

## Bachelor of Arts in Business Administration

### Area of Specialization: *Communication and Leadership Development (AEC)*

#### **Description**

The Department of Agricultural Education & Communication in the College of Agricultural and Life Sciences provides students with a varied selection of courses stressing effective communication. Classes emphasize oral and intercultural communication, technical writing, digital media production and public relations. These topics are taught within the perimeter of agricultural and natural resources, but their scope is to improve leadership and communication skills essential to all business environments. Career opportunities are available in agricultural and manufacturing industries, federal and state agencies, public relations and management positions. For career information view: <http://www.crc.ufl.edu/> and <http://www.cba.ufl.edu/sb/mywcba/enhance/careerdev.asp>

#### **Requirements**

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

#### **Communication Focused Coursework**

<a href="#">AEC 3030C</a>	Effective Oral Communication
<a href="#">AEC 3033C</a>	Research & Business Writing for Agricultural & Life Sciences
<a href="#">AEC 3070C</a>	Digital Media Production
<a href="#">AEC 3073</a>	Intercultural Communication
<a href="#">AEC 4031</a>	Communication Process in Agricultural Natural Resources
<a href="#">AEC 4035</a>	Advanced Agricultural Communication Writing
<a href="#">AEC 4036</a>	Advanced Agricultural Communication Production
<a href="#">AEC 4052</a>	Campaign Strategies

#### **Leadership Focused Coursework**

<a href="#">AEC 4465</a>	Global Leadership
<a href="#">AEC 3413</a>	Working with People: Interpersonal Leadership Skills
<a href="#">AEC 3414</a>	Leadership Development
<a href="#">AEC 4434</a>	Communication & Leadership in Groups & Teams
<a href="#">AEC 4506</a>	Nonformal Teaching Methods and Delivery Strategies

#### **Contact Information**

You are always welcome to meet with an Advisor in the School of Business, however, advising specifically related to Communication and Leadership Development is available through the Agricultural Education and Communication department in the College of Agricultural and Life Sciences. For registration, scheduling, and area-specific questions, please contact:

Dr. Ricky Telg  
[rwtelg@ufl.edu](mailto:rwtelg@ufl.edu)  
392-0502 extension 224  
407 Rolfs Hall  
Department Website: <http://aec.ifas.ufl.edu/>

#### **Minor Option**

Multiple minors can be attained through this Area of Specialization. To complete the Agricultural Communication minor, students must earn 15 credit hours with a 2.5 cumulative GPA in the Communication track coursework. More information about the Agricultural Communication minor offered is available at: [http://aec.ifas.ufl.edu/undergrad\\_program/minors.html](http://aec.ifas.ufl.edu/undergrad_program/minors.html)

To earn the Interdisciplinary Minor in Leadership, students must have a UF GPA of 3.0, complete AEE 3414 with a grade of B or better, and earn a 3.0 GPA in the minor coursework. More information about the Leadership minor offered is available at: <http://aec.ifas.ufl.edu/ldrmnr/index.html>