

Cover Sheet: Request 13169

Add Area of Specialization in Retailing to BABA: GBA major (on-campus)

Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu
Created	10/12/2018 12:47:17 AM
Updated	3/25/2019 1:50:34 PM
Description of request	This proposal requests approval to offer the Area of Specialization in Retailing within the BABA:GBA major.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Business Administration General 011701000	Renee Mathis	Approved at the WCB Faculty Meeting on 10/22/18	10/23/2018
No document changes					
College	Approved	CBA - College of Business Administration, Warrington	Renee Mathis	Approved by the WCB Faculty on 10/22/18	10/23/2018
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		2/26/2019
2018 BA Retailing_v2.pdf					2/26/2019
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to March 3-26 agenda.	3/22/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			3/22/2019
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Specialization|New for request 13169

Info

Request: Add Area of Specialization in Retailing to BABA: GBA major (on-campus)

Description of request: This proposal requests approval to offer the Area of Specialization in Retailing within the BABA:GBA major.

Submitter: Erica Studer-Byrnes erica.byrnes@warrington.ufl.edu

Created: 10/12/2018 12:43:29 AM

Form version: 1

Responses

Degree Program BAG_BABA

CIP Code 52.0101

Major Name Business Administration - General Studies

Major Code BAG

Degree Type BABA

Existing Specializations All 80+ specializations can be reviewed here:

<https://warrington.ufl.edu/undergraduate-academics/general-studies/>

Name of Proposed Specialization Retailing

Code(s) RET

Credits 12

Students 50

Effective Term Earliest Available

Effective Year Earliest Available

Percentage of Credits Available Fully Online <50%

Percentage of Credits Available Off-Campus <25%

Rationale for Proposed Specialization The department has capacity in the retailing courses, and this coursework would add value to the BABA curriculum.

Impacts on Other Programs It is anticipated that students who elect to pursue the area of specialization in Retailing will also pursue the minor in Retailing.

Bachelor of Arts in Business Administration **Area of Specialization: *Retailing***

Description

The Business Administration area of specialization provides students with information about the field of retailing. For career information view: <http://www.crc.ufl.edu/>

Requirements

Students are required to have a minimum of three 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.

MAR 3231	Introduction to Retailing Systems and Management	4
MAR 3503	Consumer Behavior	4
Choose either:		
MAR 3400	Professional Selling	4
MAR 4403	Sales Management	4

Contact Information

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact:

Heavener School of Business
352-273-0165
333 Heavener Hall

Department Website: <http://warrington.ufl.edu/undergraduate/>

Minor Option

A minor is available in this Area of Specialization. To complete the minor students must complete the requirements detailed at: https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/RET_UMN/.

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333 Heavener Hall

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- Business Administration | General Studies | BABA

The Bachelor of Arts in Business Administration-General Studies degree provides a broad overview of the functional areas of business with a selected area of specialization. Students take foundation courses in economics, mathematics, computing skills and accounting; core courses that relate to the basic functions of business, such as finance, management, marketing and operations management; and area of specialization courses that focus on a specific topic, such as international studies, mass communication, criminology, science or a foreign language.

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ABOUT THIS PROGRAM

- **College:** [Heavener School of Business](#)
- **Degree:** Bachelor of Arts in Business Administration
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Business Administration Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

[Overview](#)

- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

The Bachelor of Arts in Business Administration-General Studies (BABA-GBA) degree program allows students to couple a business major with an outside interest. BABA-GBA students can choose from more than 70 areas of specialization that are comprised of courses taught by other UF colleges and departments. The BABA-GBA degree prepares students for a wide variety of

business-related careers, for graduate studies in business and for graduate programs related to the area of specialization.

BABA-GBA majors are encouraged to gain practical work experience through internships, student organizations and community service. In addition, the Heavener School of Business offers students a wide variety of academic and career and leadership programs, including study abroad, the Florida Leadership Academy, involvement in student organizations and research activities. Students should consult an academic advisor/career coach for specific information.

REQUIREMENTS FOR THE MAJOR

BABA-GBA majors must maintain a 2.0 core, area of specialization and UF GPA. Students must read the individual course descriptions in this catalog to determine the prerequisites for their required courses. In addition to the critical-tracking and general education courses outlined below, BABA-GBA majors take 120 credits, including:

Core Courses

Code	Title	Credits
<u>BUL 4310</u>	The Legal Environment of Business	4
<u>FIN 3403</u>	Business Finance	4
<u>GEB 3373</u>	International Business	4
<u>MAN 3025</u>	Principles of Management	4
<u>MAN 4504</u>	Operations and Supply Chain Management	4
<u>MAR 3023</u>	Principles of Marketing	4
<u>QMB 3250</u>	Statistics for Business Decisions	4

Course List

Area of Specialization Courses

Complete 12 credits at the 3000/4000 level in a chosen discipline [from the list of approved specializations, outside the Heavener School of Business. A list of the approved areas of specialization can be found online: <https://warrington.ufl.edu/undergraduate-academics/general-studies/>.](#)

Business Elective Courses

Complete 11-12 credits from a list of approved business electives. Internship, independent study or assistantship credit will not count toward this requirement. Note: Students who are pursuing the international studies area of specialization must complete a foreign language minor in lieu of the business elective requirement.

Professional Communication Course

Code	Title	Credits
Select one of the following:		
<u>GEB 3213</u>	Professional Writing in Business	3
<u>GEB 3218</u>	Professional Speaking in Business	3
<u>SPC 2608</u>	Introduction to Public Speaking	3
<u>ENC 3312</u>	Advanced Argumentative Writing	3

or a similar course with prior approval (requires a minimum grade of C)

Course List

Internship Course

[GEB 4941](#) in conjunction with an internship of at least 150 credits before the start of the senior year. The internship requirement can be waived for students who participate in a study abroad experience of at least six weeks. Students who waive the requirement via study abroad are strongly encouraged to complete at least one internship to improve their chances of obtaining full-time employment and/or admission to graduate programs or law school. Students should consult an academic advisor/career coach for more information.

RELATED BUSINESS ADMINISTRATION PROGRAMS

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- [Bachelor of Science in Business Administration, UF Online](#)
- [Business Administration minor](#)
- [Business Administration minor, UF Online](#)

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Office of the University Registrar
1478 Union Road
222 Criser Hall - P.O. Box 114000
Gainesville, FL 32611-4000
Phone: 352-392-1374; Fax: 352-846-1126
Hours: 8 a.m. - 5 p.m., M-F

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