The College of Business offers courses of study leading to both undergraduate and graduate degrees. All degree programs in the College of Business are fully accredited by AACSB International — The Association to Advance Collegiate Schools of Business.

The undergraduate curriculum that leads to a Bachelor's degree in Business Administration is composed of several segments: (1) broad general education in the arts, humanities and sciences; (2) the common body of knowledge for management responsibilities; and (3) specialized majors in Accounting, Advertising, Finance, General Business, International Business, Management, Management Information Systems, and Marketing. Through flexibility in its requirements, the College is able to satisfy the different interests and career objectives of students with diverse backgrounds. Graduate programs in the College are described in the USF Graduate Catalog.

The College of Business is located near the corner of Maple Street and Alumni Drive on the south-central side of campus. To access information about the College online, use the following web address: http://usf.edu/business.

Following are the undergraduate academic programs offered by the College of Business:

**Bachelor of Arts (B.A.)**
- International Business (ITB)
- Finance (GFI)
- Management (GMN)
- Management Information Systems (GIS)
- Marketing (GMK)

**Bachelor of Science (B.S.)**
- Accounting (ACC)
- Advertising (BAV)
- Finance (FIN)
- General Business Administration (GBA)
- Accounting and Economics (XXX)
- Accounting and Finance (YYY)
- Accounting and Management (ZZZ)
- Accounting and Management Information Systems (AAA)
- Accounting and Marketing (BBB)
- Economics and Finance (CCC)
- Economics and Management (DDD)
- Economics and Management Information Systems (EEE)
- Economics and Marketing (FFF)
- Finance and Management (GGG)
- Finance and Management Information Systems (HHH)
- Finance and Marketing (III)
- Management and Marketing Information Systems (JJJ)
- Management and Marketing (LLL)
- Management Information Systems and Marketing (MMM)
- Management (MAN)
- Management Information Systems (ISM)
- Marketing (MKT)
- Supply Chain Management (SCMG)

**Accelerated Degree Programs**
- Advertising/Mass Communications
- Information Systems Management

**Minors**
- Accounting (for Business majors only (ACC)
- Economics (ECN)
- Entrepreneurship (for Business and Industrial Engineering majors only) (ETN)
- Entrepreneurship (for Non-Business and Non-Industrial Engineering majors only) (ETB)
- Finance (for Business majors only) (FIN)
- International Business (for Business majors only) (ITB)

**International Business (for Non-Business majors)**
- Management (for Business Majors only) (MAN)
- Management Information Systems (for Business majors only) (ISM)
- Marketing (for Business Majors only) (MKT)

**Certificates**
- National and Competitive Intelligence
- Undergraduate Business

**Undergraduate Admission**

**Admission requirements for First Time in College Students**
- First time in college students who meet the criteria below are granted direct entry to the College of Business.
  - Admitted to USF as a degree seeking student.
Test scores: SAT minimum 1140, Math 550 or ACT 24, Math 25
Weighted high school GPA: 3.5

Please visit the Bulls Business Network’s website http://www.usf.edu/business/undergraduate/bbc/bbn.aspx for further information.

First time in college students who do not meet the criteria above will be classified as pre-business and admitted after meeting the admission requirements below.

Requirements for Admission to the College of Business:
Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

- Minimum of 60 semester hours of college credit earned
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester. Notification will occur through Canvas and updated at the following link: http://business.usf.edu/programs/undergraduate/admission.asp.
- Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:
  - ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)
  - ACG X071 Managerial Accounting (or X301)
  - CGS X100¹ Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
  - ECO X013 Principles of Macroeconomics or ECO X023
  - Principles of Microeconomics
  - MAC X233 Elementary Calculus or MAC 2230
  - STA X023 Introductory Statistics or QMB X100 or STAX122 (although STA X023 and QMB X100 are preferred).
  - * accounting majors must earn a C not C- in ACG 2021 & 2071
  - or demonstrated competency
- In computing entry grade point average all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.
- Students must be admitted to the College of Business at least one term before their anticipated graduation date.

Transfer Students
Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Associate of Arts Transfers
Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Associate of Science Transfers
Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation of courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of
Business with an A.S. in Business Administration may earn a major in General Business Administration only. Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Early Admissions Program – The Bulls Business Network

Membership in the Bulls Business Network (BBN) is open to first time in college students who have completed a USF application and declared an intent to major in business, and meet the FTIC admission requirements (listed above). These freshmen are admitted directly to the College of Business upon admission to USF (while most students are fully admitted to the business college after two years of general course requirements). BBN members are eligible to live in the Bulls Business Community, a residential program described in the following section. BBN students have the opportunity to avoid mass lecture classes as smaller sections of core business classes are reserved exclusively for BBN members (availability is limited and determined by academic performance each semester). Students in the BBN may apply for special business scholarships as well as join business student organizations normally restricted only to juniors and seniors. For admission criteria visit http://www.usf.edu/business/undergraduate/bbc/bbn.aspx.

Undergraduate Advising Information

Advising Services:

- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the College of Business and declared business as their intended major.
- Students who meet all College of Business admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment online: http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp

Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

Living-Learning Community - The Bulls Business Community

Most freshmen are required to live on campus for the first year. As part of the Bulls Business Network, students are eligible to apply to the business-themed living learning community, the Bulls Business Community (BBC). Here, students are offered very different programming opportunities. An exclusive academic advisor and graduate assistant aid students as they navigate the university and the college. Dinners with the dean, meetings with CEO's of various Tampa Bay businesses, improv sessions, study abroad opportunities, company tours and etiquette dinners are just a few of the beyond the books experiences provided to the 105 business students living on one floor in Juniper-Poplar Hall. In addition, all BBC students have the opportunity to apply to the Honors Program in Business. For further information about the BBC, please visit http://www.usf.edu/business/undergraduate/bbc/.

The Honors Program in Business

Exclusively for our best and most motivated students, this highly-selective program is designed to assist, accelerate and ensure the growth and development of our future leaders in academia and business. Business honors students will learn from USF’s best business research faculty, blending smaller classes, rigorous coursework and research efforts with unique applied learning opportunities. To graduate from the Honors Program in Business, students must fulfill all program requirements listed below:

- Sign and abide by the program’s Honor Pledge
- Live in the Bulls Business Community for two years
- Facilitate a service-learning project within a Business Honor’s cohort
- Participate in a study abroad experience with a Business Honor’s cohort
- Participate in at least one meaningful internship
- Complete all requirements for an honor’s thesis
- Maintain a 3.40 overall GPA

Upon completion of the requirements above, students will be identified at graduation and the statement “Business Honors Program” will be placed on the diploma and transcript.
Students should apply as seniors in high school. Alternatively, students may also apply after completion of their freshmen year in college from USF or outside USF. Students who complete an associate’s degree are also eligible for consideration into this program.

For further information, please contact the program director, Dr. Joni Jones at jonijones@usf.edu or visit the Business Honors Program website: http://www.usf.edu/business/undergraduate/honors/.

General Requirements for B.A./B.S. Degrees in Administration Business

Students must satisfactorily complete a minimum of 120 semester hours. Of the minimum 120, at least 60 hours must be business courses, and a minimum of 54 hours must be non-business courses (i.e., all courses not normally offered in the College of Business). Additional electives may be required to reach a minimum of 120 hours and can be either business or non-business. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester. Notification will occur through CANVAS and updated at the following link: http://www.usf.edu/business/undergraduate/requirements-general.aspx.

As a part of the 120-hour requirements for the B.A. or B.S. degree, the following criteria also apply:

- **GPA:** A minimum grade-point average of 2.0 must be achieved in the following areas:
  - The major and minor fields
  - College foundation courses
  - All USF coursework
  - Overall GPA (USF and all transfer work)

- **Gordon Rule:** Students must have satisfactorily completed the writing and computation course requirements of the Board of Governor’s Regulation 6.107 (“Gordon Rule”).

- **Foreign Language:** For a Bachelor of Arts degree, students must demonstrate competency in a foreign language (refer to the Academic Policies and Procedures section of this catalog). The College of Business does not approve American Sign Language for the Foreign Language Exit Requirement.

- **Residency:** College of Business residency requirements for graduation exceed the minimum requirements established for USF. Students are required to complete satisfactorily at USF-Tampa a minimum of 50 percent (30-33 semester hours depending on major) of required business courses, including 12-18 semester hours in the major field. In addition, USF COB students must meet COB residence requirements from the degree granting campus. Normally, independent study and independent research courses do not fulfill this requirement.

- **International Course Requirement:** All business students are required to select at least one course that deals with contemporary international topics. Consult with a business advisor for approved courses.

- **Academic Dismissal:** Students dismissed more than once from the USF System for academic reasons will not be readmitted to the College of Business - Tampa.

Degree Requirements (120 credit hours)

**NON-BUSINESS (54 hrs. minimum)**

- **Foundations of Knowledge and Learning Requirements**
  - English Composition (6 credit hours)
  - Mathematics and Quantitative Reasoning (Calculus is required) (6 credit hours)
  - Natural Sciences (6 credit hours)
  - Social and Behavioral Sciences (6 credit hours)
  - Human Cultural Diversity Global Context (3 credit hours)
  - Fine Arts (3 credit hours)
  - Humanities (6 credit hours)

- **Exit Course Requirements**
  - The Capstone Course (3 credit hours)
  - The Writing Intensive Course (3 credit hours)

- **Speech/Writing Requirements for Business Majors**
  - SPC 2608 Public Speaking or COM 3110 Communication for Business and the Professions
  - ENC 3250 Professional Writing or ENC 3310 Expository Writing or equivalent

- **Additional elective credits**

  Students may or may not need to take additional hours to meet the minimum of 54 non-business credits. (See “Electives” heading below for a suggested course)

**BUSINESS (60-66 hrs. minimum):**
Foundation Courses in Business - Required - a minimum grade of C- in each foundation course with an overall 2.0 GPA:

- ACG 2021 Principles of Financial Accounting*
- ACG 2071 Principles of Managerial Accounting*
- ECO 2013 Economic Principles: Macroeconomics
- ECO 2023 Economic Principles: Microeconomics
- QMB 2100 Business & Economic Statistics I
- BUL 3320 Law and Business I
- FIN 3403 Principles of Finance
- ISM 3011 Information Systems in Organizations**
- QMB 3200 Business & Economic Statistics II
- MAN 3025 Principles of Management
- MAR 3023 Basic Marketing***
- GEB 4890 Strategic Management/Decision Making

Major Requirements (18-27 credit hours)

- Business Electives:
  - CGS 2100 Computers in Business

* Accounting majors must earn C not C- in ACG 2021 & 2071
** Information Systems (ISM) majors must earn C not C- in ISM 3011
*** Advertising and Marketing majors must earn C not C- in MAR 3023

ELECTIVES IN BUSINESS OR NON-BUSINESS

Sufficient elective courses to reach a minimum of 120 hours (ranges from 0-6 credit hours if above requirements are met) Minimum total hours 120*

Waiver examination administered by the College only may be substituted for CGS 2100. See Advisor for details.

Grade Requirement

Courses are not available for audit. All courses in the major or minor field and all foundation coursework in business must be taken on a graded basis. S/U grading is available for Finance and Accounting internship courses only.

Accreditation

The College of Business offers courses of study leading to both undergraduate and graduate degrees. All degree programs in the College of Business are fully accredited by AACSB International — The Association to Advance Collegiate Schools of Business.

Computer Requirement

All students entering the College of Business are required to have a laptop computer that they can use in their classes and labs. The laptop computer must be capable of connecting to the internet wirelessly and accessing software applications through a central server.

ACCOUNTING (ACC) (CIP = 52.0301)

TOTAL DEGREE HOURS: 120

http://www.usf.edu/business/departments/accountancy/

The objective of the baccalaureate degree program in Accountancy is to provide students with accounting and business knowledge that will serve as a basis for careers in industry, government, non-profit organizations and public accountancy. The baccalaureate program also prepares students for entry into the Master of Accountancy (M.Acc.) professional degree program.

The State of Florida requires completion of 120 semester hours to sit for the CPA examination and 150 semester hours are required for licensure.

For additional information regarding becoming a Florida CPA, please visit the following links:

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those
of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:

- Minimum of 60 semester hours of college credit earned.
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75.
- Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
  - Notification will occur through Canvas and updated at the following link: [http://business.usf.edu/programs/undergraduate/admission.asp](http://business.usf.edu/programs/undergraduate/admission.asp).
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

The School of Accountancy has additional admission requirements beyond the entry requirements to the College of Business. The two additional requirements are:

1. Score at least a 75 percent on the “competency exam” that covers material from ACG 2021 Principles of Financial Accounting and ACG 2071 Principles of Managerial Accounting prior to taking any ACG or TAX course at the 3000-level or higher, and;

A student will be able to take the competency exam a maximum of two times. If a student does not make the minimum 75 percent passing grade within the second attempt, the student will not be allowed to take any 3000-level or higher ACG or TAX course unless he/she retakes ACG 2021 and then passes the competency exam at the minimum specified level of 75 percent. The prerequisites for ACG 3103 and ACG 3341 require students to earn a grade of C, not C- in both ACG 2021 and ACG 2071. ACG 3103 and ACG 3341 are co-requisites, meaning that students admitted to the Accounting major must take these two courses concurrently. Students who fail to obtain a minimum grade of C (not C-) in ACG 3103 and ACG 3341 within two attempts will be counseled into other majors either within the College of Business or other colleges, as appropriate. "W" grades count as an attempt.

