



## General Business

### Bachelor of Arts (B.A.)

This program is designed for students who seek an academic degree in business but who do not have an interest in a specific business major, such as Finance or Management or any other traditional major offered by the College of Business. Students who graduate from this program will be prepared with a broad set of business skills potentially of interest to employers across a wide range of industries.

The University and College of Business degree requirements are listed in the Degree Requirements section of this catalog including earning at least 75 percent of all upper-division credits from FAU. In addition to these requirements, General Business students must complete the requirements below.

### Prerequisite Coursework for Transfer Students

Students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the Intellectual Foundations Program) and requirements for the college B.A. in General Business program. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university, or community college or through equivalent coursework at another regional accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for the B.A. in General Business.

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

### Admission Policy

1. Attain a "C" or better in each of the pre-business foundation courses in two attempts or less.
2. Complete all Civic Literacy requirements (Course and Exam).
3. Complete the foreign language entry (FLENT) requirements.
4. Have a minimum overall GPA of 2.0

### Pre-Business Foundation Coursework with grades of "C" or higher.

Principles of Accounting 1	ACG 2021	3
Principles of Accounting 2	ACG 2071	3
Macroeconomic Principles	ECO 2013	3
Microeconomic Principles	ECO 2023	3
Information Systems Fundamentals	ISM 2000	3

In addition, two of the following three courses:

College Algebra	MAC 1105	3
Methods of Calculus	MAC 2233	3
Introductory Statistics	STA 2023	3

### Business Core Requirements with grades of "C" or higher.

Business Law I	BUL 4421	3
Principles of Financial Management	FIN 3403	3
Introduction to Business Communication	GEB 3213	3
Introduction to Management and Organizational Behavior	MAN 3025	3
Marketing Management	MAR 3023	3

**Thematic Groups** with grades of “C” or higher. One course is required from each group.

*Group 1: Financial Systems and Practice*

Money and Financial Markets	ECO 4423	3
Personal Finance	FIN 3140	3
Healthcare Financial Management	HSA 4170	3
Insurance and Financial Planning	RMI 4116	3

*Group 2: Technology and Data Applications*

Management Information Systems	ISM 3011	3
Social Media Innovation	ISM 3007	3
Contemporary Issues of Digital Management	ISM 4041	3
Artificial Intelligence and Digital Transformation for Business	ISM 4421	3
Blockchain: Business Implications	ISM 4451	3
Data Management and Analysis with Excel	QMB 3302	3

*Group 3: Management, Operations, and Leadership*

Entrepreneurship	ENT 4024	3
Hotel and Resort Management	HFT 4253	3
Service Operations	MAN 4029	3
Leadership, Supervisory Skills, and Team Development	MAN 4046	3
Human Resource Management	MAN 4301	3
Project Management	MAN 4583	3

*Group 4: Marketing and Promotion*

Hospitality Marketing and Revenue Management	HFT 4503	3
Principles of Advertising	MAR 3326	3
Retail Management	MAR 4231	3
Personal Selling	MAR 4400	3
Consumer Behavior	MAR 4503	3

*Group 5: International Business*

Law of International Trade	BUL 4461	3
International Economics	ECO 3703	3
International Business Negotiations	MAN 3442	3
International Business	MAN 3600	3
International Marketing	MAR 4156	3
Study Abroad	Any course offered by the college	

**Additional Requirements** (33 credits)

Twelve upper-level (3000/4000) credits from the College of Business

Six upper-level (3000/4000) credits from outside the College of Business

Eight credits of foreign language or Foreign Language Exit (FLEX) completion method

Additional electives as needed to reach the 120 credits required for graduation