Overview of Business Administration

Southeastern’s Business Administration program prepares students for leadership roles in business and the public sector by providing students with knowledge and skills in business communication, information technology and critical thinking.

Business Administration prepares students to work in all aspects of business. It is practical; every organization relies on business principles to prosper.

Creating and perpetuating a successful business has always been a challenge. And in the only-the-strong-survive world of modern business—rampant with new, ever-advancing technology—managers need unshakable knowledge, top-notch training, and a serious set of skills.

Business Administration offers many areas of specialization and concentration.


Characteristics of Successful Business Administration Majors

- The Business Administration curriculum, including general education and major courses, is thoughtfully balanced to develop these skills.

  - Strong leadership skills and the ability to motivate others
  - Effective communication skills that cross cultural boundaries
  - Ability to build teamwork through fostering bonds between and among co-workers and subordinates
  - Interest in technological tools available and necessary for business development
  - Good math skills

Expectations of Business Administration Majors

- Successful students make successful employees. Exhibit your work ethic as you navigate your curriculum and you will be ready for the job search process.

  - Attend every class; Ace your Business Administration classes; Work hard from the first day; Be interested.
  - Maintain at least a 2.5 cumulative grade point average.
  - Successfully complete 15 hours each semester; Total semester hours required: 120
  - Enroll in a balanced schedule to prevent unnecessary course withdrawal.
  - Develop study habits that mirror work habits necessary for employment.
  - Engage in at least one Real World Ready opportunity: an internship, service project, study abroad, etc.