

School of Business Administration

Introduction

The study of business administration has been an important part of the curriculum of Stetson University since 1885, an experience in teaching business courses that is longer than at any other Florida college. Stetson offers modern facilities, equipment, and most importantly a practice of offering students newly developing knowledge and innovations in the fast changing field of business administration.

Accreditation

Stetson University, through its School of Business Administration, is nationally accredited by AACSB International (The Association to Advance Collegiate Schools of Business) at the undergraduate and graduate levels in business and accounting.

Vision

As a learning community, we develop the values, character, knowledge, and skills vital for world-class business professionals.

Mission

As a premier educational institution, we provide an innovative learning environment in which members of the community act as co-creators of knowledge to develop leaders who are prepared to address the challenges inherent in global organizations.

Values

- As a premier AACSB-accredited business school, we value relevance, academic rigor, and student engagement in our programs and curricula.
- We respect the diversity of individuals and perspectives.
- We hold ourselves and our students to the highest standards of professionalism, integrity, and ethical behavior.
- We promote responsibility, accountability, and self-awareness by our students.
- We foster innovation and innovators.
- We value scholarship and other intellectual endeavors that advance our disciplines and impact business practices and pedagogical skills.
- We maintain currency through interaction with business professionals, consulting, and involvement with professional and academic organizations.
- We promote and support life-long learning.

An Effective Learning Climate

We create a climate of continuous improvement, where we assess our work with comprehensive assurance of learning processes.

Goals

Underlying business education at Stetson is the belief that modern business managers must have skill in decision-making, developed through problems, projects, case studies, discussions, and the study of analytical techniques. Specific course offerings are designed to show

students how the business system functions and how certain skills and techniques enable them to play an active role in the business world. Graduates of the School of Business Administration are prepared for a productive and satisfying career and have, through the years, met ready acceptance by a wide range of businesses and organizations.

The capstone course in the School of Business, MGMT 495, provides an integrative experience where students refine and demonstrate critical skills essential to success:

- Writing effectively
- Engaging with information strategically
- Analyzing, evaluating, and synthesizing data to achieve a goal

Admission

Any student admitted unconditionally to Stetson University is eligible for admission to the School of Business Administration. The School of Business Administration reserves the right to limit enrollment in the School or in the School's majors based on the capacity of the program and the qualifications of students.

Academic Expectations

The degree of Bachelor of Business Administration is conferred upon students who successfully complete a prescribed program of 32 units, with at least a C average in the major, at least a C average overall, and approval of the faculty of the School of Business Administration. Courses elected to be taken Pass/Fail may not be used for foundation, major, or minor credit.

Additionally, only two courses may be transferred into Stetson University to meet School of Business Administration major requirements (excluding Business Foundation). Courses taken at another university numbered lower than 300-level may not be transferred in to meet a 300-level requirement without approval.

All undergraduate students working toward a major or minor offered by the School of Business Administration are required to have a laptop computer, running either MacOS or Windows (preferred), with wi-fi access capability, a webcam, and capable of running the latest updated version one of the following web browsers:

- Chrome
- Microsoft Edge
- Safari
- Mobile Safari
- Firefox

Students may be required to bring their laptops to the classroom as need by the instructors of the courses.

Attendance

In the School of Business Administration, regular attendance is expected. Individual faculty members may set their own attendance policies.

Curriculum

The undergraduate curriculum in the School is divided into twelve programs of study. Business majors must complete the core curriculum and the specific requirements of one of the twelve majors. Students wishing to double major and/or double minor and/or combine a major

and minor within the School of Business are permitted to double count a maximum of two courses in the major. A maximum of two courses are permitted to double count regardless of whether the student is satisfying an elective or a requirement in one or both majors.

Minors

The minors available to students in the School of Business include the following:

- Accounting (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/accounting-minor/>)
- Applied Statistics (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/applied-statistics-minor/>)
- Business Law (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-law-minor/>)
- Business Systems Analysis (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-systems-analysis-minor/>)
- Data Analytics (<https://catalog.stetson.edu/undergraduate/arts-sciences/interdisciplinary-minors/dataanalytics/>)
- Entrepreneurship (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/entrepreneurship-minor/>)
- Family Enterprise Management (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/family-enterprise-minor/>)
- Finance (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/finance-minor/>)
- Human Resource Management (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/human-resource-management-minor/>)
- International Business (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/international-business/>)
- Management (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/management-minor/>)
- Marketing (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/marketing-minor/>)
- Professional Sales (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/prof-sales-minor/>)
- Sport Business (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/sport-management-minor/>)

