

B.S.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 BSBA in Individualized General Business must complete the BSBA 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:		
MTH 161	Calculus I (fulfilled through the BSBA Business Core)	
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) ⁶		
Additional Requirements		
UMX 100	The University of Miami Experience	0
Electives		15
BSBA Business Core Requirements ^{1,2}		
ACC 211 or ACC 221	Principles of Financial Accounting Accelerated Principles of Financial Accounting	3
ACC 212 or ACC 222	Managerial Accounting Accelerated Managerial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BTE 320	Python Programming: Fundamentals and Algorithms	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business ³	3
ECO 211	Principles of Microeconomics	3
ECO 212	Principles of Macroeconomics	3
FIN 302	Fundamentals of Finance	3
MAS 311	Applied Probability and Statistics (minimum grade of C- required)	3
MAS 312	Statistical Methods and Quality Control	3
MTH 161	Calculus I (minimum grade of C- required; fulfills Quantitative Skills Requirement)	4
MTH 162	Calculus II	4
MGT 100	Managing for Success in the Global Environment	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course) Professional Development for Finance and Accounting	1
MGT 303	Operations Management	3
MGT 304	Organizational Behavior	3
MGT 401	Strategic Management	3

MKT 201 or MKT 301	Foundations of Marketing Marketing Foundations	3
Quantitative Choice - Select one of the suggested courses approved by the Vice-Dean for Undergraduate Business Education - check pre-requisites:		3
BTE 324	Object-Oriented Programming	
BTE 423	Database Management Systems	
ECO 430	Applied Econometrics	
ECO 510	Mathematical Economics and Applications	
MAS 342	Introduction to Optimization and Decision Making	
MAS 442	Stochastic Models in Operations Research	
MAS 547	Computer Simulation Systems	
MGT 445	Supply Chain Modeling and Analysis	
MGT 446	Supply Chain Strategy	
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

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 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 is 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
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
MTH 161	Calculus I	4
WRS 105	First-Year Writing I	3

UMX 100	The University of Miami Experience	0
Credit Hours		16
Spring		
BUS 150	Business Analytics	3
ECO 212	Principles of Macroeconomics	3
MTH 162	Calculus II	4
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
Credit Hours		16
Sophomore Year		
Fall		
ACC 211	Principles of Financial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
MAS 311	Applied Probability and Statistics	3
Arts and Humanities Cognate Course		3
Credit Hours		15
Spring		
ACC 212	Managerial Accounting	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MAS 312	Statistical Methods and Quality Control	3
MGT 199 or BUS 211	Professional Development and Success in the Workplace or Professional Development for Finance and Accounting	1
MGT 304	Organizational Behavior	3
Credit Hours		16
Junior Year		
Fall		
BTE 320	Python Programming: Fundamentals and Algorithms	3
MGT 303	Operations Management	3
Individualized General Business Major Course		3
Arts and Humanities 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
Quantitative Choice Course		3
Elective		3
Credit Hours		15
Senior Year		
Fall		
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
Spring		
MGT 401	Strategic Management	3

Individualized General Business Major Course	3
STEM or People and Society Cognate Course	3
Elective	3
Credit Hours	12
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.
- BSBA graduates will have strong technical skills.