

B.B.A. BACHELOR OF BUSINESS ADMINISTRATION

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

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STETSON UNIVERSITY

Office of Admissions
421 N. Woodland Blvd. Unit 8378
DeLand, Florida 32723
stetson.edu/admission • (386) 822-7100

BBA

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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