Within the 120-semester-hour program, students must complete a minimum of 24 hours of upper-level accounting with a grade of C not C- in all courses. Accounting major courses must be no older than five (5) years to count for degree credit. This applies both to continuing USF accounting majors, as well as accounting major courses transferred in from other institutions. A student may petition the Director for an exception to the policy and the Director may grant or deny such a petition, at his/her discretion. Students must complete 18 hours of upper-level Accounting requirements in residency at USF Tampa. Finally, students must earn a 2.0 GPA on all major coursework at USF Tampa and have an overall 2.0 major GPA including any applicable transfer work.

**STATE MANDATED COMMON COURSE PREREQUISITES**

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.
Completion of the following State Mandated Common Course Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X100^1 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

* Accounting majors must earn a C not C- in ACG 2021 & ACG 2071.

^1 Demonstrated competency.

**REQUIREMENTS FOR THE MAJOR IN ACCOUNTING**

**TOTAL MAJOR HOURS: 24**

Students must complete a minimum of 24 hours of upper-level accounting coursework with a grade of C not C- in all courses. Students must earn a 2.0 GPA on all major coursework at USF Tampa and have an overall 2.0 major GPA including any applicable transfer work. Accounting majors can use the forgiveness policy only once in upper-level accounting courses. Accounting courses taken by accounting majors on an S/U basis will not be counted toward the 120-hour graduation requirement, with the exception of ACG 4940 Accounting Internship. Independent Research, ACG 4911, will not be accepted as credit toward the minimum degree requirements in the accounting concentration.

Students must complete 18 hours of upper-level Accounting requirements in residency at USF Tampa.

Accounting major courses must be no older than five (5) years to count for degree credit. This applies both to continuing USF accounting majors, as well as accounting major courses transferred in from other institutions. A student could petition the Director for an exception to the policy and the Director may grant or deny such petition, at his/her discretion.

**Major requirements for the B.S. Degree (18 hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACG 3103</td>
<td>Intermediate Financial Accounting I*</td>
</tr>
<tr>
<td>ACG 3341</td>
<td>Cost Accounting and Control I*</td>
</tr>
<tr>
<td>ACG 3113</td>
<td>Intermediate Financial Accounting II</td>
</tr>
<tr>
<td>ACG 3401</td>
<td>Accounting Information Systems</td>
</tr>
<tr>
<td>ACG 4632</td>
<td>Auditing I</td>
</tr>
<tr>
<td>TAX 4001</td>
<td>Concepts of Federal Income Taxation</td>
</tr>
</tbody>
</table>

*These courses must be taken during the same semester.

**Electives (6 hours)**

Select from:

- ACG 4123 Intermediate Financial Accounting III
- ACG 4351 Cost Accounting and Control II
- ACG 4642 Auditing II
- ACG 4931 Selected Topics
- ACG 4940 Accounting Internship
- ACG 5205 Advanced Financial Accounting
- ACG 5505 Governmental/Not-for-Profit Accounting
- ACG 5675 Internal and Operational Auditing
- TAX 5015 Federal Taxation of Business Entities

**GPA Requirements**

Students must earn a 2.0 GPA on all major coursework at USF Tampa and have an overall 2.0 major GPA including any applicable transfer work.

**Residency Requirement**

Students must complete 18 hours of upper-level Accounting requirements in residency at USF Tampa.

**Other Requirements**

The student's program must also include coursework taken in behavioral sciences and humanities, such as psychology, anthropology, and sociology, and the political environment of business and society, such as political science, public administration, and ethics. College of Business advisors will recommend courses that will satisfy the program requirements.
Eight Semester Plan

The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENC 1101 Composition I</td>
<td>3</td>
</tr>
<tr>
<td>MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2100 Computers In Business</td>
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</tr>
<tr>
<td>SPC 2608 Public Speaking</td>
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</tr>
<tr>
<td>SLS 2901 or General Elective</td>
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<td>Semester Hours:</td>
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<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ENC 1102 Composition II</td>
<td>3</td>
</tr>
<tr>
<td>CAFA FKL/Gen Ed Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
<td>3</td>
</tr>
<tr>
<td>CAHU FKL/Gen Ed Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Ethics or Political Science</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
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Summer

<table>
<thead>
<tr>
<th>Semester Opportunities</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Credit Hours</th>
</tr>
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<tbody>
<tr>
<td>ACG 2021 Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013 Economic Principles (Macroeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
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<tr>
<td>CANP FKL/Gen Ed Natural Sciences (Physical Science)</td>
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<tr>
<td>6AC FKL/Gen Ed Gordon Rule Communication</td>
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<td>Semester Hours:</td>
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<table>
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<th>Semester 4</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Elective Outside the Major</td>
<td>3</td>
</tr>
<tr>
<td>ACG 2071 Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>QMB 2100 Business and Economic Statistics I</td>
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</tr>
<tr>
<td>ECO 2023 Economic Principles (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>CASB FKL/Gen Ed Social and Behavioral Sciences</td>
<td>3</td>
</tr>
<tr>
<td>Complete Competency Exam</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
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</table>

Summer

| QMB 3200 Business and Economic Statistics II | 3 |
| Semester Hours: | 3 |

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ACG 3103 Intermediate Financial Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACG 3341 Cost Accounting and Control I</td>
<td>3</td>
</tr>
<tr>
<td>ENC 3250 or ENC 3310</td>
<td>3</td>
</tr>
<tr>
<td>ISM 3011 Information Systems in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>Behavioral Science/Humanities Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
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</table>

<table>
<thead>
<tr>
<th>Semester 6</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACG 3401 Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ACG 3113 Intermediate Financial Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BUL 3320 Law And Business I</td>
<td>3</td>
</tr>
<tr>
<td>MAN 3025 Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
<td>12</td>
</tr>
</tbody>
</table>

Summer

| MAR 3023 Basic Marketing | 3 |
| TAX 4001 Concepts of Federal Income Taxation | 3 |
RESEARCH OPPORTUNITIES
All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

ACCREDITATION INFORMATION
In addition to the College Business having AACSB accreditation, the School of Accountancy is separately accredited by the Association to Advance Collegiate Schools of Business.

MINOR IN ACCOUNTING (FOR BUSINESS MAJORS ONLY) (ACC)
TOTAL MINOR HOURS: 12

The Accounting minor is available to all Undergraduate College of Business students, except those majoring in Accounting. All required 12 credit hours must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all minor coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used in the minor.

Please see "Other Minor Requirements" below for the required competency exam information.

REQUIREMENTS FOR THE MINOR IN ACCOUNTING (FOR BUSINESS MAJORS ONLY)

Required Courses (12 hours)
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation
* These courses must be taken in the same semester

GPA Requirements
A GPA of 2.0 or higher must be achieved in all minor coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used in the minor.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.

Residency Requirement
All 12 credit hours must be taken in residence at USF - Tampa.

Other Minor Requirements
The School of Accountancy has additional admission requirements beyond the entry requirements to the College of Business. The two additional requirements are:

1. Score at least a 75 percent on the "competency exam" that covers material from ACG 2021 Principles of Financial Accounting and ACG 2071 Principles of Managerial Accounting prior to taking any ACG or TAX course at the 3000-level or higher; and

A student will be able to take the competency exam a maximum of two times. If a student does not make the minimum 75 percent passing grade within the second attempt, the student will not be allowed to take any 3000-level or higher ACG or TAX course unless he/she retakes ACG 2021 and then passes the competency exam at the minimum specified level of 75 percent. The prerequisites for ACG 3103 and ACG 3341 require students to earn a grade of C, not C- in both ACG 2021 and ACG 2071. ACG 3103 and ACG 3341 are co-requisites, meaning that students admitted to the Accounting minor must take these two courses concurrently. Students who fail to obtain a minimum grade of C (not C-) in ACG 3103 and ACG 3341 within two attempts will be withdrawn from the minor, as appropriate. "W" grades count as an attempt.

Accounting courses must be no older than five (5) years to count for degree credit.

A student may petition the Director for an exception to the policy and the Director may grant or deny such a petition, at his/her discretion.

ACCOUNTING FACULTY

• ADVERTISING (BAV) (CIP = 52.1499)
TOTAL DEGREE HOURS: 120

http://www.usf.edu/business/undergraduate/major-advertising.aspx

The Advertising major in the College of Business is unique in that it is a collaborative effort between the School of Mass Communications in the College of Arts and Sciences and the Marketing Department in the College of Business. The major complements an existing Advertising track in the Mass Communications major and provides students the opportunity to combine the creative, media, and account planning aspects of advertising with knowledge, skills, and abilities in accounting, economics, finance, information systems, management, marketing and strategy.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:

• Minimum of 60 semester hours of college credit earned.
• Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester. Notification will occur through Canvas and updated at the following link:
• In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
• A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.
STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an AS in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Course Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

* accounting majors must earn a C not C- in ACG 2021 & 2071

REQUIREMENTS FOR THE MAJOR IN ADVERTISING

TOTAL MAJOR HOURS: 53

Within the 120-semester hour program listed in the Business General Requirement section (including the state mandated common prerequisites), students must pass the EDT (English Diagnostic Test), complete all courses listed below with a minimum grade of C, not C-, participate in a study abroad experience, and live in the Advertising Living Learning Community during their freshmen year.

Major requirements for the B.S. Degree (33 hours)

Required Courses for Advertising major:

- ADV 3008 Introduction to Advertising
- ADV 3101 Advertising Creativity
- ADV 3300 Advertising Media Strategy
- ADV 4600 Advertising Management
- ADV 4800 Advertising Campaigns
- ADV 4940 Advertising Practicum
- MAR 3613 Marketing Research
- MMC 4936 Selected Topics in Mass Communications Studies
- MAR 4503 Buyer Behavior

Required Mass Communication Core Courses:

- MMC 2100 Writing for the Mass Media
- MMC 3602 Mass Communications and Society

Electives (20 hours)

Required Business Electives:

- CGS 2100 Computers in Business
- MAR 3823 Marketing Management
GPA Requirements
At least a minimum of a C (not C-) grade must be earned in each course. An overall GPA of 2.0 is required in the major for graduation.

Residency Requirement
In the major, 15 of the 21 Advertising hours and 3 of the 6 Marketing hours must be taken in residency at USF Tampa

Eight Semester Plan
The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
<th>Semester 2</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>! ENC 1101 Composition I</td>
<td>3</td>
<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
<td>4</td>
</tr>
<tr>
<td>! MAC 2233 or MAC 2241 or MAC 2281 or MAC 2311</td>
<td>3</td>
<td>! ENC 1102 Composition II</td>
<td>3</td>
</tr>
<tr>
<td>! CGS 2100 Computers In Business</td>
<td>3</td>
<td>! MMC 3602 Mass Communications and Society</td>
<td>3</td>
</tr>
<tr>
<td>! SPC 2608 Public Speaking</td>
<td>3</td>
<td>! CAFA FKL/Gen Ed Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td><em>SLS 2901 or General Elective</em></td>
<td>1</td>
<td>! CAHU FKL/Gen Ed Humanities</td>
<td>3</td>
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<tr>
<td>Semester Hours:</td>
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<td>! SLS 2901 or General Elective</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>English Diagnostic Test - Minimum 60%</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Semester Hours:</td>
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<table>
<thead>
<tr>
<th>Summer</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>! CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
</tr>
<tr>
<td>Travel Abroad</td>
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<tr>
<td>Semester Hours:</td>
<td>3</td>
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</table>

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Credit Hours</th>
<th>Semester 4</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>! MMC 2100 Writing for the Mass Media</td>
<td>3</td>
<td>! QMB 2100 Business and Economic Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>! ECO 2013 Economic Principles (Macroeconomics)</td>
<td>3</td>
<td>! ECO 2023 Economic Principles (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>! CANP FKL/Gen Ed Natural Sciences (Physical Science)</td>
<td>3</td>
<td>! ADV 3008 Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td><em>GEB 2935 Selected Topics in Business</em></td>
<td>1</td>
<td>! GEB 2935 Selected Topics in Business</td>
<td>1</td>
</tr>
<tr>
<td>Semester Hours:</td>
<td>13</td>
<td>Semester Hours:</td>
<td>13</td>
</tr>
</tbody>
</table>
RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

ACCELERATED B.S./M.A. PROGRAM

This program allows B.S. majors in Advertising (College of Business) to take graduate courses in the M.A. degree in Mass Communications with a concentration in Strategic Communication Management (College of Arts and Sciences), during their senior year. These shared credits will be applicable to the M.A. degree, thus accelerating the time to completion, with successful students able to earn the M.A. degree in two additional semesters beyond the completion of the B.S. degree.

This accelerated program shares 12 credits between already existing degrees/concentrations:

- B.S. in Advertising
- M.A in Mass Communication with a concentration Strategic Communication Management
Target Students and Expected Outcomes

This highly competitive program is the result of collaboration between the Department of Marketing in the College of Business and the School of Mass Communications in the College of Arts and Sciences. The integrated B.S./M.A. curriculum is designed to provide eligible students the undergraduate coursework necessary to complete a specialized program of study in advertising management at the graduate level. Graduates of this distinctive program will be prepared to take on leading communication management positions in an evolving business and media environment.

