</a>	Intermediate Quantitative Analysis
<a href="#">GEO 4554</a>	Regional Development
<a href="#">GIS 4113</a>	Introduction to Spatial Networks
<a href="#">GIS 4115</a>	Applied Geostatistics
<a href="#">GEO 4938</a>	Programming in GIS

Any 3000-4000 level [GEO](#) or [GIS](#) courses, excluding 4905 courses.

### ***Contact Information***

You are always welcome to meet with an advisor in the School of Business, however, advising specifically related to Geography is available through the Geography department in the College of Liberal Arts and Sciences. For registration, scheduling, and area-specific questions, please contact:

Dr. Joann Mossa

[mossa@ufl.edu](mailto:mossa@ufl.edu)

352-392-0494 (department) or 294-7510 (direct)

3141 Turlington Hall (department) or 3131 Turlington Hall (office)

### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must earn 15 credit hours with a minimum 2.0 cumulative GPA. You can find out more about the Geography minor offered at:

<http://www.geog.ufl.edu/undergrad/minor.html>