College of Agricultural & Life Sciences

**Agricultural Education & Communication** - prepares students for careers in agricultural education, agricultural leadership, extension education and agricultural communication.  
Contact: 305 Rolfs Hall  
https://aec.ifas.ufl.edu/undergraduate/  
(352)392-0502

**Agricultural Operations Management** - incorporates today's emerging technology with business principles to improve agricultural production, processing, manufacturing, technical sales, food safety, worker safety, and the environment.  
Contact: 116 Frazier Rogers Hall  
https://abe.ufl.edu/aom/  
(352)392-1864

**Family, Youth & Community Sciences** – deals with complex problems in human and community services and provides the general and technical education necessary for graduates to enter a career in human services, including public, private, nonprofit and for-profit organizations.  
Contact: 3041 McCarty Hall D  
http://fycs.ifas.ufl.edu/Undergraduate  
(352)392-2201

**Food & Resource Economics** – focuses on the business and economics of agriculture, natural resources and rural communities which ranges from the acquisition of production inputs, such as land and labor, to the marketing and consumption of final food products. FRE majors often pursue careers with agribusiness firms that are located in large and medium-sized metropolitan areas.  
Contact: 1195 McCarty Hall A  
www.fred.ifas.ufl.edu/undergraduate/index.shtml  
(352)294-7638

**Forest Resource & Conservation** - provides students with an understanding of forest resources and develops the expertise in forest resource management that is essential to meet contemporary and future needs for the social, environmental and physical products of forest ecosystems.  
Contact: 136 Newins-Ziegler Hall  
http://sfrc.ufl.edu/forest  
(352)846-0850

College of Design, Construction, & Planning

**Building Construction** - is a four-year program in construction management, techniques, operations and related areas in the construction industry. The degree draws upon skills in communication and interpersonal relations, rather than architectural and engineering design.  
Contact: 304 Rinker Hall  
www.bcn.ufl.edu  
(352)273-1150

College of Health & Human Performance

**Sport Management** major prepares students to work in high-level competition sport settings, such as professional, intercollegiate and amateur sports.

**Tourism, Event & Recreation** major prepares students for employment in the tourism industry and with agencies responsible for travel and tourism development, resort recreation management, and hospitality management.

**Recreation, Parks and Tourism** major prepares students to develop, manage and deliver leisure services to a variety of populations in diverse settings and to become decision makers in private and public organizations.  
Contact: 330 Florida Gym  
http://trsm.hhp.ufl.edu/  
(352)392-4043

Revised: 9/21/2018
College of Journalism & Communications

**Advertising** major is designed to provide a foundation for advancement to positions of leadership and to prepare students for entry-level positions in account management, media planning, and media sales and research. It also familiarizes students with the design and conceptualization skills necessary for careers in art direction and copywriting.

**Public Relations** major is designed to prepare students for entry-level jobs as technicians (such as producing social media strategies and tactics or effective multimedia news releases), as well as for career advancement as managers (such as formulating a communication plan for a new initiative or forecasting the reputational impact of an organizational decision or action).

**Telecommunications** links the written word, data communications, video, audio, and photography in digital interactive media together. Study is geared toward understanding the many ways humans develop, collect, disseminate, and transfer information through symbols.

Contact: 1060 Weimer Hall [https://www.jou.ufl.edu/current-students/current-undergraduate/](https://www.jou.ufl.edu/current-students/current-undergraduate/) (352)392-1124

College of Liberal Arts & Sciences

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Liberal Arts degrees prepare students for a variety of jobs by emphasizing critical thinking skills, personal growth and awareness, and a “generalists” philosophy of education. Paired with a business minor, these and other CLAS majors will give you the background you need to be successful in business.

Contact: 100 Farrior Hall (Academic Advising Center) [www.advising.ufl.edu](http://www.advising.ufl.edu) (352)392-1521

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**Other Business Options to Consider**

**COMBINED DEGREE PROGRAMS** – Master’s Degree in:
- International Business [http://warrington.ufl.edu/graduate/academics/mib/](http://warrington.ufl.edu/graduate/academics/mib/)
- Info Systems & Operations Management [http://warrington.ufl.edu/graduate/academics/ms-isom(combined)](http://warrington.ufl.edu/graduate/academics/ms-isom(combined))
- Finance [http://warrington.ufl.edu/graduate/academics/msf/](http://warrington.ufl.edu/graduate/academics/msf/)
- Real Estate [http://warrington.ufl.edu/graduate/academics/msre(combined)](http://warrington.ufl.edu/graduate/academics/msre(combined))
- Entrepreneurship [http://warrington.ufl.edu/graduate/academics/mse/](http://warrington.ufl.edu/graduate/academics/mse/)
- Management (for non-business majors) [http://warrington.ufl.edu/graduate/academics/msm/](http://warrington.ufl.edu/graduate/academics/msm/)

**BUSINESS STUDENT ORGANIZATIONS**
Open to all majors, business student organizations can help you learn more about a particular field; to network with employment recruiters, business professionals, and other business students; and to acquire leadership and work experience for your resume. [warrington.ufl.edu/undergraduate/myheavener/organizations.asp](http://warrington.ufl.edu/undergraduate/myheavener/organizations.asp)

**WCBA STUDY ABROAD PROGRAMS**
Study abroad in London, Madrid, Paris, or Rome and take online courses that are required for the business administration minor! [warrington.ufl.edu/undergraduate/global.asp](http://warrington.ufl.edu/undergraduate/global.asp)

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**Additional Resources for Those Who Need to Change Their Major**

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