Description and Requirements

For admission to the program, a student must:
1. have completed at least 15 hours in the Advertising undergraduate major;
2. have a minimum undergraduate 3.33 GPA overall; and
3. have a minimum undergraduate 3.5 GPA in the major.

To apply for admission, send a letter to the Director of the Zimmerman Advertising Program, within the School of Mass Communications stating your qualifications and desire to enter the program. Students may also be nominated by faculty in the Department of Marketing or School of Mass Communications.

Undergraduate Degree Requirements for the Advertising Business Major

The Advertising major in the College of Business is unique in that it is a collaborative effort between the School of Mass Communications in the College of Arts and Sciences and the Marketing Department in the College of Business. The major complements an existing Advertising track in the Mass Communications major and provides students the opportunity to combine the creative, media, and account planning aspects of advertising with knowledge, skills, and abilities in accounting, economics, finance, information systems, management, marketing, and strategy.

Requirements for the B.S. Degree

Within the 120-semester hour program listed in the Business General Requirement section (including the state mandated common prerequisites), students must pass the EDT (English Diagnostic Test), complete all courses listed below with a minimum grade of C, not C-, participate in a study abroad experience, and live in the Advertising Living Learning Community during their freshmen year.

Required Courses for Business Core (36 credit hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ACG 2021</td>
<td>Principles of Financial Accounting</td>
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<tr>
<td>ACG 2071</td>
<td>Principles of Managerial Accounting</td>
</tr>
<tr>
<td>ECO 2013</td>
<td>Economic Principles: Macroeconomics</td>
</tr>
<tr>
<td>ECO 2023</td>
<td>Economic Principles: Microeconomics</td>
</tr>
<tr>
<td>QMB 2100</td>
<td>Business &amp; Economic Statistics I</td>
</tr>
<tr>
<td>QMB 3200</td>
<td>Business &amp; Economic Statistics II</td>
</tr>
<tr>
<td>BUL 3320</td>
<td>Law and Business I</td>
</tr>
<tr>
<td>FIN 3403</td>
<td>Principles of Finance</td>
</tr>
<tr>
<td>ISM 3011</td>
<td>Information Systems in Organizations</td>
</tr>
<tr>
<td>MAN 3025</td>
<td>Principles of Management</td>
</tr>
<tr>
<td>MAR 3023</td>
<td>Basic Marketing</td>
</tr>
<tr>
<td>GEB 4890</td>
<td>Strategic Management/Decision Making</td>
</tr>
</tbody>
</table>

Required Courses for Advertising major (27 credit hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>ADV 3008</td>
<td>Introduction to Advertising</td>
</tr>
<tr>
<td>ADV 3101</td>
<td>Advertising Creativity</td>
</tr>
<tr>
<td>ADV 3300</td>
<td>Advertising Media Strategy</td>
</tr>
<tr>
<td>ADV 4600</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>ADV 4800</td>
<td>Advertising Campaigns</td>
</tr>
<tr>
<td>ADV 4940</td>
<td>Advertising Practicum</td>
</tr>
<tr>
<td>MAR 3613</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MMC 4936</td>
<td>Selected Topics in Mass CommunicationsStudies</td>
</tr>
<tr>
<td>MAR 4503</td>
<td>Buyer Behavior</td>
</tr>
</tbody>
</table>

Required Mass Communication Core Courses (6 credit hours):

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MMC 2100</td>
<td>Writing for the Mass Media</td>
</tr>
<tr>
<td>MMC 3602</td>
<td>Mass Communications and Society</td>
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</tbody>
</table>

Required Business Electives (12 credit hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CGS 2100</td>
<td>Computers in Business</td>
</tr>
<tr>
<td>MAR 3823</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MAR 4933</td>
<td>Selected Topics in Marketing</td>
</tr>
<tr>
<td>MAR XXXX</td>
<td>Upper-Level Marketing Elective</td>
</tr>
</tbody>
</table>
Required Non-Business Electives (8 credit hours):
- GEB 2935 Selected Topics in Business: Speaker Series
- MAR 4905 Independent Study
- MMC 4910 Individual Research in Mass Communications
- SLS 2901 Academic Foundation Seminar

Residency
In the major, 15 of the 21 Advertising hours and 3 of the 6 Marketing hours must be taken in residency at USF Tampa. At least a minimum of a C (not C-) grade must be earned in each course. An overall GPA of 2.0 is required in the major for graduation.

Shared B.S./M.A. Requirements
Twelve (12) hours of graduate credit can be taken in place of 6 hours required for the Advertising Major and 6 hours of Required Business Electives, as follows:
- ADV 4600 Advertising Management, satisfied by PUR 6607 Strategic Communication Management
- ADV 4800 Advertising Campaigns, satisfied by PUR 6603 Strategic Communication Campaigns
- ADV 4940 Advertising Practicum, satisfied by MMC 6945 Mass Communications Professional Practicum
- MAR 4933 Selected Topics in Marketing: Social Media Applications, satisfied by MAR 6936 Selected Topics in Marketing: Social Media Applications

Graduate Degree Requirements for Accelerated M.A. in Mass Communications
Total Minimum Hours: 39

Core Requirements: 12 hours
- MMC 6920 Introduction to Mass Communication Research
- MMC 6401 Mass Communication Theory
- MMC 6421 Research Methods

Concentration Requirements: 24 hours
Concentration in Strategic Communication Management
The Strategic Communication Management concentration accentuates the integration of organizational communication functions such as public relations and advertising into a single communication management function. This program requires 39 hours of course work (12 hours of which are shared with the B.S. degree), including three (3) hours of an applied research project, twelve (12) hours of the mass communications core, and fifteen (15) hours of the strategic communication management concentration.
- PUR 5505 Introduction to Strategic Communication Theory and Research
- PUR 6607 Strategic Communication Management
- PUR 6603 Strategic Communication Campaigns
- MMC 6418 Strategic Message Design
- MMC 6415 Strategic Communication Media
  Satisfied by: ADV 5505 Advertising Planning

Applied Research Project Requirement: 3 hours
The applied research project will serve as an integrative experience for students to bring together all they have learned during their five years at USF. Students will be paired with clients in Tampa and within the state of Florida to solve real-world research problems. With the guidance of a faculty advisor, students will plan, conduct, and present research to their client and the graduate faculty within the School of Mass Communications.
- MMC 6950 Applied Research Project

COURSES: see http://ugs.usf.edu/course-inventory/

Timeline and Benchmarks:
1. To be considered for acceptance into the Accelerated B.S./M.A. in Advertising in the School of Mass Communications, students must have completed a minimum of 15 credits in the Advertising undergraduate major.
2. Students must have a minimum undergraduate GPA of 3.33 overall, and a minimum GPA of 3.50 in the major to be eligible for the accelerated degree program.
3. Following completion of a minimum of 15 hours in the undergraduate major, students may be considered for acceptance into the accelerated program through faculty nomination or student self-nomination, via submission of an Accelerated Program Application Form. Both B.S. and M.A. programs will review the applications and approve the nominations. All applications require the approval of the School of Mass Communications.
Communications Graduate Program, the College of Arts and Sciences, and the USF Graduate School.

4. To be promoted to graduate status, students must meet all admission requirements of the M.A. in Strategic Communication Management in the School of Mass Communications. Specifically, the following materials must be submitted with the Accelerated Program Application Form:
   - Statement of intent (a personal statement about why the student wishes to apply for the program);
   - Undergraduate transcripts;
   - Three letters of recommendation;
   - GRE scores (GRE should be taken before or during the third year of study).

5. Students must earn a minimum of a “B” (3.00) in all graduate courses. Failure to earn at least a “B” in a graduate course will result in academic review by the graduate program. Failure to maintain a minimum 3.0 GPA will result in academic probation, according to the procedures of the USF Office of Graduate Studies.

A comprehensive plan of study to complete the integrated B.S./M.A. program will be developed with the guidance of an advisor and a faculty member. A possible plan of study could be as follows. Summer sessions may also be included in the study plan.

First and Second Year
Courses and credits as designated for freshman and sophomore years

Third Year (Apply for Admission to the Integrated B.S./M.A. program)
MAR 4903 Independent Study
MAR 3613 Marketing Research
QMB 3200 Business and Economic Statistics II
ADV 3101 Advertising Creativity
MAR 3823 Marketing Management
MAR 4903 Independent Study
FIN 3403 Principles of Finance
ADV 3300 Advertising Media Strategy
ADV 4600 Advertising Management
ADV 4940 Advertising Practicum
MMC 4936 Selected Topics in Mass Communications Studies (Brandtailing)

Fourth Year (Student accepted in M.A. in Mass Communications program; shared credits highlighted)
MMC 4910 Individual Research in Mass Communication
MAR 4503 Buyer Behavior
MAN 3025 Principles of Management
BUL 3320 Law and Business I
ISM 3011 Information Systems in Organizations
MMC 6945 Selected Topics in Marketing (Return on Marketing Investment)
GEB 4890 Strategic Management and Decision Making
PUR 6607* Strategic Communication Management
PUR 6603* Strategic Communication Campaigns
MAR 6936 Selected Topics in Marketing (Social Media Applications)
MAR 3400 Professional Selling

Fifth Year
MMC 6920 Introduction to Mass Communication Research
MMC 6400 Mass Communication Theory
MMC 6421 Research Methods
ADV 5005 Advertising Planning
PUR 5505 Introduction to Strategic Communications Theory and Research
ADV 6602 Advanced Advertising Management
PUR 6418 Strategic Message Design
MMC 6950 Applied Research Project

ADVERTISING FACULTY
• ECONOMICS (ECN) (CIP = 52.0601)
TOTAL DEGREE HOURS: 120

This major is accepting no new admission because it was terminated, effective Fall 2014.

REQUIREMENTS FOR THE MAJOR IN ECONOMICS
TOTAL MAJOR HOURS: 22

Within the 120-semester-hour program as listed in the Business General Requirement section (including the state mandated common prerequisites), students must complete a minimum of 22 hours of upper-level Economics course beyond the foundation courses for Business.

Major requirements for the B.A. or B.S. Degree (22 hours)
- ECO 3101 Intermediate Price Theory
- ECO 3203 Intermediate Macroeconomics
- 15 hours of upper level economics courses
- ECO 4935 Special Topics: Exit Requirement in Economics

MAC 2233 Business Calculus or MAC 2311 Calculus 1 (or the equivalent) must be taken as a prerequisite for ECO 3101 and ECO 3203.
Students cannot take both ECO 3101 and ECP 3703 for credit.
No more than 3 hours credit can be applied toward a major from ECO 4905 and/or ECO 4914.

GPA Requirements
A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work.

Course Grade Requirement
Students must obtain a grade of "C-" or higher in ECO 3101 Intermediate Price Theory or ECP 3703 Managerial Economics (formerly ECO 3100) to enroll in any course for which ECO 3101 or ECP 3703 is a prerequisite.

Grading Requirement
Students must obtain a grade of "C-" or higher in all courses required for the major or minor in Economics.

Residency Requirement
At least 12 upper level hours must be taken in residence at USF-Tampa.

Other Requirements
All students entering USF for the first time, in Fall 2012 or later, who earn 3 (three) D and/or F grades in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB 3200 and MAC 2233 (or MAC 2311 or equivalent) will be required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Science or the College of Business.

All continuing USF students who entered USF prior to Fall 2012 and who have not earned any D or F grades in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB 3200 and MAC 2233 (or MAC 2311 or equivalent) by the beginning of Fall 2012, will also be allowed 3 (three) D and/or F grades in those courses before being required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Science or the College of Business.

All continuing USF students who entered USF prior to Fall 2012 and who have earned 1 (one) or more D or F grade in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB 3200 and MAC 2233 (or MAC 2311 or equivalent) by the beginning of Fall 2012, will only be allowed 2 (two) more D and/or F grades in those courses before being required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Science or the College of Business.

Grade Forgiveness will NOT apply to the mandated requirement of changing majors.
Appeals to the required change of major will be handled in the Economics Department and ONLY those students whose appeal is based on exceptional circumstances will be considered.
Advisors in the College of Arts and Sciences or the Transitional Advising Center will be available to assist students in the selection of a new major in their respective colleges.

MINOR IN ECONOMICS (ECN)
TOTAL MINOR HOURS: 18
http://www.usf.edu/business/undergraduate/minor-economics.aspx

REQUIREMENTS FOR THE MINOR IN ECONOMICS
Nine hours of the required 18 credit hours must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all minor coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

Required Courses (6 hours)
- ECO 2013 Economic Principles: Macroeconomics
- ECO 2023 Economic Principles: Microeconomics

Elective Courses (12 hours)
- Upper-level economics electives (may include QMB 3200)
  Business majors can obtain a minor with nine (9) additional upper-level hours in economics beyond the foundation requirements for Business.
  Before being recognized as a minor in Economics, a student must obtain program approval from the Economics Department Undergraduate Advisor.
  ECO 4905 and ECO 4914 may not be counted toward the minor.

