

# Business Administration

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In this major, students participate in an interdepartmental program that presents coverage of the broad area of business administration. Interests may be satisfied in several areas, or students may prepare generally for business and government activity or for pre-law and graduate studies.

More information can be found online at <http://www.stetson.edu/academics/programs/business-administration.php>.

## Learning Outcomes

Student learning outcomes describe what students know, understand and are able to do as a result of completing a degree program. The learning outcomes for this program are:

1. Think critically and analytically
2. Apply ethical principles to business decisions
3. Understand important business principles
4. Communicate effectively using different media and contexts
5. Evaluate business decisions in a global context

## Majors

### Major in Business Administration

- Bachelor of Business Administration in Business Administration (<http://catalog.stetson.edu/undergraduate/business-administration/business-administration/business-administration-bba/>)

## Minors

### Minor in Business Administration - 4 Units

The minor in business administration is available to undergraduates in the College of Arts and Sciences and the School of Music who wish to combine their normal major with a broad background in the theory and practice of administration.

More information can be found online at <http://www.stetson.edu/academics/programs/business-administration.php>

Code	Title	Units
<b>Required Courses</b>		
ACCT 201	Fundamentals of Accounting	1
SOBA 201	Fundamentals of Financial Analysis	1
SOBA 202	Fundamentals of Organizations and Markets	1
SOBA 203	Fundamentals of Marketing and Technology	1
Total Units		4

## Advising Course Plans

### Advising Course Plans

- Business Administration Major (<http://catalog.stetson.edu/undergraduate/business-administration/business-administration/business-administration-plan/>)

## Courses

### SOBA 201. Fundamentals of Financial Analysis. 1 Unit.

This course covers the fundamental skills of Microsoft Excel and an introduction of corporate finance. The course focuses on beginning to advanced level functions of Microsoft Excel by providing hands-on experience with the Microsoft Excel applications. Students will apply appropriate statistical procedures to provide recommendations and/or solutions to business problems. This course covers time value of money, capital budgeting, long-term capital management, the cost of capital, risk and return. Co-requisite: ACCT 201. Prerequisite: ECON 103S or ECON 104S.

**SOBA 202. Fundamentals of Organizations and Markets. 1 Unit.**

This course provides a cross-functional survey of business, with an emphasis on marketing and management. Students are introduced to the business environment and planning processes. Students will be exposed to resource management and control processes and will acquire knowledge of individual, group, and consumer decision making processes. Students will learn about the process of marketing which involves managing internal resources to deliver value to customers and capturing value for the organization. Additionally, students will learn the centrality of effective leadership and teamwork to maximizing competitiveness and to attaining organizational goals. Prerequisite: ECON 103S or ECON 104S.

**SOBA 203. Fundamentals of Marketing and Technology. 1 Unit.**

This course provides balanced and integrated content on the marketing and technology elements of the organization. Students will learn how businesses create, deliver, communicate, and capture customer value through revenue generating activities which are supported by data and information systems. Topics include an introduction to the various information systems that facilitate business processes such as networks, cloud computing, e-commerce platforms, payment systems, and data security. Related marketing topics include customer insights, consumer behavior and how the digital transformation of the organization impacts all aspects of the marketing mix including: brand development, pricing strategies, e-commerce and distribution, and digital advertising and social media. Prerequisite: SOBA 201, SOBA 202.

**SOBA 205. Professional Communications. 1 Unit.**

This course develops students' written and oral communication skills for the professional environment. Students will use supporting technology to improve writing mechanics, develop various forms of written assignments applicable to the business disciplines, evaluate research sources, and write a topical research paper. Students will also be required to make presentations, develop supporting materials for presentation effectiveness, communicate in small groups, and participate in feedback sessions. Writing enhanced course.

**SOBA 209V. Introduction to Business Ethics. 1 Unit.**

This course introduces the student to the contemporary legal, social, regulatory and ethical issues confronting businesses today. Specifically, students will discuss the role of business and government in a capitalist environment, the American legal system, the U.S. regulatory structure and process, Affirmative Action programs, employees' rights, consumer protection, product liability, and environmental protection. Prerequisite: Sophomore standing.

**SOBA 297. Introductory Internship. 0.5 to 1 Units.**

This course is designed as an introductory internship for students who have not yet taken content-area courses (e.g., accounting, marketing, etc.), but want to gain early experience in an internship setting. Students will work within an organization that agrees to provide an opportunity to develop the professional competencies introduced in SOBA 205 - Professional Communications. Internships require 100 hours for .5 unit within a semester time frame. Prerequisite: SOBA 205; Major/minor in School of Business; minimum GPA of 2.5, permission of Internship Faculty and Management Chair. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at [career@stetson.edu](mailto:career@stetson.edu) or 386-822-7315.

**SOBA 341. Taxation and Business Decisions. 1 Unit.**

For business students with a major other than accounting. The course objective is to provide the student with an understanding and appreciation for the impact of federal taxation on business decisions. Prerequisite: ACCT 202 or ACCT 212.

**SOBA 360V. Social Justice and the Bottom Line. 1 Unit.**

This course focuses on Stetson's Social Justice Value. Businesses can be powerful enhancers or inhibitors of social justice. From hiring practices to employee welfare to workplace conditions to environmental sustainability to the world-wide distribution of wealth, both large and small businesses impact many issues related to social justice. In this course, we examine how issues of social justice are connected to a wide variety of business practices and systems. We explore questions concerning the responsibility of businesses in creating a more just world and examine the relationship between business practices promoting social justice and businesses' bottom lines. Junior Seminar.

**SOBA 385. Independent Study. 0.5 or 1 Units.****SOBA 390. Advanced Topics in Business. 1 Unit.**

This course looks at various topics of interest to Business School students. This course emphasizes interactive and in-depth study of contemporary significant topics not covered in other School of Business Administration offerings.

**SOBA 394V. The Struggles of Apartheid and Social Justice - South Africa. 1 Unit.**

This course focuses on Stetson's Social Justice Value. From the perspective of both literature, film, and philosophy, this course explores the historical and ongoing cultural and economic injustices that result from apartheid, including the effects of discrimination and prejudice. The course will compare and contrast apartheid to other forms of discrimination, including race, religion, gender, sexuality, and handicapped worldwide. Junior Seminar.

**SOBA 395. Teaching Apprenticeship. 0.5 Units.**

Pass/Fail only.

**SOBA 397. Business Internship. 0.5 or 1 Units.**

The objective of this course is to give the student the opportunity to learn business principles and concepts in a "real world" context. Students will work within an organization that agrees to provide them with significant managerial work and support during the internship period. Full time internships require 200 hours (1-unit) or 100 hours (.5 unit) within a semester time frame. A maximum of one unit of internship credit may be applied towards the BBA degree requirements. Prerequisite: MGMT 305; Major/minor in School of Business; minimum GPA of 2.5 in major; permission of Internship Faculty and Management Chair. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at [career@stetson.edu](mailto:career@stetson.edu) or 386-822-7315.

**SOBA 485. Independent Research. 0.5 or 1 Units.**

**SOBA 490. Special Topics in Business Administration. 1 Unit.**

**SOBA 496. Business Thesis. 1 Unit.**

Students will perform an independent, original research study in their business field of study or interest under the direction of a research adviser and a faculty member with disciplinary expertise. The completed study must be publicly defended before a faculty committee. Prerequisites: Senior Standing; ACCT 201, SOBA 201, SOBA 202, SOBA 203, and STAT 301Q or FINA 311, MGMT 305, BSAN 250 (or BSAN 350), and STAT 301; a minimum overall GPA of 3.0; and permission of instructor.