

Business Administration, B.A. (Offered only at University Campus)

Why choose a Bachelor of Arts in Business Administration?

You know you have a mind for business, but you cannot choose just one direction. Saint Leo's Business Administration degree is for you. This degree supports students who are interested in becoming generalists in business, offering a broad background across Management, Marketing and Communication disciplines in the Donald R. Tapia College of Business. Learn a diverse set of marketable skills to succeed in multiple roles and across multiple business settings.

Business Administration is the work of managing an organization's resources, time and people. Business administration professionals work to ensure that businesses and organizations are run effectively, efficiently and profitably.

Only available at University Campus.

Technology Competency Skills

Saint Leo University Technology Competency Skills

Technology is threaded through our personal, professional, and educational interactions. To successfully manage these interactions - specifically relating to education and employment - our students must have the ability to navigate and operate essential computer functions, beyond social media. Demonstrating competency of basic technology skills is essential for the success of all Saint Leo University students.

Saint Leo University requires undergraduate students to demonstrate technology competency prior to degree conferral. These technology competency skills can be satisfied through a waiver exam or academic course (COM-140 or equivalent, earning a grade of C or better within 10 years). Education majors should complete EDU 228: Educational Technology to fulfill the technology requirement. Students should meet with their advisors to discuss options and establish a plan to satisfy the graduation requirement.

Technology Competency Skills Waiver Exam:

Students may take the technology competency skills waiver exam to satisfy the Saint Leo University technology competency skill requirement. The Waiver Exam tests your knowledge of Word, Excel, Access, PowerPoint, Windows, and the Internet. The exam is Pass/Fail and you must receive a minimum score of 74% to pass.

University Explorations (42 credit hours)

- Click here to view the [University Explorations](#)

Common Body of Knowledge (36 credit hours)

- Click here to view the [Common Body of Knowledge](#)

General Business Requirements (33 - 42 credit hours)

- [GBA 498 - Strategic Management](#) **3 credits**

Complete 3 courses from the following choices:

- [CMS 205 - Dynamic Presentations](#) **3 credits**
- [CMS 323 - Strategic Communication](#) **3 credits**
- [CMS 355 - Writing for Online Media](#) **3 credits**
- [CMS 410 - Digital Literacy](#) **3 credits**

Complete 3 courses from the following choices:

- [GBA 440 - International Business](#) **3 credits**
- [MGT 320 - Entrepreneurship I](#) **3 credits**
- [MGT 331 - Management of Human Resources](#) **3 credits**
- [MGT 412 - Organizational Behavior and Development](#) **3 credits**

Complete 3 courses from the following choices:

- [MKT 308 - Personal Selling](#) **3 credits**
- [MKT 310 - Integrated Marketing Communication](#) **3 credits**
- [MKT 345 - Social Media Marketing](#) **3 credits**
- [MKT 383 - Consumer Behavior](#) **3 credits**

Complete one internship from the following choices:

- [CMS 425 - Communication Internship](#) **3-12 credits**
- [MGT 425 - Management Internship](#) **3-12 credits**
- [MKT 425 - Marketing Internship](#) **3-12 credits**

Optional Add-on Specializations

Communication Studies Specialization (12 total credits)

Choose 3 of the following courses: CMS-205, CMS-323, CMS-355, or CMS-410.

Also, take one additional upper division CMS course.

Management Studies Specialization (12 total credits)

Choose 3 of the following courses: MGT-320, MGT-331, MGT-412, or GBA-440.

Also, take MGT-301.

Marketing Studies Specialization (12 total credits)

Choose 3 of the following courses: MKT-308, MKT-310, MKT-345, or MKT-383.

Also, take MKT-301.

General Elective Credits: Complete enough general elective credit hours to fulfill total hours required for degree completion.

Total Credits: 120
