

## Cover Sheet: Request 11320

**Add Area of Specialization in Business & Economic Geography to BABA: GBA major within UFO**

### Info

Process	Program Modify Platform Ugrad/Pro
Status	Pending
Submitter	Byrnes, Erica L erica.byrnes@warrington.ufl.edu
Created	11/18/2016 3:37:39 PM
Updated	11/18/2016 4:15:54 PM
Description of request	This proposal requests approval to offer the Area of Specialization in Business & Economic Geography within the BABA: GBA major in the UF Online curriculum. This Area of Specialization is already in existence for the campus BABA: GBA major. The Warrington College of Business is now seeking permission to offer this Area of Specialization within the newly approved BABA: GBA within UFO.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Business Administration General 011701000	Mathis, Renee C		11/18/2016
Added 2016 LS Business and Economic Geography UFO.pdf					11/18/2016
Added UCCconsult_LS_AS.pdf					11/18/2016
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		11/18/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/18/2016
No document changes					
UF Online					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Program|Modify\_Platform for request 11320

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**Submitter:** Byrnes, Erica L erica.byrnes@warrington.ufl.edu

**Created:** 11/18/2016 3:37:39 PM

**Form version:** 1

## Responses

**Name**Business Administration - General Studies

**Major or Minor Code** GBA

**Effective Term**Earliest Available

**Effective Year** 2017

**Differences from Residential Program** There are no differences in the Business & Economic Geography Area of Specialization between the residential and UF Online programs.

**Pedagogical Rationale/Justification**We believe this major (GBA) provides students with the opportunity to gain a foundation in business while simultaneously pursuing multi-disciplinary interests outside of business. Merging business with other fields is pragmatic for employability.

The GBA major has already been approved to be offered in UF Online. The present proposal is requesting the addition of a specialization in Business & Economic Geography. Students in the GBA major must declare an Area of Specialization, hence, the Warrington College of Business believes that it is important to offer options that reflect the campus offerings. Business & Economic Geography is an Area of Specialization currently available to campus students in the GBA major, and we are now requesting that this Area of Specialization be permitted in UF Online. Support from the College of Liberal Arts & Sciences, the college offering the Area of Specialization coursework, is attached.

**Impact on Existing Residential and Online Programs**No impact on the existing residential nor other UF Online programs is anticipated, as this major is new to the UF Online program.

## **Bachelor of Arts in Business Administration**

### **Area of Specialization: *Business and Economic Geography (GPY)***

#### ***Description***

The *Business and Economic Geography* area of specialization is recommended to students in the Online program seeking employment in the private sector as a geospatial location analyst, often referred to as business geographers, business GIS, strategic management. This curriculum also provides competitive educational background for those who will be pursuing additional post graduate education to become a real estate market analyst, an appraiser, an MAI. The private sector has a shortage of qualified people in this field. According to the US Department of Labor, this field ranks alongside biotechnology and nanotechnology for “need” in the US and global economies. Students will learn the basic skills to perform geospatial market analysis. Students who pursue primary career paths such as management will find that their ability to make market sensitive decisions is improved if they also are familiar with how the analyst creates the reports and recommendations they review to make their decisions. Job Prospects include:

- Strategic location analyst with a multi-branch retail firm; Market analyst with a Real Estate Investment Trust
- Risk manager with a bank or other financial institution; Entrepreneur
- Educational background towards certification as an appraiser (MAI)

Career information see: <http://www.crc.ufl.edu/>

Students who have completed this specialization have received positions at headquarters of Darden Restaurants, The Gap, Brinker, Office Depot, Publix, Washington Mutual Bank, Kroger, Accenture, Pitney Bowes, Wharton Business School, and more.

