

## **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/>

#### ***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**

AEC 3030C	Effective Oral Communication
AEC 3033C	Research & Business Writing for Agricultural & Life Sciences
AEC 3070C	Digital Media Production in Agricultural & Life Sciences
AEC 3065	Issues in Agricultural & Life Sciences
AEC 3073	Intercultural Communication
AEC 3209	Instructional & Event Planning in Agricultural & Life Sciences
AEC 4031	Communication Process in Agricultural Natural Resources
AEC 4035	Communication Practices in Agricultural Natural Resources
AEC 4036	Advanced Agricultural Communication Production

#### **Leadership Focused Coursework**

AEC 3413	Working with People: Interpersonal Leadership Skills
AEC 3414	Leadership Development
AEC 4417	Leadership for Personal & Organizational Change
AEC 4434	Communication & Leadership in Groups & Teams
AEC 4465	Global Leadership

#### ***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. Lisa Lundy  
[lisalundy@ufl.edu](mailto:lisalundy@ufl.edu)  
352-273-2588  
113D Bryant 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:

<https://catalog.ufl.edu/ugrad/current/agriculture/minors/agricultural-communication.aspx>

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: <https://catalog.ufl.edu/ugrad/current/agriculture/minors/leadership.aspx>