Bachelor of Arts in general business

Program information

College	College of Business		
Department or school	Enter department or school		
Degree abbreviation	B.A.	**CIP code**	52.0101
Program website	business.fau.edu/undergradonline/majors-curriculum/general-business		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

The Bachelor of Arts in general business gives students maximum flexibility and a well-rounded understanding of core business concepts. It prepares versatile graduates for careers in a wide range of changing industries.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The major supports the university's mission by giving students a flexible business education that opens opportunity in changing industries. Graduates leave with versatile skills that employers in many fields value.

About the program

General business majors build a well-rounded understanding of business instead of focusing on one specialty. The degree requires at least 120 credits, including pre-business foundation courses and five business core courses. The core covers business law, financial management, business communication, management and marketing. The major is a great fit for students who want versatile skills for many industries.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☐ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to explain the fundamental legal and ethical concepts in business.
Graduates will be able to apply financial math and valuation principles to value securities, capital projects and other assets.
Graduates will be able to explain how managers plan and organize work.
Graduates will be able to explain market segmentation, targeting and positioning, and the four Ps of marketing: product, price, promotion and place.

How students show it

Exams in the required business law, financial management, management and marketing courses.

Where it is assessed

BUL 4421 Business Law 1; FIN 3403 Principles of Financial Management; MAN 3025 Introduction to Management and Organizational Behavior; MAR 3023 Principles of Marketing

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to write clear, well-organized business reports.
Graduates will be able to deliver effective, well-organized oral presentations.

How students show it

Written reports and oral presentations in the required business communication course.

Where it is assessed

GEB 3213 Business Communication: Critical Analysis and Application

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☐ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to analyze marketing choices about segmentation, targeting, positioning and the four Ps.

How students show it

Role-playing assignments and case study.

Where it is assessed

MAR 3023 Principles of Marketing; MAN 3025 Introduction to Management and Organization Behavior

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Faculty review exams in the business law, financial management, management and marketing core courses. They also review role-playing and spreadsheet assignments in the marketing course, and writing and presentations in the business communication course. Faculty use the results to improve the core courses.

Assessment methods may change over time.