Design your path to a successful career in business.
The world of business is a fascinating, diverse field full of a range of positions. As the market grows and changes and new technologies develop, business is in need of competent and entrepreneurial-spirited newcomers, ready to innovate and transform the field.

Program Overview
Our interdepartmental program covers a wide range of areas including statistics, information technology, finance, management, accounting, business ethics, marketing business communication and strategic management. As a business administration major, you will be provided with a broad range of experience-based academic opportunities designed to create a foundation for a successful career. Within the major, you can further specialize or prepare generally for business, governmental activity, pre-law or graduate studies.

Not only will we prepare you for today’s workforce, we will provide you with the skills you need to anticipate change and design innovative approaches to emerging opportunities and challenges.

Program Highlights

Program Flexibility
As a supplement to the specialized business majors in accounting, business systems and analytics, economics, entrepreneurship, family enterprise, finance, international business, management, marketing and sport business, Stetson’s School of Business Administration offers this major in business administration to foster a flexible, interdisciplinary approach to a business education.

As a student in business administration, you are able to design your own path to business success by incorporating courses across multiple business disciplines.

Three courses are required in a single area to create a discipline concentration.

Career Significance
Recent alumni accomplishments include working as an assistant vice president at Fixed Income Group and as an R.J. O’Brien futures broker, working as a marketing project coordinator at AAA, working as a computer programmer analyst for the Volusia County Health Department and studying as a Ph.D. student in financial management.

Business administration majors are in demand as:
- customer service representatives
- business analysts
- financial planners
- project managers
- retail/merchandising managers
- sales representatives and managers
Faculty
Our leading faculty members are highly regarded among Stetson University students and graduates alike.

William Andrews, Ph. D., University of Georgia
Fred Augustine Jr., Ph. D., Florida State University
Jim Beasley, Ph. D., Tufts University
Isabel C. Botero, Ph. D., Michigan State University
Jon Carrick, Ph. D., University of Glasgow
Randall Croom, Ph. D., University of Florida
Kelly Hall, D.B.A., Kennesaw State University
Mary Jo Jackson, Ph. D., University of Florida
William Jackson, D.B.A., Memphis State University
Luis Paris, M.B.A., Stetson University
John Rasp, Ph. D., Florida State University
Ram Subramanian, Ph. D., University of North Texas
Betty Thorne, Ph. D., Indiana University
John Tichenor, Ph. D., Florida State University