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

Correctly use terminology and concepts in the major areas of business:

-- Information Technology   -- Management
-- Accounting   -- Marketing
-- Economics   -- 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

- Analyze key elements that comprise business problems/opportunities.
- Apply appropriate discipline frameworks to address business problems/ opportunities.
- Apply appropriate problem-solving techniques to business problems.
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions.

Communication

- Create effective oral presentations.
- Develop effective written presentations.
- Contribute effectively to group discussions.

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts.
- Select an appropriate ethical and legal course of action.

Assessment Methodology

Assessment will take place in courses identified in the curriculum map using various assessment methodologies.

Job Prospects for General Business Graduates

Banking
Human Resources
General Management
Sales
Entrepreneurship
Performance Improvement

Find Out More about General Business at UWF:
http://uwf.edu/management