# **B.B.A. IN INDIVIDUALIZED GENERAL BUSINESS**

# **Overview**

Major Area of Specialization in Individualized General Business (STEM or People and Society)

The Individualized General Business Major allows students at Miami Herbert Business School to tailor an area of business specialization creatively and to seek and develop connections among the business disciplines in ways that will suit their own academic interests and graduate school or career objectives.

#### **Curriculum Requirements**

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BBA in Individualized General Business must complete the BBA Business Core and the specific coursework for the Individualized General Business major area of specialization as follows:

WRS 105First-Year Writing I3WRS 106First-Year Writing I3or ENG 106Writing About Literature and CultureQuartitative Skills:MAS 110Quartitative Applications in Business (fulfilled through the BBA Business Core)or MTH 161Calculus IAreas of Knowledge:9People and Society Cognate (depending on coursework for the major)9People and Society Cognate (dupending no usework for the major)9STEM or People and Society Cognate (fulfilled through the major)9Additional Requirements0UMX 100The University of Miami Experience0Electives26BBA Business Core Requirements3ACC 212Managerial Accounting3ACC 212Introduction to Business Law and Ethics3BIS 150Business Analytics3BUS 300Critical Thinking and Persuasion for Business <sup>3</sup> 3ECO 211Principles of Microeconomics (Microeconomics)3FIN 302Fundamentals of Financei3FIN 302Fundamentals of Financei3	Code	Title	Credit Hours
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Total Credit Hours	120
Select 18 credit hours of upper-level (300-500 level) coursework from course offerings of Miami Herbert Business School. <sup>5, 6</sup>	
Major Area of Specialization in Individualized General Business <sup>4</sup>	18

- NOTE: WRS 105 and WRS 106 or ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.
- <sup>2</sup> At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean for Undergraduate Business Education.
- <sup>3</sup> Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 230 with at least a C- before enrolling in BUS 300.
- <sup>4</sup> The student must consult with his/her Miami Herbert Business School academic advisor in order to select the Individualized General Business major. A three#person committee comprised of at least one faculty member and at least one undergraduate business academic advisor will be appointed by the Undergraduate Business Education Committee to oversee the student's chosen academic program.
- <sup>5</sup> The specific coursework selected to satisfy the Individualized General Business major may not be utilized to also satisfy the Business Core or the specific coursework requirements for any other major or minor area of specialization in Business. All coursework must be taken for a grade and within the current pre-requisite structure.
- <sup>6</sup> The Individualized General Business major area of specialization may fulfill either the People & Society or the STEM general education Area of Knowledge, based upon the preponderance of the specific coursework pursued and with the approval of the advising committee. A minimum of 120 credit hours is required for graduation.

#### **Sample Plan of Study**

This Sample Plan of Study represents one possible version of a new freshman Business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors or a major and a minor within the Miami Herbert Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge would be Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

Freshman Year		
		Que dit Usure
Fall		Credit Hours
ECO 211	Principles of Microeconomics	3
MAS 110 or MTH 161	Quantitative Applications in Business or Calculus I	3
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
	Credit Hours	15
Spring		
BSL 212	Introduction to Business Law and Ethics	3
ECO 212	Principles of Macroeconomics	3
MAS 201	Introduction to Business Statistics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
	Credit Hours	15
Sophomore Year		
Fall		
ACC 211	Principles of Financial Accounting	3
BUS 150	Business Analytics	3

MG1 199 or BUS 211		I
FIN 302 MGT 199 or BUS 211	Fundamentals of Finance Professional Development and Success in the Workplace	3
	or Professional Development for Finance and Accounting	
Arts and Humanities Cognate Cou	irse	3
	Credit Hours	16
Junior Year		
Fall		
MGT 303	Operations Management	3
Individualized General Business M		3
Individualized General Business M		3
STEM or People and Society Cogn	ate Course	3
Elective		3
	Credit Hours	15
Spring		
Individualized General Business M		3
Individualized General Business M		3
STEM or People and Society Cogn	ate Course	3
Elective		3
Elective		3
	Credit Hours	15
Senior Year		
Fall		
Individualized General Business M		3
STEM or People and Society Cogn Elective	late Course	3
		3
Elective		
Elective	Credit Hours	3
	Creat Hours	10
Spring MGT 401	Ctratagia Managamant	2
	Strategic Management	3
Individualized General Business M Elective		3
		3
Elective		3
	Credit Hours	3 2 14

## Mission

• To develop innovative ideas and principled leaders that transform global business and society.

## Goals

Building upon the strong foundation provided by the Business Core, students pursuing the Individualized General Business Major will be motivated to craft a unique business specialization that enhances their ability to respond to and compete in a dynamic economic marketplace.

# **Student Learning Outcomes**

- BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.
- BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.
- · BBA/BSBA graduates will demonstrate professional written communication skills.