College of Business

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BAB 102

Mission
Our mission is to fuel innovation in business, spark new ideas through research, and launch the careers of our students.

• We tap the creativity, expertise, and energy of our students, faculty, and community to fuel innovation in business practices and business education.

• Our faculty and students spark ideas, foster discovery, create and communicate knowledge, and develop frameworks for solutions to challenges facing business and society today and in the future.

• Our academic programs, emphasize leadership, innovation, analytical reasoning, ethical decision-making, and critical thinking to launch the careers of our diverse population of students.

Degrees Offered

Bachelor of Science in Business Administration (BSBA)
The Bachelor of Science in Business Administration (BSBA) degree is a comprehensive four-year program that prepares graduates to be managers, leaders, and technical specialists in business, not-for-profit, and government organizations. The degree program includes a liberal arts and science foundation (called Charger Foundations), a business core curriculum, a business major, a concentration within the major, and a choice of elective courses. During the first two years, students focus on Charger Foundations with coursework in composition, the humanities and fine arts, history, social and behavioral sciences, natural and physical sciences, and mathematics. Charger Foundation courses are designed to broaden intellectual awareness and enhance the development of cultural literacy and analytical thinking. During the remaining two years, students first study the core foundations of business, then they focus on a specific major in either accounting, finance, information systems, management, or marketing. Within each major, students have an opportunity to further concentrate their program in an area of particular interest such as cybersecurity, federal contracting, human resource management, supply chain management, and other areas. Students electing to double major in accounting, finance, information systems, management, or marketing may use the courses completed in one major to count towards applicable requirements in the second major. BSBA students cannot double major in General Business.

The College of Business offers majors in the following disciplines:

• Accounting (http://catalog.uah.edu/undergrad/colleges-departments/business/accounting/#majorstext)
• Finance (http://catalog.uah.edu/undergrad/colleges-departments/business/finance/#majorstext)
• Information Systems (http://catalog.uah.edu/undergrad/colleges-departments/business/information-systems/#minorstext)
• Management (http://catalog.uah.edu/undergrad/colleges-departments/business/management/#majorstext)
• Marketing (http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/#majorstext)
• General Business (http://catalog.uah.edu/undergrad/colleges-departments/business/management/general-business/)

Bachelor of Science in Economics and Computational Analysis (BSECA)
The Economics and Computational Analysis (BSECA) degree is a comprehensive four-year program that teaches students how to combine economic models, computational tools, and econometric methods to improve business and social decision-making. Students evaluate economic development strategies, identify entrepreneurial opportunities, and analyze public policy in a world that continues to change the way people communicate, perceive their
world, make decisions, and conduct business. During the first two years, students focus on Charger Foundations with coursework in composition, the humanities and fine arts, history, social and behavioral sciences, natural and physical sciences, and mathematics. Charger Foundation courses are designed to broaden intellectual awareness and enhance the development of cultural literacy and analytical thinking. In the junior and senior years, students move into higher level coursework in economics and complete the requirements for either a major or a minor in an area of interest. The BSECA program is designed to be coupled with a minor or double major to enrich the student’s perspective about defining and modeling complex problems. Some students select a double major in a business discipline such as finance or accounting whereas others choose a different context by selecting a double major or minor in sociology, philosophy, or political science.

Minors

Students from any major may want to augment the coursework from their degree program with a minor (https://www.uah.edu/business/undergraduate/minors/) in a business-related area. The minor consists of at least 18 semester hours, but not more than 30 semester hours, in subjects available in the College of Business. Students electing a minor may use the courses completed in their general education requirements as part of the required hours in a minor. Students may also use relevant courses to meet the requirements in their major.

The College of Business offers minors in the following disciplines:

- Economics (https://catalog.uah.edu/undergrad/colleges-departments/business/economics/economics-minor/)
- Finance (https://catalog.uah.edu/undergrad/colleges-departments/business/finance/finance-minor/)
- Marketing (https://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-minor/)

JUMP Program

UAH’s Joint Undergraduate Master’s Program (JUMP) allows undergraduate students to study at the graduate level. Students from any UAH college and major can apply for JUMP! in the College of Business. Applicants are required to have a UAH GPA of 3.2 or higher and a cumulative GPA, including all undergraduate transfer coursework, of 3.2 or higher. Please visit the JUMP (http://catalog.uah.edu/undergrad/academic-information/jump/) page for additional information.

Accreditation

The College of Business is accredited by AACSB International (https://www.aacsb.edu/). AACSB provides the highest standard of accreditation offered to business schools worldwide, with fewer than 25% of U.S. business schools and fewer than 5% of worldwide business schools achieving the distinction. To maintain AACSB accreditation, we must have a specific plan and sufficient resources to support high quality undergraduate and graduate programs, a highly qualified faculty who maintain credentials through continuous research or engagement with practice, and a process for assessing that our students are learning what we teach. We report to AACSB annually and undergo a comprehensive review every five years.