

Bachelor of Arts in Business Administration

Area of Specialization: *General Studies (BUS)*

Description

The General Studies - Business Administration area of specialization provides students with the opportunity to deepen their foundation in business coursework. Topics in this area include entrepreneurship, business computing, management, and real estate. For career information view the various business-related Career Roadmaps on the Career Connections Center's [resource page](#).

Requirements

Students are required to have a minimum of three 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.

ENT 3003	Principles of Entrepreneurship
GEB 3017	Leading Organizations
GEB 3035	Effective Career Management
ISM 3004	Computing in the Business Environment
MAN 4723	Strategic Management
MAR 3231	Introduction to Retail Systems & Management
MAR 3400	Professional Selling
QMB 3302	Business Analytics & Artificial Intelligence (if you enrolled prior to Fall 2021)
REE 3043	Real Estate Analysis

Contact Information

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact your assigned advisor.

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Department Website: <http://warrington.ufl.edu/undergraduate/>

Minor Option

No minor is available for this Area of Specialization.