

# Bachelor of Business Administration in Business Administration

## Major in Business Administration — Major Requirements - 6 units

Code	Title	Units
<b>General Education Requirements</b>		
School of Business	General Education Requirements	9
School of Business	Foundation Requirements	8
<b>Required Courses</b> <sup>2</sup>		
Six units of upper-division Business Administration or Economics courses. All courses must be at the 300- or 400-level (unless a 200-level course is required for a current School of Business Minor, with a maximum of one 200-level course) with at least two units at the 400-level. Within the six units, three units must be in one discipline. The remaining units must consist of courses from at least two additional disciplines in the School of Business.		6
<b>General Electives</b> <sup>1</sup>		9
<b>Total Units</b>		<b>32</b>

<sup>1</sup> In or outside the School of Business.

<sup>2</sup> No more than one unit may be an internship or international travel experience course. No more than one unit may be an independent study.

## General Education Requirements

All students in the School of Business must meet the following General Education requirements in addition to specific requirements within the major area of study. Furthermore, School of Business majors have a common set of Business Foundation courses which must be met. The specific additional requirements of the individual majors are found in the following sections.

Each student must complete at least four writing or writing enhanced (WE) courses to complete the University Writing Requirement. At least two of these courses must be from General Education. Based upon Admissions application information, students may be placed in ENGL 100; ENGL 100 will count toward the Writing requirement if completed with a minimum grade of C. A single course may not be used to meet more than one of the General Education requirements, but a single course may count toward a General Education requirement and the student's major or minor requirements, as well as count as a Writing Enhanced course in the Writing requirement.

Code	Title	Units
<b>Foundations</b>		
Writing Requirement		
FSEM 100	First Year Seminar	1
	Junior Seminar	1
	Quantitative Reasoning <sup>1</sup>	1

Select one unit from the following:

MATH 117Q Quantitative Analysis for Business

MATH 131Q Calculus I with Review Part 2

MATH 141Q Calculus I with Analytic Geometry

### Knowledge of Human Cultures and the Natural World

Select one unit from:

Creative Arts (any A course, or 4- MUSC, MUSA or MUSE credit courses)

Modern Language (at 102 level or above)

ECON 104S Foundations of Economics I 1

Select two units from among the following categories: 2

Creative Arts (any A course (includes A, or MUSC, MUSA or MUSE credit courses))<sup>1</sup>

Culture and Belief (any B course)

Individuals, Societies, and Social Systems (any S course)

Historical Inquiry (any H course)

Physical and Natural World (any P course)

Modern Language (any level)

Quantitative Reasoning (any Q course)

### International Requirement

Select one unit from the following 1

INTL 201B International Business and Culture

MKTG 420B Global Marketing: Business Without Borders

ECON 201H Foundations of Globalization

HIST 376S Global Migration and Diasporas

INSU 201H Foundations of Globalization

WLGC 301B Approaches to World Cultural Studies

### Personal and Social Responsibility

SOBA 209V Introduction to Business Ethics 1

**Total Units** 9

<sup>1</sup> The Quantitative Reasoning requirement may be satisfied with MATH 117Q, MATH 131Q, or MATH 141Q. MATH 131Q or MATH 141Q will require completion of an online placement exam (<https://catalog.stetson.edu/undergraduate/student-policy/records-grades-registration/placement-proficiency/>).

## Foundation Requirements

Code	Title	Units
<b>Common Body of Knowledge</b>		
SOBA 200	Professional Communications	1
ACCT 201	Fundamentals of Accounting	1
BSAN 250	Business Systems & Analytics	1
MGMT 305	Management and Leadership	1
MKTG 315	The Marketplace and Consumers	1
FINA 311	Financial Management	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
<b>Professionalism</b>		
Select one from the following:		0 to 1
JJ Master Professionalism Certificate		

SALS 230 Professional Selling and Communication

Department Professional Colloquium

Total Units

8-9

curricular events under Calendar of Events at <https://www.stetson.edu/other/calendar/>.

## Excel Certificate Requirements

All students in the School of Business Administration are required to demonstrate technical proficiency in Microsoft Excel. Students may demonstrate proficiency in this area by completing a self-guided course and passing an approved certificate examination or enrolling in BSAN 111 (<https://catalog.stetson.edu/search/?P=BSAN%20101>) and passing the course certificate examination. Examinations are scheduled periodically throughout the academic year and allow the opportunity to earn a digital badge or credential in Microsoft Excel.

## Professionalism Requirement

All students in the School of Business Administration will have the opportunity to prepare for their future careers by satisfying the Professionalism Requirement in one of the following ways. A student may complete the J.J. Master Professionalism Certificate Program (<https://www.stetson.edu/business/jj-master/>), participate in a Department Colloquia or by taking SALS 230.

## Experiential Learning

Experiential learning is the process of developing knowledge and skill from direct active experiences beyond a traditional classroom. Through experiential learning activities, students reflect on how the tools and techniques taught in an academic setting transfer to a real world setting and bring this understanding back to the classroom through concrete examples and meaningful conversations. Experiential learning typically involves a significant activity which offers students a chance to reflect on their curricular learning, gain an overall understanding of their future work environment and create the foundation for success after graduation. Experiential learning activities offer students rich opportunities to understand the implications and experience the consequences of their decisions, deepen their understanding of the curricular content as well as understand the role of personal values in their decision making. All undergraduate students majoring in business must **complete two significant experiential learning activities** as a requirement for graduation.

For an activity to satisfy the experiential learning requirement, it must:

1. Have scope. It must represent a significant investment of time and effort on the part of the student.
2. Demonstrate rigor. It must entail a noteworthy interaction with college-level academic thought.
3. Promote reflection. It must involve personal application by the student of classroom material.

Many courses and co-curricular activities are pre-approved as satisfying the experiential learning requirement. Students may also petition for special approval of additional activities.

## Co-Curricular/Cultural Attendance Requirements

In addition to all academic requirements, students are required, for graduation, to complete 24 events. The Dean's Office provides a list of approved events each semester. Students may also view the list of co-