GPA Requirements
A GPA of 2.0 or higher must be achieved in minor coursework at USF and in all minor courses completed at other institutions.

Residency Requirement
At least nine (9) hours must be taken in residence at USF Tampa.

• FINANCE (FIN) (CIP = 52.0801)
TOTAL DEGREE HOURS: 120

The Finance major provides a broad-based, analytical program for students anticipating a career in the management of both large and small organizations. Finance provides a good background for students seeking general careers in business. Finance majors can elect to take courses in the following areas that prepare them for entry and advanced careers in: financial management of corporations, management of financial institutions, investments, financial services, insurance, and real estate.

In addition, the program in Finance is designed to provide the skills required by students earning degrees in other business disciplines and by students who seek professional degrees in areas such as law and public administration.

The Finance program offers courses that enable the graduate to identify and solve problems in the acquisition and allocation of funds by organizations in the public and private sectors in domestic and international settings. It provides the background necessary for managing wealth in a risky environment. Finance relies on an interdisciplinary approach that draws on economic theory, accounting, information systems, and the quantitative decision frameworks of statistics and mathematics.

The major is designed to ensure that graduates are familiar with the tools of financial decision making and that they possess the skills to stay abreast of the developments in the field. Finance graduates will understand the functions and operations of financial markets, become familiar with computer applications in finance, and know how to access and utilize financial information. Course content is designed to provide majors with an appreciation of cooperative work skills and to enhance their verbal and written communication skills.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:
• Minimum of 60 semester hours of college credit earned.
• Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
• Notification will occur through Canvas and updated at the following link: http://business.usf.edu/programs/undergraduate/admission.asp.
• In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
• A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

STATE MANDATED COMMON COURSE PREREQUISITES
Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state and community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state and community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:
• ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
• ACG X071 Managerial Accounting (or X301)*
• CGS X1001 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
• ECO X013 Principles of Macroeconomics
• ECO X023 Principles of Microeconomics
• MAC X233 Elementary Calculus or MAC 2230
• STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).
  * accounting majors must earn a C not C- in ACG 2021 & 2071

REQUIREMENTS FOR THE MAJOR IN FINANCE

TOTAL MAJOR HOURS: 18

Within the 120-semester-hour program listed in the Business General Requirement section (including the state mandated common prerequisites), students must complete a minimum of 18 hours of upper-level finance courses beyond FIN 3403.

Major requirements for the B.S. Degree (12 hours)
FIN 4303 Financial Institutions and Markets
FIN 4414 Advanced Corporation Finance
FIN 4504 Principles of Investments
FIN 4443 Financial Policies and Strategies*

*FIN 4443 is a capstone course that should be taken in the final semester of the major (or as close as possible).
Electives (6 hours)
Two upper-level Finance electives
Finance electives can be selected from among those 3000- and 4000-level classes that have FIN, REE, and RMI prefixes. At least one elective must have an FIN prefix. Independent Study (FIN 4905) and Independent Research (FIN 4915) will not be accepted as credit toward the minimum degree requirements for a major in Finance.
FIN 3233 Money and Banking
FIN 3604 International Finance
FIN 4453 Finance Information Technology
FIN 4461 Financial Statement Analysis
FIN 4514 Advanced Investment Analysis and Management
FIN 4533 Financial Options and Futures
FIN 4560 Applied Securities Analysis
FIN 4940 Finance Internship
REE 3043 Real Estate Decision Making

GPA Requirements
A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work.

Grading Requirement
Students are required to earn a C- or higher in all finance courses that are counted toward the major requirements.

Residency Requirement
At least 12 hours must be taken in residence at USF Tampa.

Other Requirements
The courses listed below are suggested electives that are relevant for students who might want to pursue careers in the following areas:
Corporate Financial Management
FIN 3604 International Finance
FIN 4412 Working Capital Management
FIN 4443 Financial Policies and Strategies
FIN 4461 Financial Statement Analysis
Management of Financial Institutions
FIN 3233 Money and Banking
FIN 3604 International Finance
FIN 4324 Bank Management
FIN 4412 Working Capital Management
FIN 4443 Financial Policies and Strategies
FIN 4461 Financial Statement Analysis
Investments
FIN 3604 International Finance
FIN 4461 Financial Statement Analysis
FIN 4514 Advanced Investment Analysis & Management
FIN 4934 Selected Topics in Finance*
Financial Services
FIN 3604 International Finance
FIN 4514 Advanced Investment Analysis & Management
FIN 4934 Selected Topics in Finance*
REE 3043 Real Estate Decision Making
RMI 3011 Principles of Insurance
*Please see your academic advisor for the necessary selected topics course.

Eight Semester Plan
The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>! ENC 1101</td>
<td>Composition I</td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
## COLLEGE OF BUSINESS

### UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Credit Hours</th>
<th>Semester 4</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
<td>3</td>
<td>ENC 1102</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2100 Computers In Business</td>
<td>3</td>
<td>CAFA FKL/Gen Ed Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td>SPC 2608 Public Speaking</td>
<td>3</td>
<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
<td>3</td>
</tr>
<tr>
<td>SLS 2901 or General Elective</td>
<td>3</td>
<td>CAHU FKL/Gen Ed Humanities</td>
<td>3</td>
</tr>
<tr>
<td><strong>Semester Hours:</strong></td>
<td><strong>15</strong></td>
<td><strong>Semester Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

### Summer Opportunities

- **Summer**

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Credit Hours</th>
<th>Semester 6</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACG 2021 Principles of Financial Accounting</td>
<td>3</td>
<td>MAR 3023 Basic Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013 Economic Principles (Macroeconomics)</td>
<td>3</td>
<td>ENC 3250 or ENC 3310</td>
<td>3</td>
</tr>
<tr>
<td>CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
<td>FIN 4504 Principles of Investments</td>
<td>3</td>
</tr>
<tr>
<td>CANP FKL/Gen Ed Natural Sciences (Physical Science)</td>
<td>3</td>
<td>Finance Elective</td>
<td>3</td>
</tr>
<tr>
<td>6AC FKL/Gen Ed Gordon Rule Communication</td>
<td>3</td>
<td><strong>Semester Hours:</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td><strong>Semester Hours:</strong></td>
<td><strong>15</strong></td>
<td><strong>Semester Hours:</strong></td>
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</tbody>
</table>

### Summer

- **Semester**

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Credit Hours</th>
<th>Semester 8</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>FIN 4303 Financial Institutions and Markets</td>
<td>3</td>
<td>FIN 4433 Financial Policies and Strategies</td>
<td>3</td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
<td>GEB 4890 Strategic Management</td>
<td>3</td>
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<tr>
<td>MAN 3025 Principles of</td>
<td>3</td>
<td><strong>Semester Hours:</strong></td>
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</table>

| **Semester Hours:** | **15** | **Semester Hours:** | **15** |

<table>
<thead>
<tr>
<th><strong>Semester 4</strong></th>
<th><strong>Credit Hours</strong></th>
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</thead>
<tbody>
<tr>
<td>ACG 2071 Principles of Managerial Accounting</td>
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</tr>
<tr>
<td>QMB 2100 Business and Economic Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2023 Economic Principles (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>CASB FKL/Gen Ed Social and Behavioral Sciences</td>
<td>3</td>
</tr>
<tr>
<td>Non-Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Fulfill COB pre-requisites and GPA requirements</td>
<td><strong>Semester Hours:</strong></td>
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</table>

<table>
<thead>
<tr>
<th><strong>Summer</strong></th>
<th><strong>Credit Hours</strong></th>
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</thead>
<tbody>
<tr>
<td>QMB 3200 Business and Economic Statistics II</td>
<td>3</td>
</tr>
<tr>
<td><strong>Semester Hours:</strong></td>
<td><strong>3</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Summer</strong></th>
<th><strong>Credit Hours</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 4414 Advanced Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 4443 Financial Policies and Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MAN 3025 Principles of</td>
<td>3</td>
</tr>
<tr>
<td>GEB 4890 Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Semester Hours:** 381
RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

MINOR IN FINANCE (FOR BUSINESS MAJORS ONLY) (FIN)

TOTAL MINOR HOURS: 12


The Finance minor is available to all Undergraduate College of Business students, except those majoring in Finance. Nine hours of the required 12 credit hours must be taken in residence at USF-Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all minor coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

REQUIREMENTS FOR THE MINOR IN FINANCE (FOR BUSINESS MAJORS ONLY)

Required Courses (12 hours)
- FIN 4504 Principles of Investments
- FIN 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporation Finance
- FIN 4443 Financial Policies and Strategies*

*FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

GPA Requirement
A GPA of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at other institutions.

Grading Requirement
Students are required to earn a C- or higher in finance courses that are counted toward the minor requirements.

Residency Requirement
At least nine (9) of the required 12 credit hours must be taken in residence at USF - Tampa.

FINANCE FACULTY
GENERAL BUSINESS ADMINISTRATION (GBA)  
(CIP = 52.0101 - TRACK 1 OF 2)  
TOTAL DEGREE HOURS: 120

http://www.usf.edu/business/undergraduate/major-general-business.aspx

The General Business major provides students with substantial preparation in two functional areas of business and prepares them for positions in a business world that is increasingly interdisciplinary and values cross-functional abilities.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below. Students must satisfy the following criteria:

- Minimum of 60 semester hours of college credit earned.
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X1001 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
REQUIREMENTS FOR THE MAJOR IN GENERAL BUSINESS ADMINISTRATION

Within the 120-semester-hours program, students must complete two concentrations from the following business disciplines: accounting, economics, finance, management, management information systems, or marketing. A minimum of 24 hours of upper-level course work must be earned with a GPA of at least 2.0 in each minor. The requirements for each minor are listed with the description of the major.

*Minors applied to the General Business major will be referred to as concentrations.

For undergraduate overseas degree programs, the College may offer a set of four international business courses, defined as a concentration in international business, as approved by the curriculum committee.

*One exception: A minor/concentration in Economics must consist of four upper-level economics courses, excluding QMB 3200.

Courses used to satisfy a major in accounting, economics, finance, information systems management or marketing may not be used to satisfy either minor or economics concentration requirement for the GBA major. Courses used in the minors or concentrations for the GBA major cannot be used for a major.

GENERAL BUSINESS ADMINISTRATION CONCENTRATIONS

Accounting and Economics Concentration Requirements (XXX)

TOTAL CONCENTRATION HOURS: 24

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

24 Concentration Hours
Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation
*These courses must be taken in the same semester.

Economics Required Courses - Grade of "C-" or higher is required for all Econ courses:
- 12 hours of upper-level ECO electives with ECO, ECS, ECP prefix; excluding QMB 3200

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Accounting and Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.

Residency Requirement
All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa.

Accounting and Finance Concentration Requirements (YYY)

TOTAL CONCENTRATION HOURS: 24

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been
used. Only one grade forgiveness may be used.
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

24 Concentration Hours

Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation
*These courses must be taken in the same semester.

Finance Required Courses:
- FIN 4504 Principles of Investments
- FIN 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporation Finance
- FIN 4443 Financial Policies and Strategies*
*FIN 4443 is a capstone course that should be taken in the final semester of the minor (or as close as possible).

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Accounting and Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.
A grade of C- or better must be earned in each of the required Finance courses counted for the minor.

Residency Requirement
All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa.

Accounting and Management Concentration Requirements (ZZZ)
TOTAL CONCENTRATION HOURS: 24

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.

24 Concentration Hours

Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation
*These courses must be taken in the same semester.

Management Required Courses:
- MAN 3240 Organizational Behavior Analysis
- MAN 3301 Human Resource Management
- MAN 4282 Organizational Assessment
- MAN 4737 Integrated Management Applications

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.
A GPA of 2.0 or higher must be achieved in all Management coursework.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.

Residency Requirement
All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa.

Accounting and Management Information Systems Concentration Requirements (AAA)
TOTAL CONCENTRATION HOURS: 24

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

18 Concentration Hours
Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation
  * These courses must be taken in the same semester.

Management Information Systems Required Courses:
- ISM 3113 Systems Analysis and Design
- ISM 4212 Database Administration

Concentration Electives (6 hours)
Management Information Systems Electives:
- 6 hours of approved MIS electives

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.

Residency Requirement
All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa.

Accounting and Marketing Concentration Requirements (BBB)
TOTAL CONCENTRATION HOURS: 24

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all Marketing coursework.

24 Concentration Hours
Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
ACG  3401  Accounting Information Systems
TAX  4001  Concepts of Federal Income Taxation
* These courses must be taken in the same semester.

Marketing Required Courses:
  MAR  3823  Marketing Management
  Any three (3) upper level Marketing courses with a MAR prefix (excluding MAR 4824)

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.
A GPA of 2.0 or higher must be achieved in all Marketing coursework.

Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.
A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing coursework.

Residency Requirement
All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa.

Economics and Finance Concentration Requirements (CCC)
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

Economics Required Courses - Grade of "C-* or higher is required for all Econ courses:
12 hrs upper level ECO electives with ECO, ECS, ECP prefix; excluding QMB

Finance Required Courses:
  FIN  4504  Principles of Investments
  FIN  4303  Financial Institutions and Markets
  FIN  4414  Advanced Corporation Finance
  FIN  4443  Financial Policies and Strategies*
*FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Economics and Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

Grading Requirement
A grade of C- or better must be earned in each of the required Finance courses counted for the minor.

