



BACHELOR OF SCIENCE IN **BUSINESS ADMINISTRATION**



Program Description

The **Bachelor of Science in Business Administration (BSBA)** at Florida Coastal University, Inc is a dynamic and industry-aligned undergraduate program designed to build future-ready business leaders equipped with strong analytical, managerial, and technological capabilities. This program prepares students to thrive in today's competitive and ever-evolving business environment by integrating foundational theories with hands-on applications.

Students are immersed in a comprehensive curriculum that emphasizes core business disciplines—such as finance, marketing, management, and information technology—while also allowing them to tailor their studies through **four distinct specializations**:

- ▶ Finance
- ▶ Marketing
- ▶ Management
- ▶ Information Technology

By bridging academic rigor with real-world relevance, the BSBA program cultivates essential life skills such as leadership, ethical reasoning, communication, digital fluency, and strategic decision-making. Whether aspiring to launch entrepreneurial ventures or lead within global corporations, graduates of the BSBA program are empowered to make data-driven decisions, navigate complexity, and drive meaningful impact.

Program Overview

The **BSBA program** at Florida Coastal University, Inc is structured as a **120-credit hour** fully online degree that balances general education, core business knowledge, and advanced specialization.

It is designed to foster a multidimensional understanding of the business world, from economic fundamentals and legal frameworks to digital innovation and global market dynamics. Students gain valuable exposure to real-world business scenarios through simulations, capstone projects, and interactive coursework—all delivered via a flexible, student-centered online platform.

The program includes:

- ▶ 30 credit hours of general education
- ▶ 60 credit hours of core business courses
- ▶ 24 credit hours in a chosen specialization
- ▶ 6 credit hours of capstone project work

Specialization Options

1. **Finance** – Focus on investment strategies, financial risk management, and global financial systems.
2. **Marketing** – Learn modern marketing operations, digital marketing analytics, brand strategy, and global marketing.
3. **Management** – Dive into strategic planning, leadership in global settings, agile project management, and corporate governance.

4. **Information Technology** – Explore web development, database systems, cloud computing, and emerging technologies like AI and IoT.

Graduates will be prepared for diverse roles such as Financial Analyst, Marketing Manager, HR Specialist, Operations Manager, IT Project Manager, and more, equipped with the mindset and skills to adapt, lead, and innovate.

The program is especially suited for:

- ▶ Aspiring business professionals
- ▶ Working adults seeking career advancement
- ▶ Students aiming for cross-functional roles or graduate studies



With an emphasis on flexibility, engagement, global perspective, and ethical leadership, the BSBA program positions students to not just meet market expectations but to exceed them.

Why Choose This Program?

- ▶ Fully Online & Flexible Learning
- ▶ Industry-Aligned Specializations
- ▶ Global Business Curriculum
- ▶ Real-World Capstone Project
- ▶ Collaborative & Interdisciplinary Approach
- ▶ Career-Ready Skills in Leadership, Tech, & Analytics

Why Florida Coastal University?

- ▶ **Approved:** Provisionally by the Commission for Independent Education (CIE), Florida
- ▶ **Affordable Tuition:** Designed for ambitious professionals, without financial burden
- ▶ **Work-Life-Academia Balance:** Learn at your own pace from anywhere in the world
- ▶ **Job-Aligned Curriculum:** Built for practical impact and career transformation
- ▶ **Global Network Access:** Connect with peers, alumni, and faculty across industries

Career Pathways

Graduates of the Bachelor of Science in Business Administration (BSBA) program are equipped with interdisciplinary knowledge and industry-aligned skills that prepare them for a wide range of career opportunities across business domains. Depending on their specialization, students can pursue the following roles:

Specialization	Potential Career Roles
Finance	Financial Analyst, Investment Analyst, Risk Management Officer, Corporate Finance Associate, Portfolio Manager
Marketing	Marketing Manager, Digital Marketing Specialist, Brand Manager, Market Research Analyst, Social Media Manager
Management	Operations Manager, Project Manager, Business Consultant, HR Manager, Supply Chain Manager
Information Technology	IT Project Manager, Business Systems Analyst, Web Developer, Cybersecurity Analyst, Digital Transformation Consultant

These roles span across industries such as banking, retail, consulting, healthcare, technology, and entrepreneurship—empowering graduates to lead, innovate, and drive measurable impact in today's global business landscape.

