



**CONTACT ▶ Susan Shaw**

**▶ Communications & Marketing  
University of West Florida  
Emerald Coast  
1170 Martin Luther King Jr. Blvd  
Fort Walton Beach, Fl. 32547**

**▶ Office 850.863.6582  
sshaw@uwf.edu**

**April 2, 2009**

## **UWF TO OFFER BACHELOR OF SCIENCE IN GENERAL BUSINESS**

**Fort Walton Beach**—The University of West Florida Board of Trustees have approved a new Bachelor of Science in Business Administration, with a major in general business. The new degree program will begin fall 2009 and will be offered in Pensacola and on the Fort Walton Beach campus. This degree will provide students with greater breadth and the knowledge of business-related disciplines and prepare students to function in a world of business that increasingly demands that business graduates have cross-functional abilities. The general business major builds on the abilities across multiple business disciplines including management, marketing, economics, management information systems, accounting and finance, providing broad abilities in the context of managing modern business.

“Many regional, small and mid-size businesses prefer employees with the broader range of knowledge and skills provided by a general business degree, rather than a specialized degree in one of the functional areas of business,” said Ed Ranelli, dean of the UWF College of Business. “Although many universities across the southeast offer a general business degree, none of the universities or colleges in UWF’s service area offer a general business bachelor’s degree.”

Examples of positions available to graduates of the program include management positions in small business, healthcare, manufacturing, banking, real estate, investment, hospitality, retail sales, military-related enterprises and professional and service organizations, which are among the highest paying and fastest growing businesses occupations nationally. Graduates will also be able to pursue graduate study programs such as the Master of Business Administration, Master of Science Administration and Master of Human Resource Management.

UWF’s business school is the only business school in the area accredited by AACSB, International, the premier accrediting agency for colleges of business.

For more information, contact Cheryl Powell, UWF Main Campus, at (850) 474-2662 or Sherry DelCastillo, UWF Emerald Coast, at (850) 863-0734 or e-mail [sdelcastillo@uwf.edu](mailto:sdelcastillo@uwf.edu).

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