Residency Requirement
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa.

Economics and Management Concentration Requirements (DDD) (TOTAL CONCENTRATION HOURS: 24)
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.

24 Concentration Hours
Economics Required Courses - Grade of "C-* or higher is required for all Econ courses:
Management Required Courses:
MAN 3240 Organizational Behavior Analysis
MAN 3301 Human Resource Management
MAN 4282 Organizational Assessment
MAN 4737 Integrated Management Applications

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Economics and Management coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

Residency Requirement
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa.

Economics and Management Information Systems Concentration Requirements (EEE)
TOTAL CONCENTRATION HOURS: 24
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

18 Concentration Hours
Economics Required Courses - Grade of "C-" or higher is required for all Econ courses:
12 hrs upper level ECO electives with ECO, ECS, ECP prefix; excluding QMB 3200
Management Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Administration
Concentration Electives (6 hours)
Management Information Systems Electives:
6 hours of approved MIS electives

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

Residency Requirement
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa.

Economics and Marketing Concentration Requirements (FFF)
TOTAL CONCENTRATION HOURS: 24
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all Marketing coursework.

24 Concentration Hours
Economics Required Courses - Grade of "C-" or higher is required for all Econ courses:
12 hrs upper level ECO electives with ECO, ECS, ECP prefix; excluding QMB 3200
Marketing Required Courses:
GPA Requirements
A GPA of 2.0 or higher must be achieved in all Economics coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
A GPA of 2.0 or higher must be achieved in all Marketing coursework.

Grading Requirement
A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework.

Residency Requirement
Nine hours of the required 12 credit hours of Economics coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa.

Finance and Management Concentration Requirements (GGG)
TOTAL CONCENTRATION HOURS: 24

Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.

24 Concentration Hours
Finance Required Courses:
- FIN 4504 Principles of Investments
- FIN 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporation Finance
- FIN 4443 Financial Policies and Strategies*
  *FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

Management Required Courses:
- MAN 3240 Organizational Behavior Analysis
- MAN 3301 Human Resource Management
- MAN 4282 Organizational Assessment
- MAN 4737 Integrated Management Applications

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
A GPA of 2.0 or higher must be achieved in all Management coursework.

Grading Requirement
A grade of C- or better must be earned in each of the required Finance courses counted for the minor.

Residency Requirement
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa.

Finance and Management Information Systems Concentration Requirements (HHH)
TOTAL CONCENTRATION HOURS: 24

Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.
18 Concentration Hours
Finance Required Courses:

- FIN 4504 Principles of Investments
- FIN 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporation Finance
- FIN 4443 Financial Policies and Strategies*

*FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

Management Information Systems Required Courses:

- ISM 3113 Systems Analysis and Design
- ISM 4212 Database Administration

Concentration Electives (6 hours)

Management Information Systems Electives:

- 6 hours of approved MIS electives

GPA Requirements

A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

Grading Requirement

A grade of C- or better must be earned in each of the required Finance courses counted for the minor.

Residency Requirement

Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa.

Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa.

Finance and Marketing Concentration Requirements (III)

TOTAL CONCENTRATION HOURS: 24

24 Concentration Hours
Finance Required Courses:

- FIN 4504 Principles of Investments
- FIN 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporation Finance
- FIN 4443 Financial Policies and Strategies*

*FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

Marketing Required Courses:

- MAR 3823 Marketing Management
- Any three (3) upper level Marketing courses with a MAR prefix (excluding MAR 4824)

GPA Requirements

A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.

A GPA of 2.0 or higher must be achieved in all Marketing coursework.

Grading Requirement

A grade of C- or better must be earned in each of the required Finance courses counted for the minor.

A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework.
Residency Requirement
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa.

Management and Management Information Systems Concentration Requirements (JJJ)
TOTAL CONCENTRATION HOURS: 24
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

18 Concentration Hours
Management Required Courses:
- MAN 3240 Organizational Behavior Analysis
- MAN 3301 Human Resource Management
- MAN 4282 Organizational Assessment
- MAN 4737 Integrated Management Applications
Management Information Systems Required Courses:
- ISM 3113 Systems Analysis and Design
- ISM 4212 Database Administration
Concentration Electives (6 hours)
Management Information Systems Electives:
- 6 hours of approved MIS electives

GPA Requirements
- A GPA of 2.0 or higher must be achieved in all Management coursework.
- A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.

Residency Requirement
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa.

Management and Marketing Concentration Requirements (LLL)
TOTAL CONCENTRATION HOURS: 24
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all Marketing coursework.

24 Concentration Hours
Management Required Courses:
- MAN 3240 Organizational Behavior Analysis
- MAN 3301 Human Resource Management
- MAN 4282 Organizational Assessment
- MAN 4737 Integrated Management Applications
Marketing Required Courses:
- MAR 3823 Marketing Management
Any three (3) upper level Marketing courses with a MAR prefix (excluding MAR 4824)

GPA Requirements
- A GPA of 2.0 or higher must be achieved in all Management coursework.
- A GPA of 2.0 or higher must be achieved in all Marketing coursework.

Course Grade Requirement
A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework.

Residency Requirement
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa.

Management Information Systems and Marketing Concentration Requirements (MMM)
TOTAL CONCENTRATION HOURS: 24

Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all Marketing coursework.

18 Concentration Hours
Management Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Administration
Marketing Required Courses:
MAR 3823 Marketing Management
Any three (3) upper level Marketing courses with a MAR prefix (excluding MAR 4824)
Concentration Electives (6 hours)
Management Information Systems Electives:
6 hours of approved MIS electives

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Management Information Systems coursework.
A GPA of 2.0 or higher must be achieved in all Marketing coursework.

Grading Requirement
A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework.

Residency Requirement
Nine hours of the required 12 credit hours of Management Information Systems coursework must be taken in residence at USF-Tampa.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF-Tampa.

Eight Semester Plan
The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

Semester 1 | Credit Hours | Semester 2 | Credit Hours
---|---|---|---
| ENC 1101 | Composition I | 3 | Non-Business Elective | 3
| ! MAC 2311 or MAC 2333 or MAC 2241 or MAC 2281 | 3 | ! ENC 1102 | Composition II | 3
| CGS 2100 Computers In Business | 3 | CAFA FKL/Gen Ed Fine Arts | 3
| SPC 2608 Public Speaking | 3 | CANP FKL/Gen Ed Natural Sciences (Physical Science) | 3
| SLS 2901 or General Elective | 3 | CAHU FKL/Gen Ed Humanities | 3
| Semester Hours: 15 | | Semester Hours: 15 |

Summer
Summer Opportunities
### COLLEGE OF BUSINESS

#### UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Credit Hours</th>
<th>Semester 4</th>
<th>Credit Hours</th>
</tr>
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<tbody>
<tr>
<td>ECO 2013 Economic Principles (Macroeconomics)</td>
<td>3</td>
<td>ECO 2023 Economic Principles (Microeconomics)</td>
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<tr>
<td>CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
<td>ACG 2071 Principles of Managerial Accounting</td>
<td>3</td>
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<tr>
<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
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<td>CASB FKL/Gen Ed Social and Behavioral Sciences</td>
<td>3</td>
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<tr>
<td>6AC FKL/Gen Ed Gordon Rule Communication</td>
<td>3</td>
<td>Non-Business Elective</td>
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<td><strong>Semester Hours:</strong></td>
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<td><strong>Semester Hours:</strong></td>
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**Summer**

- QMB 3200 Business and Economic Statistics II 3
| Credit Hours | Semester Hours: 3 |

<table>
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<th>Semester 5</th>
<th>Credit Hours</th>
<th>Semester 6</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MAR 3023 Basic Marketing</td>
<td>3</td>
<td>BUL 3320 Law And Business I</td>
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<td>ENC 3250 or ENC 3310</td>
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<td>Non-Business Elective</td>
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<td>ISM 3011 Information Systems in Organizations</td>
<td>3</td>
<td>Upper-Level - Concentration 1</td>
<td>3</td>
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<tr>
<td>FIN 3403 Principles of Finance</td>
<td>3</td>
<td>Upper-Level - Concentration 2</td>
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<td>MAN 3025 Principles of Management</td>
<td>3</td>
<td><strong>Semester Hours:</strong> 12</td>
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<td><strong>Semester Hours:</strong></td>
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<td><strong>Credit Hours</strong></td>
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**Summer**

- General Elective 3
- Non-Business Elective 3
| Credit Hours | Semester Hours: 6 |

<table>
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<th>Semester 7</th>
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<th>Semester 8</th>
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<tr>
<td>Upper-Level - Concentration 1</td>
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<td>GEB 4890 Strategic Management and Decision Making</td>
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<td>Non-Business Elective</td>
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<td>Upper-Level - Concentration 2</td>
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<td>Upper-Level - Concentration 1</td>
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<tr>
<td>Upper-Level - Concentration 2</td>
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<td><strong>Semester Hours:</strong></td>
<td>12</td>
<td><strong>Semester Hours:</strong></td>
<td>12</td>
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</table>

### RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.
ADVISING INFORMATION

Advising Services:
- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the College of Business and declared business as their intended major.
- Students who meet all College of Business admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment online: http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp

Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

INTERNATIONAL BUSINESS (ITB) (CIP = 52.1101)

TOTAL DEGREE HOURS: 120

http://www.usf.edu/business/undergraduate/major-international.aspx

The Bachelor of Arts in International Business (IB) provides students with the knowledge, skills and experience necessary for successful careers in the global business environment.

Graduates will have not only the International Business major, but also a minor in one of the functional areas of business (finance, management, marketing, economics and information systems). With this preparation, graduates will find employment in many manufacturing, service or knowledge-based industries with international markets, international suppliers, international sources of finance or an internationally diverse workforce.

The IB program is unique in that it combines preparation in business administration with language training, area studies, and a meaningful overseas work or study experience. The curriculum includes, in addition to the general education and liberal arts requirements, a strong grounding in business core courses, a 18-hour major in international business and area studies subjects, a concentration in a functional area of business, training in a foreign language and overseas academic or business experience. International students, who have completed at least the equivalent of a high school education in their native country, are advised to pursue another business major. At a minimum, international students, who have completed at least the equivalent of a high school education in their native country, may not study the area of their origin as part of the International Business major.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:
- Minimum of 60 semester hours of college credit earned.
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester. Notification will occur through Canvas and updated at the following link:
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College.
System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Course Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X100' Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

*accounting majors must earn a C not C- in ACG 2021 & 2071
'or demonstrated competency.

REQUIREMENTS FOR THE MAJOR IN INTERNATIONAL BUSINESS
TOTAL MAJOR HOURS: 30

A minimum of 120 hours is required to complete a B.A. in International Business.

Major requirements for the B.A. Degree (30 hours)

International Business Major (18 credit hours):
Business Courses (9 credit hours) - Required Business courses cannot be used to satisfy the Business concentrations:
- FIN 3604 International Finance or ECO 3703 International Economics
- ISM 4382 Global Information or
  - MAR 4156 International Marketing or
  - MAN 4600 International Management
- MAN 4631 Global Perspectives and Management Choices

A 2.0 GPA is required for the Business courses.

Area Studies Courses (9 credit hours):
Students should see an advisor for an approved list of upper level area studies courses.
A 2.0 GPA is required for the Area Studies courses.

Foreign Language Above First Year (9 credit hours)
Foreign Language(s) selected should support the study abroad area and the Area Studies courses.

Overseas Business Internship (3 credit hours) or Semester Abroad
The International Business Major is designed to be completed within 120 credit hours. Certain courses satisfy requirements in more than one area. To maximize academic options, students should seek guidance from an advisor once a decision has been made to pursue this major.

Residency Requirement
At least 12 hours must be taken in residence at USF Tampa.
Please note: Courses used to satisfy a major in accounting, economics, finance, information systems management or marketing may not be used to satisfy the concentration requirement for the ITB major. Courses used for the concentration for the ITB major cannot be used for a major.

INTERNATIONAL BUSINESS CONCENTRATIONS

Economics Concentration Requirements (GEC)
TOTAL CONCENTRATION HOURS: 12

3 Concentration Hours
ECO 3703 International Economics

Concentration Electives (9 hours)
9 hours of upper-level Economics coursework

GPA Requirements
A 2.0 GPA is required for concentration courses.

Finance Concentration Requirements (GFI)
TOTAL CONCENTRATION HOURS: 12

12 Concentration Hours
FIN 4504 Principles of Investments
FIN 4303 Financial Institutions and Markets
FIN 4414 Advanced Corporation Finance
FIN 3604 International Finance

GPA Requirements
A 2.0 GPA is required for concentration courses.

Management Concentration Requirements (GMN)
TOTAL CONCENTRATION HOURS: 12

12 Concentration Hours
MAN 3240 Organizational Behavior Analysis
MAN 3301 Human Resource Management
MAN 4282 Organizational Assessment
MAN 4600 International Management

GPA Requirements
A 2.0 GPA is required for concentration courses.