Curriculum Structure

- ▶ General Education: (10*3=30 Credits)
- ▶ Core Business Courses: (20*3=60 Credits)
- ▶ Specialization Courses: (8*3=24 Credits)
- ▶ Capstone Projects: (6 Credits)

Admission Criteria

<https://docs.google.com/document/d/1I-G3sixiALIZ4MqKweVo0TbMFW3FJ0r/edit#heading=h.z30yc9kfcvx6>

Capstone Experience

Engage in a culminating project where you:

- ▶ Solve real business problems
- ▶ Create detailed business plans
- ▶ Present to faculty and industry mentors



Eligibility Criteria

To ensure a high standard of academic preparedness and align with Florida Coastal University, Inc's commitment to excellence, the following are the minimum eligibility requirements for admission to the Bachelor of Science in Business Administration program:

Academic Qualifications

- ▶ **Completion of High School or Equivalent:** Applicants must have a high school diploma or an equivalent secondary education from an accredited institution.
- ▶ **Academic Transcripts:** Submission of official academic transcripts from all previously attended high schools and, if applicable, colleges or universities is required.

Grade Point Average (GPA)

- ▶ **Minimum GPA Requirement:** A minimum cumulative GPA of 2.5 on a 4.0 scale. This benchmark reflects

the candidate's ability to succeed in an academically rigorous program.

English Language Proficiency

- ▶ **Non-Native English Speakers:** Applicants whose first language is not English must demonstrate English language proficiency. Acceptable tests include:
 - ▶ TOEFL: Minimum score of 80 IBT.
 - ▶ IELTS: Minimum score of 6.5.
 - ▶ Duolingo: Minimum score of 100.
 - ▶ Alternatively, an official letter from a previous institution confirming that the language of instruction was English, or an interview with Florida Coastal University, Inc officials, may also suffice.

Application Form

Application Submission: A completed and signed Florida Coastal University, Inc Application for Enrollment must be submitted.

If the candidate's application is denied, the Director of Student Admissions will notify them in writing. If approved, the Director will inform the candidate of their admission and send an Enrollment Agreement and other necessary documents.

Step 6: Signing Enrollment Agreement

To accept the admission offer, the candidate must submit a signed and dated Enrollment Agreement. These documents can be submitted online, via email, or by courier to the university.

Appeal of Denial of Admissions

Candidates denied admission can appeal the decision by submitting a written appeal within thirty calendar days of the initial denial. The appeal should provide a detailed justification and any supporting documentation.

The Chief Executive Officer, who has the final authority on appeals, will review and make a decision within fourteen days. Appeals received after the thirty-day period will not be considered. Candidates are encouraged to reapply once they meet all eligibility requirements.

Continuous Admissions & Enrollment Policy

Applicants can apply and be accepted into the Bachelor of Science in Business Administration program at any time during the year. Once accepted and enrolled, students can begin their program at the start of any new semester.

Program Learning Outcomes (PLOs)

Graduates of the BSBA program will be able to:

1. **Demonstrate foundational knowledge** of core business disciplines including management, marketing, finance, economics, and operations.

2. **Apply analytical and critical thinking skills** to solve business problems and make strategic decisions.
3. **Utilize quantitative and qualitative tools** to interpret data and support business analysis and planning.
4. **Communicate effectively** in professional business environments through written, verbal, and digital formats.
5. **Demonstrate leadership and team collaboration skills** to manage projects and drive organizational goals.
6. **Evaluate ethical, legal, and global factors** affecting business operations and decisions.
7. **Use digital technologies and business software** to enhance productivity, manage operations, and support decision-making.
8. **Apply knowledge from specialization areas** (Finance, Marketing, Management, or IT) to solve real-world business challenges.

Job Market Insight

Over **911,000+** new business roles are projected annually in the U.S. through 2032. Florida's growing economy—driven by finance, tech, and entrepreneurship—makes it an ideal region for business grads.



FAQs

Frequently Asked Questions



FAQs

Q1: How will I receive my Degree?

Ans: You will receive a digitally verifiable official transcript and U.S. Bachelor's Degree via secured mail and online portal.

Q2: Are there live classes?

Ans: Yes, a mix of live (synchronous) sessions and recorded modules ensures flexibility and engagement.

Q3: Can international students apply?

Ans: Yes! The program is fully online and accessible globally with 24/7 support.

Q4: Will I get job placement assistance?

Ans: Absolutely! We provide interview preparation, resume building, and referrals through our hiring partners.

Q5: What specializations can I choose?

Ans: Choose from Finance, Marketing, Management, or Information Technology.



Info

Enrollment Intakes: January | May | September

Mode: Fully Online (Global Access)

Program Length: 3 years

Application Deadline: Rolling Admissions - Apply Anytime

Email: info@floridacoastaluniversity.com

Ready to lead the future of Business?

Apply Now



www.floridacoastaluniversity.com

