

BACHELOR OF Business Administration

PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR | MINOR

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 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.

FACULTY »

All faculty in the School of Business Administration teach in this program and are committed to providing an education which will serve as the foundation for a successful career in business. We provide advisory assistance in the Business Administration program.

The advisory committee includes:

- William Andrews, PhD, University of Georgia
- Jon Carrick, PhD, University of Glasgow
- Randall Croom, PhD, University of Florida
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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. Our interdepartmental program covers a wide range of areas including statistics, information technology, finance, management, accounting, business ethics, marketing business communication and strategic management.*

- John Rasp, PhD, Florida State University
- Ram Subramanian, PhD, University of North Texas
- John Tichenor, PhD, Florida State University

BEYOND THE CLASSROOM

Business administration majors are in demand as:

- customer service representatives
- business analysts
- financial planners
- project managers
- retail/merchandising managers
- sales representatives and managers

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 PhD student in financial management.



Scan to apply today!

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