Management Information Systems Concentration Requirements (GIS)
TOTAL CONCENTRATION HOURS: 12

9 Concentration Hours
ISM 3113 Systems Analysis and Design
ISM 4212 Database Design and Administration
ISM 4382 Global Info Systems

Concentration Electives (3 hours)
Three (3) hours of upper-level ISM Coursework

GPA Requirements
A 2.0 GPA is required for concentration courses.
Marketing Concentration Requirements (GMK)
TOTAL CONCENTRATION HOURS: 12

6 Concentration Hours
MAR 3823 Marketing Management
MAR 4156 International Marketing

Concentration Electives (6 hours)
6 hours of upper-level Marketing Coursework

GPA Requirements
A 2.0 GPA is required for concentration courses.

ADVISING INFORMATION
Advising Services:
- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the College of Business and declared business as their intended major.
- Students who meet all College of Business admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment online: http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp
Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

Eight Semester Plan
The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
<th>Semester 2</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>! ENC 1101  Composition I</td>
<td>3</td>
<td>Foreign Language I</td>
<td>4</td>
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<tr>
<td>! MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
<td>3</td>
<td>! ENC 1102  Composition II</td>
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<tr>
<td>CGS 2100  Computers In Business</td>
<td>3</td>
<td>CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
</tr>
<tr>
<td>CAFA  FKL/Gen Ed Fine Arts</td>
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<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
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</tr>
<tr>
<td>SPC 2608  Public Speaking</td>
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Summer
Summer Opportunities

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<th>Semester 3</th>
<th>Credit Hours</th>
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<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Foreign Language II</td>
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<td>! OMB 2100  Business and Economic Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>! ECO 2013  Economic Principles (Macroeconomics)</td>
<td>3</td>
<td>! ACG 2071  Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CAHU  FKL/Gen Ed Humanities</td>
<td>3</td>
<td>CASB FKL/Gen Ed Social and Behavioral Sciences</td>
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<tr>
<td>General Elective</td>
<td>2</td>
<td>Foreign Language III</td>
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<tr>
<td>Semester Hours:</td>
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<td></td>
</tr>
</tbody>
</table>
RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

MINOR IN INTERNATIONAL BUSINESS
(FOR BUSINESS MAJORS) (ITB)

To qualify for the minor in International Business, students with a major in one of the degree programs in Business must successfully complete a minimum of 12 hours of international business or related course work.
REQUIREMENTS FOR THE MINOR IN INTERNATIONAL BUSINESS
( FOR BUSINESS MAJORS)

At least 9 semester credit hours in the minor must be selected from a set of approved upper-level international business courses (see below). One of the courses in the minor, relevant to the student's international area of interest, can be an approved area studies course, or other course, taken outside the College.

Required Courses (12 hours)
The following courses are currently approved for the International Business major and minor:

- ECO 3703 International Economics
- FIN 3604 International Finance
- ISM 4382 Global Information Systems
- MAN 4600 International Management
- MAN 4631 Global Perspectives and Management Choices
- MAR 4156 International Marketing

Courses used in a major cannot be used in the minor.
Competency to effectively communicate in a foreign language is strongly advised.

GPA Requirements
A grade point average of 2.0 or higher must be achieved in minor course work taken at USF, as well as in any transfer work applicable to the minor.

Residency Requirement
A minimum of 9 semester hours of the minor course work must be taken at USF-Tampa.

MINOR IN INTERNATIONAL BUSINESS
( FOR NON BUSINESS MAJORS) (ITB)
TOTAL MINOR HOURS: 12

To qualify for the International Business minor, non-business majors must complete the requirements for the minor in Business Administration (see previous Requirements for a Minor in Business) and complete at USF a minimum of 9 credit hours selected from a set of approved upper-level international business courses.

REQUIREMENTS FOR THE MINOR IN INTERNATIONAL BUSINESS
( FOR NON BUSINESS MAJORS)

Required Courses (12 hours)
The following courses are currently approved for the International Business major and minor:

- ECO 3703 International Economics
- FIN 3604 International Finance
- ISM 4382 Global Information Systems
- MAN 4600 International Management
- MAN 4631 Global Perspectives and Management Choices
- MAR 4156 International Marketing

Competency to communicate in a foreign language is strongly advised.

A statement attesting to the completion of the Minor in International Business will appear on the student's official transcript.

GPA Requirements
A GPA of 2.0 or better must be achieved in the minor course work taken at USF, as well as in any transfer work applicable to the minor program.

Residency Requirement
A minimum of 18 hours must be taken in residence at USF Tampa.
The undergraduate major in Management prepares students to manage and lead all aspects of organizations. It also prepares students for graduate study in business and other fields.

Mastery of course content enables students to inspire themselves, others, teams, and organizations to coordinate efforts to provide effective outcomes. Content covered includes ethics and virtue, organizational behavior, human resources, domestic and international cultural differences, and negotiating skills. A capstone course integrates the learning objectives of the major in a study of a real company where students demonstrate that they can now apply effectively what they have learned.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:

- Minimum of 60 semester hours of college credit earned.
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
  - Notification will occur through Canvas and updated at the following link: [http://business.usf.edu/programs/undergraduate/admission.asp](http://business.usf.edu/programs/undergraduate/admission.asp).
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
REQUIREMENTS FOR THE MAJOR IN MANAGEMENT

TOTAL MAJOR HOURS: 21

Within the 120-semester-hour program, students must complete 21 hours of management coursework beyond MAN 3025.

A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work. At least 15 hours must be taken in residence at USF Tampa.

Major requirements for the B.S. Degree (12 hours)
- MAN 3240 Organizational Behavior Analysis
- MAN 3301 Human Resource Management
- MAN 4282 Organizational Assessment
- MAN 4737 Integrated Management Applications

Electives (9 hours)
- MAN 4063 Management Ethics
- MAN 4402 Employment Laws
- MAN 4441 Negotiation and Conflict Resolution
- MAN 4600 International Management
- MAN 4631 Global Perspectives and Management Choices
- MAN 4802 Entrepreneurship and Small Business Management
- MAN 4930 Selected Topics in Management
- MAN 4940 Management Internship
- GEY 4635 Business Management in an Aging Society

GPA Requirements
- A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work.

Residency Requirement
- At least 15 hours must be taken in residence at USF Tampa.

Eight Semester Plan

The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
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<th>Semester 2</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ENC 1101 Composition I</td>
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<td>Non-Business Elective</td>
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<tr>
<td>MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
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<td>ENC 1102 Composition II</td>
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<tr>
<td>CGS 2100 Computers In Business</td>
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<td>CAFA FKL/Gen Ed Fine Arts</td>
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<td>SLS 2901 or General Elective</td>
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<td>CAHU FKL/Gen Ed Humanities</td>
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Summer

<table>
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<tr>
<td>ACG 2021 Principles of Financial</td>
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<td>OMB 2100 Business and Economic</td>
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401
### Accounting

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<th>Course</th>
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<tbody>
<tr>
<td><strong>ECO 2013</strong> Economic Principles (Macroeconomics)</td>
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<tr>
<td><strong>CAGC</strong> FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
</tr>
<tr>
<td><strong>CANP</strong> FKL/Gen Ed Natural Sciences (Physical Science)</td>
<td>3</td>
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<tr>
<td><strong>6AC</strong> FKL/Gen Ed Gordon Rule Communication</td>
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Semester Hours: 15

### Statistics I

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td><strong>ECO 2023</strong> Economic Principles (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td><strong>ACG 2071</strong> Principles of Managerial Accounting</td>
<td>3</td>
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<tr>
<td><strong>CASB</strong> FKL/Gen Ed Social and Behavioral Sciences</td>
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<td>Non-Business Elective</td>
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Semester Hours: 15

### Summer

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td><strong>QMB 3200</strong> Business and Economic Statistics II</td>
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Semester Hours: 3

### Semester 5

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<tr>
<td><strong>MAN 3025</strong> Principles of Management</td>
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<tr>
<td><strong>ENC 3250</strong> or <strong>ENC 3310</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>ISM 3011</strong> Information Systems in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
</tr>
<tr>
<td>Non-Business Elective</td>
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Semester Hours: 15

### Semester 6

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<tr>
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<tr>
<td><strong>MAN 3240</strong> Organizational Behavior Analysis</td>
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<td><strong>MAN 3301</strong> Human Resource Management</td>
<td>3</td>
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<tr>
<td><strong>FIN 3403</strong> Principles of Finance</td>
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<td>Management Elective</td>
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Semester Hours: 12

### Summer

<table>
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<tr>
<td><strong>MAR 3023</strong> Basic Marketing</td>
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Semester Hours: 6

### Semester 7

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<tr>
<td><strong>BUL 3320</strong> Law And Business I</td>
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<tr>
<td><strong>MAN 4282</strong> Organizational Assessment</td>
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Semester Hours: 12

### Semester 8

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<tr>
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<tbody>
<tr>
<td><strong>MAN 4737</strong> Integrated Management Applications</td>
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<tr>
<td><strong>GEB 4890</strong> Strategic Management and Decision Making</td>
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<tr>
<td>Management Elective</td>
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<tr>
<td>Non-Business Elective</td>
<td>3</td>
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</table>

Semester Hours: 12

### RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The [Office for Undergraduate Research](#) will assist students in understanding the various course options.
MINOR IN MANAGEMENT (FOR BUSINESS MAJORS ONLY) (MAN)
TOTAL MINOR HOURS: 12

http://www.usf.edu/business/undergraduate/minor-management.aspx

The Management minor is available to all Undergraduate College of Business students, except those majoring in Management. Nine hours of the required 12 credit hours must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all minor coursework.

REQUIREMENTS FOR THE MINOR IN MANAGEMENT
(FOR BUSINESS MAJORS ONLY)

Required Courses (12 hours)
MAN 3240 Organizational Behavior Analysis
MAN 3301 Human Resource Management
MAN 4282 Organizational Assessment
MAN 4737 Integrated Management Applications

GPA Requirements
A GPA of 2.0 or better must be achieved in the minor coursework at USF and in all minor courses completed at other institutions.

Residency Requirement
At least nine (9) hours of the required 12 credit hours must be taken in residence at USF-Tampa

MANAGEMENT FACULTY

• MANAGEMENT INFORMATION SYSTEMS (ISM) (CIP = 52.1201)
TOTAL DEGREE HOURS: 120

http://www.usf.edu/business/undergraduate/major-mis.aspx

The Management Information Systems major provides the skills and knowledge necessary for information systems development and support positions in both business and non-business organizations.

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below.

Students must satisfy the following criteria:
• Minimum of 60 semester hours of college credit earned.
• Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
  o Notification will occur through Canvas and updated at the following link:
• In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
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STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X1001 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

* accounting majors must earn a C not C- in ACG 2021 & 2071

REQUIREMENTS FOR THE MAJOR IN MANAGEMENT INFORMATION SYSTEMS

TOTAL MAJOR HOURS: 27

Within the 120-semester-hour program, students must complete a set of 6 required MIS courses and 3 approved MIS electives.

Students must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level MIS course. A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work. MIS majors must earn a "C" or higher (not C-) in ISM 3011 and the six required MIS courses. At least 21 hours must be taken in residence at USF Tampa.

Major requirements for the B.S. Degree (18 hours)

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ISM</td>
<td>3232 Business Application Development*</td>
</tr>
<tr>
<td>ISM</td>
<td>3113 Systems Analysis and Design*</td>
</tr>
<tr>
<td>ISM</td>
<td>3431 Operations and Supply Chain Processes</td>
</tr>
<tr>
<td>ISM</td>
<td>4212 Database Administration</td>
</tr>
<tr>
<td>ISM</td>
<td>4220 Business Data Communications</td>
</tr>
<tr>
<td>ISM</td>
<td>4300 Managing Information Resources</td>
</tr>
</tbody>
</table>

*ISM 3232 (Business Application Development) is recommended to be taken before, or concurrently with, ISM 3113 (Systems Analysis and Design).

Electives (9 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISM</td>
<td>4141 Web Application Development/Java</td>
</tr>
<tr>
<td>ISM</td>
<td>4153 Information Systems in Organizations</td>
</tr>
<tr>
<td>ISM</td>
<td>4233 Information System Interface Design</td>
</tr>
<tr>
<td>ISM</td>
<td>4234 Object-Oriented Design and Development</td>
</tr>
</tbody>
</table>
**GPA Requirements**

Students must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level MIS course. A grade point average of 2.0 or higher must be achieved in all major course work at USF and an overall 2.0 GPA including transfer work.

**Grading Requirement**

MIS majors must earn a "C" or higher (not C-) in ISM 3011 and the six required MIS courses.

**Residency Requirement**

At least 21 hours must be taken in residence at USF Tampa.

**Eight Semester Plan**

The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a “!” and are included in the plan for a student to stay on track.

