

GENERAL BUSINESS

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF General Business graduates should be able to do the following:

Content

- Define terminology and concepts in the major areas of business:
 - Information Technology
 - Accounting
 - Economics
 - Management
 - Marketing
 - Finance
- Perform as a team member, manage human resources, and plan for the future.
- Manage resources efficiently, interpret business decisions with a market orientation, and incorporate economic/financial implications in business decision making.

Critical Thinking

- Identify business problems, frameworks for their solution and use appropriate problem solving techniques for business problems.

Communication

- Communicate effectively in writing, create and deliver effective oral presentations, and contribute effectively to group discussion.

Integrity/Values

- Articulate ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.

Assessment of Student Learning Outcomes

In the General Business major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Strategic Management, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

Job Prospects for General Business Graduates

Small Business Management

Bank Administration

Investment Analysis

Government & Military

Hospitality Management

Business Plan Development

Health Care Management

Retail Sales

Insurance Development

Sales Management

Find Out More about General Business at UWF:

<http://uwf.edu/management>