The following minor is available only to students in the College of Arts & Sciences or the School of Music

- Business Administration (<https://catalog.stetson.edu/undergraduate/business-administration/business-minors/business-administration-minor/>)

Special Programs

The Roland George Investments Program

The Finance Department of the School of Business Administration offers a unique program of advanced education in investment management that equips students for positions in financial institutions such as banks, trust companies, brokerage firms and investment advisory firms. Students who successfully complete required preliminary courses in finance and investments may qualify to enroll

in special courses in Investment Portfolio Management. In these courses, taught by Distinguished Visiting Professors experienced in the investments field, students assume full responsibility for active management of a portfolio valued at 3.4 million dollars. The fund resulted from a gift given in memory of Roland George, who spent his career in the investments field. It was his wish that students experience on a firsthand basis the risks and rewards of making investment decisions. Students are responsible for earning sufficient income from the fund to pay the expenses of the program, including the costs of the visiting professors, scholarships for outstanding investments students, and library and software resources. Students perform research in a modern, state-of-the-art trading room facility which contains computing resources, software such as Bridge, Baseline, and Bloomberg, as well as a real time ticker and data wall.

More information can be found online at <https://www.stetson.edu/business/roland-george/index.php> (<https://www.stetson.edu/business/roland-george/>)

The Joseph C. Prince Entrepreneurship Program

The Prince Entrepreneurship Program, housed in the department of Management & International Business, includes four courses designed to help students discover both the realities and demands of business ownership. A complete description of these four courses is presented in the Business School's course description section of this University *Catalog*. Select courses may also be used as part of a General Business major or may be taken as a coordinated series of electives.

Students will sharpen their judgment and insight in assessing the likelihood that a proposed business will fail or succeed, understanding the many steps necessary to launch a business, writing a business plan, understanding the venture capital/new venture finance industry, understanding the personal costs and joys from successful entrepreneurs.

The Program pedagogy emphasizes applied learning in experiential or case contexts. Drawing from both the academic and professional worlds, the Prince Entrepreneurship Program is equipping the next generation of entrepreneurs to successfully navigate the risky waters of launching a business while demonstrating to students pursuing conventional employment the value of "thinking like an owner."

More information can be found online at <https://www.stetson.edu/business/entrepreneurship/>

The Family Enterprise Center

The Family Enterprise Center offers an undergraduate major and minor in the area of family enterprise management. The major and minor are interdisciplinary, experiential, and involve extensive interaction with professionals in family enterprises. The benefits of enrolling in the major or minor include increased credibility self-confidence and marketability via job offers. The Center's purpose is to integrate the student's undergraduate education with family enterprise. The Center believes and values the concept that family enterprise is about the family as much as it is about enterprise. The students will see first-hand how these concepts co-exist within the organization. The student will assess the traits of a family enterprise and forge relationships with actual family enterprises involved in our program.

They will also benefit from interaction with professionals in this field through guest speakers and internships.

The goals of the Center are as follows: establishing family enterprise as a legitimate, distinct, interdisciplinary academic field validating, supporting, and enhancing family enterprise on the nation's enterprise agenda bringing all the resources of the University (including teaching, research, and outreach) together to help family enterprises learn, grow, and prosper.

More information can be found online at <https://www.stetson.edu/other/academics/undergraduate/family-enterprise-management.php>

The Stetson Summer Innsbruck Program

The Stetson Summer Innsbruck Program makes international study possible through a European summer school opportunity in Innsbruck, Austria. Students studying abroad in the Summer Innsbruck Program must have a minimum overall GPA of 2.5, an acceptable judicial record, and have completed 32 credits.

The July/August summer program is made up of regular, fully accredited and transferable courses, taught by top Stetson University and distinguished visiting faculty. Each student selects two courses that best fit his/her interests. A wide range of courses is offered so that the program will appeal to students with a variety of needs. The program is open to students in all majors; students from other universities are welcome to participate. German language ability is not required; all classes are taught in English. Classes are held mornings, and the schedule includes long weekends, giving participants ample time for travel and sightseeing – an important component of the educational experience.

The program is based in Innsbruck, Austria. Centrally located in the heart of the cool and breathtakingly beautiful Alps, Innsbruck is a fascinating city in its own right and an ideal base for travel throughout Europe. For more information, contact Andrew Paez at (386) 822-7421.

More information can be found online at <http://www.stetson.edu/sip> (<http://www.stetson.edu/sip/>).

Foundations

Code	Title	Units
Common Body of Knowledge		
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
Professionalism		
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**

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-

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