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<td>! MAC 2311 or MAC 2333 or MAC 2241 or MAC 2281</td>
<td>3</td>
<td>! ENC 1102 Composition II</td>
<td>3</td>
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<tr>
<td>CGS 2100 Computers In Business</td>
<td>3</td>
<td>CAFA FKL/Gen Ed Fine Arts</td>
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<td>3</td>
<td>CAHU FKL/Gen Ed Humanities</td>
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**Summer**

<table>
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<tr>
<td>QMB 3200 Business and Economic Statistics II</td>
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**Summer Opportunities**

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Semester Hours:</th>
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<tbody>
<tr>
<td>QMB 3200 Business and Economic Statistics II</td>
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<thead>
<tr>
<th>Semester 3</th>
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<tbody>
<tr>
<td>! ECO 2013 Economic Principles (Macroeconomics)</td>
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<td>! ECO 2023 Economic Principles (Microeconomics)</td>
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<tr>
<td>! CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
<td>3</td>
<td>! ACG 2071 Principles of Managerial Accounting</td>
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<tr>
<td>! CANP FKL/Gen Ed Natural Sciences (Physical Science)</td>
<td>3</td>
<td>! CAG 2071 Principles of Managerial Accounting</td>
<td>3</td>
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<tr>
<td>! 6AC FKL/Gen Ed Gordon Rule Communication</td>
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<td>Non-Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
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<td>Fulfill COB pre-requisites and GPA requirements</td>
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<table>
<thead>
<tr>
<th>Credit Hours</th>
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<tr>
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<tr>
<td>QMB 3200 Business and Economic Statistics II</td>
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**COLLEGE OF BUSINESS**

**UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG**

<table>
<thead>
<tr>
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<th>Semester 6</th>
<th>Credit Hours</th>
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<tbody>
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<td>ISM 4220 Business Data Communications</td>
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</tr>
<tr>
<td>ISM 3011 Information Systems in Organizations</td>
<td>3</td>
<td>ISM 3431 Operations and Supply Chain Processes</td>
<td>3</td>
</tr>
<tr>
<td>MAR 3023 Basic Marketing</td>
<td>3</td>
<td>FIN 3403 Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENC 3310 or ENC 3250</td>
<td>3</td>
<td>ISM 3113 Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td>MAN 3025 Principles of Management</td>
<td>3</td>
<td>Semester Hours: 15</td>
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<table>
<thead>
<tr>
<th>Summer</th>
<th></th>
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<tbody>
<tr>
<td>ISM Elective</td>
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<table>
<thead>
<tr>
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<th>Semester 8</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ISM 4212 Database Design and Administration</td>
<td>3</td>
<td>ISM 4300 Managing Information Resources</td>
<td>3</td>
</tr>
<tr>
<td>BUL 3320 Law And Business I</td>
<td>3</td>
<td>GEB 4890 Strategic Management and Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>COB International Course</td>
<td>3</td>
<td>ISM Elective</td>
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<tr>
<td>ISM Elective</td>
<td>3</td>
<td>Non-Business Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

| Semester Hours: 12                               |              | Semester Hours: 12                               |              |

**RESEARCH OPPORTUNITIES**

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

**INTERNSHIP OPPORTUNITIES**

It is strongly recommended that Management Information System students take an internship course (ISM 4940) as part of their plan of study.

**ACCELERATED B.S. AND M.S. PROGRAM**

**Accelerated B.S./M.S. Program**

The goal of the USF College of Business integrated undergraduate-graduate program in MIS is to provide outstanding undergraduate students an option to complete the B.S. undergraduate degree in MIS and the M.S. graduate degree in MIS in five years (141 total hours).

The integrated B.S./M.S. program is a 141-hour undergraduate-graduate option that allows eligible students to work towards the M.S. in MIS degree requirements while completing their undergraduate B.S. degree. Students interested in this option will work closely with an advisor and a faculty member to develop an integrated plan of study.

**General Guidelines**

- **Time of admission to the program**: Students will be eligible for admission to the integrated degree program at the beginning of their senior year in MIS. Students must apply for admission consideration during their junior year. Students will start taking courses in the graduate program in their senior year.
- **Joint admission**: Students must apply to and meet admission requirements of the M.S. in MIS graduate
COLLEGE OF BUSINESS

program.

- **Plan of study:** In consultation with an advisor and a faculty member, students will be required to prepare a Graduate Degree Action Plan.
- **Degree Action Plan.** The plan will cover the entire time period of the program and it will be periodically reviewed with an advisor.
- **Advising:** Students will present their portfolio (see below for details) and a plan of study in person to the integrated program committee prior to being admitted to the program.
- **Tuition charges:** Students will be required to pay graduate tuition rates when taking graduate courses.

Admission Requirements

1. Students with at least a junior standing in their undergraduate degree program may apply for admission consideration into the integrated B.S./M.S. undergraduate/graduate program Students will submit an [Accelerated Program Interest Form](#) that must be signed by the Graduate Program.
2. Students must have a minimum 3.25 GPA.
3. Interested students will be required to present a "Portfolio" of the following credentials:
   - Three letters of recommendation, at least two from faculty
   - Statement of intent-a personal statement about why the student wishes to apply for the integrated program.
   - Undergraduate transcripts.
   - Other supporting documents (e.g., projects and papers, software, work experience, internships, etc.) should be included where possible.
4. The GMAT or GRE should be taken sometime before or during the Fall semester of the junior year of study.
5. All applicants will need to meet any other admission requirements established for the M.S. in MIS program.
6. The application to the integrated program will be considered as a complete package and therefore obtaining a high undergraduate GPA is not a guarantee of admission. Grades in the undergraduate MIS core courses will be taken in consideration and will have a significant impact on the M.S./MIS acceptance decision.

Degree Requirements 5-Year Plan of Study for Integrated B.S./M.S. Undergraduate-Graduate Program

With appropriate planning, a total of 12 hours of graduate credit may be taken that can be applied to both the B.S. and M.S. degrees. This will reduce the minimum total credits required for both programs from 153 (120 for B.S., 33 for M.S.) to 141 credits. Specifically:

- None (9) hours of graduate credit can be taken in place of the 9 hours of elective undergraduate credits. The student must earn a minimum grade of B in each graduate course that is to be counted for both degrees.
- The graduate level Operations and Supply Chain Processes course ISM 6436 can be taken in place of the comparable undergraduate course ISM 3431.

A comprehensive plan of study to complete the integrated B.S./M.S. program will be developed with the guidance of an advisor and a faculty member. A possible plan of study could be as follows. Summer sessions may also be included in the study plan.

**First Year and Second Year**

Courses and credits as designated for freshman and sophomore years.

**Third Year (Apply for Admission to Integrated B.S./M.S. Program)**

- ISM 3232 Business Application Development
- ISM 3113 Systems Analysis and Design
- Additional undergraduate courses
- ISM 4212 Database Design and Administration
- ISM 4220 Business Data Communications
- Additional undergraduate courses

**Fourth Year (Student accepted In M.S./MIS Program)**

- ISM 6436 Operations and Supply Chain Processes
- Twelve (12) credit hours of undergraduate coursework
- ISM 4300 Managing Information Resources (B.S. Capstone)
- ISM 6124 Advanced Systems Analysis and Design
- Six (6) credit hours of undergraduate or graduate electives

**Fifth Year**

- ISM 6225 Distributed Information Systems
- ISM 6218 Advanced Database Management
- Eighteen (18) credit hours of graduate electives
- ISM 6155 Enterprise Information Systems Management (M.S. Capstone)
The following courses are suggested specialization elective courses and are cross-listed between the graduate and undergraduate catalogs:

- ISM 6145 Seminar in Software Testing
- ISM 6156 Enterprise Resource Planning and Business Process Management & ISM 4153 Information Systems in Organizations
- ISM 6328 Information Security and Risk Management & ISM 4323 Information Security and IT Risk Management
- ISM 6316 Project Management

For further course information, visit: http://www.ugs.usf.edu/sab/sabs.cfm

MINOR IN MANAGEMENT INFORMATION SYSTEMS (FOR BUSINESS MAJORS ONLY) (ISM)
TOTAL MINOR HOURS: 12
http://www.usf.edu/business/undergraduate/minor-mis.aspx

The Management Information System minor is available to all Undergraduate College of Business students, except those majoring in ISM. Nine hours of the required 12 credit hours must be taken in residence at USF-Tampa. A GPA of 2.0 or higher must be achieved in all minor coursework.

REQUIREMENTS FOR THE MINOR IN MANAGEMENT INFORMATION SYSTEMS (FOR BUSINESS MAJORS ONLY)

Required Courses (6 hours)
ISM 3113 Systems Analysis and Design
ISM 4212 Database Administration

Elective Courses (6 hours)
6 hours of approved MIS electives

GPA Requirements
A grade point average of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at other institutions.

Residency Requirement
At least nine (9) hours of the required 12 credit hours must be taken in residence at USF Tampa.

MANAGEMENT INFORMATION SYSTEMS FACULTY

MARKETING (MKT) (CIP = 52.1401)
TOTAL DEGREE HOURS: 120
http://www.usf.edu/business/undergraduate/major-marketing.aspx

Marketing is a dynamic field with many dimensions, including product selection and planning, product distribution, branding, pricing and promotion. Marketing poses many challenges and yields generous rewards for those who meet these challenges. Marketing operations are carried out domestically and internationally in virtually all business organizations that offer a product or service. Many marketing concepts are applicable to the operations of non-profit organizations such as governmental, educational, and health care institutions, as well as charitable and political campaigns.

Marketing operations provide the most visible links between the firm or institution and its many publics. Marketing deals with people who are constantly changing in their needs, wants, and desires; and coupled with these changing tastes is a fiercely competitive environment sustained by all the resources of a rapidly evolving technology. These forces lead to much of the challenge and dynamic nature of marketing.

The Marketing program at USF prepares students for initial entry and management positions in many areas of marketing with a curriculum that is concerned with:

1. Understanding how to attract and retain customers
COLLEGE OF BUSINESS

2. Having the ability to find and analyze information
3. Being able to design, collect, and analyze marketing information to be used in managerial decision making
4. Using electronic and traditional media to create satisfied loyal customers
5. Having personal communication skills that businesses demand
6. Being capable of writing a winning marketing plan
7. Understanding and being able to apply the latest marketing concepts

LIMITED ACCESS - THIS MAJOR HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.

Admission to the College of Business is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements in addition to those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the College in addition to other related criteria listed below. Students must satisfy the following criteria:

- Minimum of 60 semester hours of college credit earned.
- Minimum of a cumulative grade point average of 2.5 on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified each fall as to the minimum entrance GPA required for the following fall semester.
- Notification will occur through Canvas and updated at the following link: http://business.usf.edu/programs/undergraduate/admission.asp.
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.

STATE MANDATED COMMON COURSE PREREQUISITES

Transfer credits will be accepted from accredited institutions; however, all hours earned may not be applied toward USF business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USF.

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration and economics courses, taken at the lower division level that are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

Florida College System students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:

- ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)*
- ACG X071 Managerial Accounting (or X301)*
- CGS X1001 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC 2230
- STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

* accounting majors must earn a C not C- in ACG 2021 & 2071
REQUIREMENTS FOR THE MAJOR IN MARKETING

TOTAL MAJOR HOURS: 21

Within the 120-semester-hour program, students must complete a minimum of 21 hours in marketing beyond MAR 3023. Students choose to enroll as either a Marketing major or a Marketing major with a concentration in Supply Chain Management.

A 2.0 GPA in all major course work at USF and an overall 2.0 GPA including transfer work. A grade of "C" or higher (not C-) is required in all Marketing classes including Basic Marketing (MAR 3023). At least 15 hours of upper level marketing core courses must be taken in residence at USF-Tampa.

If a student chooses the concentration in Supply Chain Management, please see Concentration-specific courses.

Major requirements for the B.S. Degree (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MAR 3823</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MAR 3613</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MAR 3400</td>
<td>Professional Selling</td>
</tr>
<tr>
<td>MAR 4333</td>
<td>Electronic/Promotion Management</td>
</tr>
<tr>
<td>MAR 4824</td>
<td>Marketing Management Problems</td>
</tr>
</tbody>
</table>

Electives (6 hours)

Additional upper-level marketing courses

GPA Requirements

A 2.0 GPA in all major course work at USF and an overall 2.0 GPA including transfer work.

Grading Requirement

A grade of "C" or higher (not C-) is required in all Marketing classes including Basic Marketing (MAR 3023).

Residency Requirement

At least 15 hours of upper level marketing core courses must be taken in residence at USF-Tampa.