#### ***Requirements***

Online students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

<a href="#">GIS 3043</a>	Foundations of Geographic Information Systems
<a href="#">GEO 3162C</a>	Introduction to Quantitative Analysis
<a href="#">GEO 3502</a>	Economic Geography
<a href="#">GEO 3602</a>	Urban and Business Geography
<a href="#">GEO 3930</a>	Networks
<a href="#">GEO 4167C</a>	Intermediate Quantitative Analysis
<a href="#">GEO 4554</a>	Regional Development
<a href="#">GIS 4113</a>	Introduction to Spatial Networks
<a href="#">GIS 4115</a>	Applied Geostatistics
<a href="#">GEO 4938</a>	Programming in GIS

Any 3000-4000 level [GEO](#) or [GIS](#) courses, excluding 4905 courses.

#### ***Contact Information***

You are always welcome to contact an online Advisor in the School of Business regarding your degree requirements, however, advising specifically related to Geography is available through the Geography department in the College of Liberal Arts and Sciences. For registration, scheduling, and area-specific questions, please contact:

Dr. Joann Mossa

[mossa@ufl.edu](mailto:mossa@ufl.edu)

352-392-0494 (department) or 294-7510 (direct)

3141 Turlington Hall (department) or 3131 Turlington Hall (office)

#### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must earn 15 credit hours with a minimum 2.0 cumulative GPA. You can find out more about the Geography minor offered at:

<http://www.geog.ufl.edu/undergrad/minor.html>

## Studer-Byrnes, Erica L

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**From:** Pharies, David A  
**Sent:** Wednesday, November 16, 2016 10:56 AM  
**To:** Studer-Byrnes, Erica L  
**Cc:** Spillane, Joseph F; Sevilla, Alexander D  
**Subject:** RE: Online BABA: GBA Area of Specialization Support

Hello Dr. Studer-Byrnes:

CLAS is supportive of the introduction of these four areas of specialization, which are already in existence for the residential BABA: GBA major (Geology, Anthropology, Sociology, and Business & Economic Geography).

However, since the number of students who might pursue these specializations is unknown, CLAS reserves the right to suspend admission into individual programs should enrollment begin to exceed capacity.

Yours,

David Pharies, Associate Dean

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**From:** Studer-Byrnes, Erica L  
**Sent:** Tuesday, November 15, 2016 3:57 PM  
**To:** Pharies, David A <pharies@ufl.edu>  
**Cc:** Spillane, Joseph F <spillane@ufl.edu>; Sevilla, Alexander D <alex.sevilla@warrington.ufl.edu>  
**Subject:** FW: Online BABA: GBA Area of Specialization Support

Dave,

As a follow-up from our conversation after the UCC meeting today, I wanted to send you a copy of the UCC consult form (attached as a PDF) that Angela has asked us to have completed. As per your request, the language that I suggest including in the comments box is as follows:

CLAS is supportive of the introduction of these four areas of specialization which are already in existence for the residential BABA: GBA major (Geology, Anthropology, Sociology, and Business & Economic Geography).

Please let me know if you have any questions. My goal is to upload the endorsed PDF by the end of this week.

Appreciatively,

E

**Erica L. Studer-Byrnes, Ph.D.**

*Director of Academic Advising & Career Coaching*

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**From:** Studer-Byrnes, Erica L  
**Sent:** Monday, November 7, 2016 5:43 PM  
**To:** Pharies, David A <[pharies@ufl.edu](mailto:pharies@ufl.edu)>  
**Subject:** Online BABA: GBA Area of Specialization Support

Dave,

As you probably know, Alex and I met with Evie, Glenn, and Joe recently to discuss CLAS support for areas of specialization within our newly approved UFO BABA degree program. We discussed the fact that future predictions for UFO BABA enrollments are difficult to develop, but overall, that it was unlikely that this population would surge at the onset of the programs introduction to UFO.

Based on conversations to date, it seems like there are four viable areas of specialization within CLAS: Geology, Anthropology, Sociology, and Business & Economic Geography. I have attached the current campus requirements for each specialization.

I am interested to hear your thoughts about the proposed areas of specialization, and am ultimately seeking your support via the attached UCC external consultation form for these four areas. I would like to submit these additional areas of specialization for consideration at the December UCC meeting if possible.

Thank you in advance for your consideration!

Appreciatively,  
E

**Erica L. Studer-Byrnes, Ph.D.**

*Director of Academic Advising & Career Coaching*

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