

Bachelor of Arts in Business Administration **Area of Specialization: *General Business (BUS)***

Description

The 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. Career exploration is available through the Effective Career Management course. For career information view: <http://www.crc.ufl.edu/>

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 3035	Effective Career Management
ISM 3004	Computing in the Business Environment
MAN 4723	Strategic Management
MAR 3231	Introduction to Retail Systems & Management
MAR 4933	Marketing Strategy
MAR 4933	Professional Selling
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:

Heavener School of Business
352-273-0165
333 Heavener Hall

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

Minor Option

No minor is available in this Area of Specialization.