

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:

Code	Title	Credit Hours
General Education Requirements ^{1, 2}		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II ³ Writing About Literature and Culture	3
Quantitative Skills:		
MAS 110 or MTH 161	Quantitative Applications in Business (fulfilled through the BBA Business Core) Calculus I	
Areas of Knowledge:		
Arts and Humanities Cognate		9
People and Society or STEM Cognate (depending on coursework for the major)		9
STEM or People and Society Cognate (fulfilled through the major)		
Additional Requirements		
UMX 100	The University of Miami Experience	0
Electives		26
BBA Business Core Requirements ^{1, 2}		
ACC 211	Principles of Financial Accounting	3
ACC 212	Managerial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business ³	3
ECO 211	Principles of Microeconomics (Microeconomics)	3
ECO 212	Principles of Macroeconomics (Macroeconomics)	3
FIN 302	Fundamentals of Finance	3
MAS 110 or MTH 161	Quantitative Applications in Business (minimum grade of C- required; fulfills Quantitative Skills Requirement) Calculus I	3
MAS 201	Introduction to Business Statistics (minimum grade of C- required)	3
MAS 202	Intermediate Business Statistics	3
MGT 100	Managing for Success in the Global Environment	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace Professional Development for Finance and Accounting	1
MGT 303	Operations Management	3
MGT 304	Organizational Behavior	3
MGT 401	Strategic Management (must be taken in the final semester)	3
MKT 201 or MKT 301	Foundations of Marketing Marketing Foundations	3

Major Area of Specialization in Individualized General Business ⁴	18
Select 18 credit hours of upper-level (300-500 level) coursework from course offerings of Miami Herbert Business School. ^{5, 6}	
Total Credit Hours	120

- ¹ **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.
- ² 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.
- ³ 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.
- ⁴ 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.
- ⁵ 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.
- ⁶ 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		Credit Hours
Fall		
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

MAS 202	Intermediate Business Statistics	3
MGT 304	Organizational Behavior	3
Arts and Humanities Cognate Course		3
Credit Hours		15
Spring		
ACC 212	Managerial Accounting	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace or Professional Development for Finance and Accounting	1
Arts and Humanities Cognate Course		3
Credit Hours		16
Junior Year		
Fall		
MGT 303	Operations Management	3
Individualized General Business Major Course		3
Individualized General Business Major Course		3
STEM or People and Society Cognate Course		3
Elective		3
Credit Hours		15
Spring		
Individualized General Business Major Course		3
Individualized General Business Major Course		3
STEM or People and Society Cognate Course		3
Elective		3
Elective		3
Credit Hours		15
Senior Year		
Fall		
Individualized General Business Major Course		3
STEM or People and Society Cognate Course		3
Elective		3
Elective		3
Elective		3
Credit Hours		15
Spring		
MGT 401	Strategic Management	3
Individualized General Business Major Course		3
Elective		3
Elective		3
Elective		2
Credit Hours		14
Total Credit Hours		120

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.