Eight Semester Plan

The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a "!" and are included in the plan for a student to stay on track.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>! ENC 1101 Composition I</td>
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<tr>
<td>! MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2100 Computers In Business</td>
<td>3</td>
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<tr>
<td>SPC 2608 Public Speaking</td>
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<td>SLS 2901 or General Elective</td>
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<td>! CAFA FKL/Gen Ed Fine Arts</td>
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<tr>
<td>! CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
<td>3</td>
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<tr>
<td>! CAHU FKL/Gen Ed Humanities</td>
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<table>
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<tbody>
<tr>
<td>! ACG 2021 Principles of Financial Accounting</td>
<td>3</td>
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<tr>
<td>! ECO 2013 Economic Principles (Macroeconomics)</td>
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<td>! CAGC FKL/Gen Ed Human and Cultural Diversity in a Global Context</td>
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<tr>
<td>! ECO 2023 Economic Principles (Microeconomics)</td>
<td>3</td>
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<tr>
<td>! ACG 2071 Principles of Managerial Accounting</td>
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Summer Opportunities

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<tr>
<th>Semester</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
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## COLLEGE OF BUSINESS

### UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG

<table>
<thead>
<tr>
<th>Semester 5</th>
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<tbody>
<tr>
<td><strong>QMB 3200</strong> Business and Economic Statistics II</td>
<td>3</td>
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<tr>
<td>MAR 3023 Basic Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENC 3250 or ENC 3310</td>
<td>3</td>
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<tr>
<td>ISM 3011 Information Systems in Organizations</td>
<td>3</td>
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<tr>
<td>General Elective</td>
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<tr>
<td>Upper-Level Elective</td>
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### Summer

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<tr>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MAR 4333 Promotion Management</td>
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<td>MAN 3025 Principles of Management</td>
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### Semester 6

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<tbody>
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<td>MAR 3823 Marketing Management</td>
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<tr>
<td>MAR 3613 Marketing Research</td>
</tr>
<tr>
<td>FIN 3403 Principles of Finance</td>
</tr>
<tr>
<td>Non-Business Elective</td>
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<tr>
<td>Semester Hours:</td>
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</table>

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 3320 Law And Business I</td>
<td>3</td>
</tr>
<tr>
<td>MAR 4824 Marketing Management Problems</td>
<td>3</td>
</tr>
<tr>
<td>MAR 3400 Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>Non-Business Elective</td>
<td>3</td>
</tr>
<tr>
<td>Semester Hours:</td>
<td>12</td>
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### Summer

<table>
<thead>
<tr>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>GEB 4890 Strategic Management and Decision Making</td>
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<tr>
<td>COB International Course</td>
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<tr>
<td>Marketing Elective</td>
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### INTERNSHIP OPPORTUNITIES

It is strongly recommended that Marketing Majors take an internship course (MAR 4940 Practicum) as part of their plan of study. The marketing practicum course provides students an internship opportunity to gain real world business experiences while they continue to take other courses and make progress towards their degree. Intern sponsors are provided as part of the course and academic work is delivered online. It is also recommended that courses in information technology, finance, management, and international business be included in the business electives.
ADVISING INFORMATION

Advising Services:
- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the College of Business and declared business as their intended major.
- Students who meet all College of Business admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment on-line: http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp

Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

MARKETING CONCENTRATION

Supply Chain Management Concentration Requirements (SCMG)

The Supply Chain Management Concentration in Marketing focuses on managing the international flow of goods, services, finances, and information among organizations in global supply chains. Supply chain management includes business-to-business relationship management, global sourcing, inventory management, logistics, transportation, warehousing, facility management, and materials handling.

TOTAL MAJOR HOURS: 21

Major requirements for the B.S. Degree (21 hours)

Required Marketing Courses (9 credit hours):
- MAR 3823 Marketing Management
- MAR 3613 Marketing Research
- MAR 4824 Marketing Management Problems

Required Supply Chain Management Concentration Courses (12 credit hours):
- ISM 3431 Operations & Supply Chain Processes
- MAR 3202 Supply Chain Management
- MAR 4213 Logistics & Physical Distribution
- MAR 4156 International Marketing

GPA Requirements

A 2.0 GPA in all major course work at USF and an overall 2.0 GPA including transfer work.

Grading Requirement

A grade of "C" or higher (not C-) is required in all Marketing classes including Basic Marketing (MAR 3023).

Residency Requirement

At least 15 hours of upper level marketing core courses must be taken in residence at USF-Tampa.

Eight Semester Plan

The schedule that follows indicates the required courses for this degree program and the recommended sequence of registration for full-time students. Note: Items that are critical are marked with a "!" and are included in the plan for a student to stay on track.

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<tr>
<th>Semester 1</th>
<th>Credit Hours</th>
<th>Semester 2</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENC 1101 Composition I</td>
<td>3 non-business elective</td>
<td>ENC 1102 Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MAC 2311 or MAC 2233 or MAC 2241 or MAC 2281</td>
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<td>CGS 2100 Computers In Business</td>
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<td>CANL FKL/Gen Ed Natural Sciences (Life Science)</td>
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Semester Hours: 15
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<td>Semester 3</td>
<td>ACG 2021</td>
<td>Principles of Financial Accounting</td>
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<td>QMB 2100</td>
<td>Business and Economic Statistics I</td>
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<td>ECO 2023</td>
<td>Economic Principles (Microeconomics)</td>
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<td>Principles of Managerial Accounting</td>
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<td>CASB</td>
<td>FKL/Gen Ed Social and Behavioral Sciences</td>
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<td>Fulfill COB pre-requisites and GPA requirements</td>
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<td>FIN 3403</td>
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<td>MAR 41156</td>
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<td>MAR 4213</td>
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<td>MAR 4824</td>
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RESEARCH OPPORTUNITIES

All undergraduate students in any degree program can participate in undergraduate research. There are a number of options to receive academic credit for a mentored research experience and to have the experience show on the official transcript. Students who wish to enroll in an undergraduate research course should consult with their academic advisor to understand how the credit will apply towards the degree requirements. If no credit is needed, students may be eligible to enroll in the 0-credit IDS 2912, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

INTERNSHIP OPPORTUNITIES

It is strongly recommended that Marketing Majors take an internship course (MAR 4940 Practicum) as part of their plan of study. The marketing practicum course provides students an internship opportunity to gain real world business experiences while they continue to take other courses and make progress towards their degree. Intern sponsors are provided as part of the course and academic work is delivered online. It is also recommended that courses in information technology, finance, management, and international business be included in the business electives.

ADVISING INFORMATION

Advising Services:
- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the College of Business and declared business as their intended major.
- Students who meet all College of Business admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment online: http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp .

Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

MINOR IN MARKETING (FOR BUSINESS MAJORS ONLY) (MKT)

TOTAL MINOR HOURS: 12

http://www.usf.edu/business/undergraduate/minor-marketing.aspx

The Marketing minor is available to all Undergraduate College of Business students, except those majoring in Marketing. Nine hours of the required 12 credit hours must be taken in residence at USF-Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all minor coursework.

REQUIREMENTS FOR THE MINOR IN MARKETING

(FOR BUSINESS MAJORS ONLY)

Required Courses (12 hours)
- MAR 3823 Marketing Management
- Any three (3) upper level Marketing courses with a MAR prefix (excluding MAR 4824)

GPA Requirements
- A GPA of 2.0 or better must be achieved in the course work at USF and in all minor courses completed at other institutions.

Grading Requirement
- A grade of C or higher (not C-) is required in MAR 3023 and all Marketing minor coursework.

Residency Requirement
- At least nine (9) hours of the required 12 credit hours must be taken in residence at USF Tampa.
MARKETING FACULTY


MINOR IN ENTREPRENEURSHIP (FOR BUSINESS AND INDUSTRIAL ENGINEERING MAJORS ONLY) (ETN)

TOTAL MINOR HOURS: 12

This is an interdisciplinary entrepreneurship minor available to all USF undergraduate majors. This minor prepares graduates to enter their chosen major area of concentration in a variety of for-profit and not-for-profit positions. Students will demonstrate professional competencies in opportunity assessment, business planning, critical thinking, and the development and launch of new products and services.

REQUIREMENTS FOR THE MINOR IN ENTREPRENEURSHIP (FOR BUSINESS AND INDUSTRIAL ENGINEERING MAJORS ONLY)

The minor requires a total of 12 credit hours.

Required Courses (12 hours)

- ENT 4014 New Venture Formation
- ENT 3613 Creativity & Innovation in Entrepreneurial Firms or EIN 4933 Selected Topics in Industrial Engineering

And two courses from the following:

- EIN 4933 Selected Topics: Product Development
- ENT 4424 Fundamentals of Venture Capital
- MAN 4802 Entrepreneurship and Small Business Management
- MAN 4804 Small Business Management Counseling

GPA Requirements

A GPA of 2.0 or better must be achieved in the course work at USF and in all minor courses completed at other institutions.

Residency Requirement

At least nine (9) hours of the required 12 credit hours must be taken in residence at USF Tampa.

MINOR IN ENTREPRENEURSHIP (FOR NON-BUSINESS AND NON-INDUSTRIAL ENGINEERING MAJORS ONLY) (ETB)

TOTAL MINOR HOURS: 15

This is an interdisciplinary entrepreneurship minor available to all USF undergraduate majors. This minor prepares graduates to enter their chosen major area of concentration in a variety of for-profit and not-for-profit positions. Students will demonstrate professional competencies in opportunity assessment, business planning, critical thinking, and the development and launch of new products and services.

REQUIREMENTS FOR THE MINOR IN ENTREPRENEURSHIP (FOR NON-BUSINESS AND NON-INDUSTRIAL ENGINEERING MAJORS ONLY)

The minor requires a total of 15 credit hours.

Required Courses (15 hours)

- ENT 3003 Principles of Entrepreneurship
- ENT 4014 New Venture Formation
- ENT 3613 Creativity & Innovation in Entrepreneurial Firms or EIN 4933 Selected Topics in Industrial Engineering

And two courses from the following:

- EIN 4933 Selected Topics: Product Development

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ENT 4424 Fundamentals of Venture Capital
MAN 4802 Entrepreneurship and Small Business Management
MAN 4804 Small Business Management Counseling

GPA Requirements
A GPA of 2.0 or better must be achieved in the course work at USF and in all minor courses completed at other institutions.

Residency Requirement
At least nine (9) hours of the required 15 credit hours must be taken in residence at USF Tampa.

CERTIFICATE IN NATIONAL AND COMPETETITIVE INTELLIGENCE
TOTAL CERTIFICATE HOURS: 24

The Certificate Program in National and Competitive Intelligence is designed to promote students’ analytical capabilities, not only improving their competitiveness in the employment process, but also giving them solid intellectual foundations for demanding professional careers. The program specifically helps prepare students for careers in government, especially intelligence positions, as well as analytical executive positions in the banking, insurance, and the pharmaceutical industries. The flexible program includes workshops and seminars which each student can fit with his or her major course of study. Those who complete the certificate program should be able to effectively gather, analyze, and evaluate information and present conclusions both orally and in writing.

REQUIREMENTS FOR THE CERTIFICATE IN NATIONAL AND COMPETETITIVE INTELLIGENCE

Required Courses (14 hours)

Foreign Language Proficiency: (minimum 4 semesters of language study, or proficiency):
Students must pass an exam administered by the World Languages Department to determine if the student has the equivalent of two years of language instruction in any foreign language. The placement exam will be administered after a student has taken language instruction at USF or for students who claim foreign language proficiency upon enrolling at USF. Those students who want to pursue additional training in a “hard” language (Chinese, Arabic, for example) are eligible for some funding support under this program. Interested students should submit a language-study proposal to the Director of the Program.

Professional Writing: (3 credit hour minimum):
The certificate program places a heavy emphasis on developing writing skills. Certificate holders must have satisfactorily completed one of the following professional writing courses:
ENC 3242 Technical Communication for Majors
ENC 3250 Professional Writing
ENC 3310 Expository Writing
PHC 4720 Foundations of Professional Writing in Public Health

International Relations: (3 credit hour minimum):
Certificate holders must have satisfactorily completed one of the following international relations courses:
CPO 2002 Introduction to Comparative Politics
INR 3102 American Foreign Policy
CPO 4930 Comparative Government and Politics of Selected Countries/Areas

Analytical Skills and Critical Thinking Courses: (6 credit hour minimum):
Certificate holders must satisfactorily complete courses in their majors/minors that promote analytical skills and critical thinking. The Program Director, in consultation with the Dean of the College or Department of a requesting student, can include proposed courses (such as independent study) to fulfill this requirement; course approval will be made on a case-by-case basis. The Analytical Skills and Critical Thinking requirement should be met by taking the appropriate courses for your major.
AMS 4935 Senior Seminar in American Studies
CEG 4850 Capstone Geotechnical/Transportation Design
CES 4704 Capstone Structural/Materials Design
CIS 4250 Ethical Issues and Professional Conduct
CWR 4812 Capstone Water Resources/Environmental Design
ECH 4615  Product and Process Design
EEL 4914  Senior Project Design
EIN 4891  Capstone Design
EML 4551  Capstone Design
GEB 4890  Strategic Management and Decision Making
HIS 4936  Pro-Seminar in History
HSC 4631  Critical Issues in Public Health
MHS 4731  Writing for Research and Publication in Behavioral and Community Sciences
MAN 4631  Global Perspectives and Management Choices

Workshops and Seminars: (2 credit hour minimum):
The Program Director will conduct workshops (one-day) and seminars (four consecutive days during the summer break). Students pursuing a certificate must participate in one workshop prior to registering for a seminar. The workshops will be conducted frequently during the academic year and the four-day seminar will be offered during the summer months (ideally, one in June, one in July and one in August). Satisfactory completion of the seminar constitutes a 2-credit course. The seminars may be repeated for credit.

The requirements for the undergraduate certificate are:
- Minimum of four (4) semesters of instruction in one foreign language, and passing a foreign language proficiency test in the subject matter. Students who are proficient in a foreign language may take a foreign language proficiency examination as administered by the University.
- Satisfactory completion of at least one professional writing course
- Satisfactory completion of at least one international relations course
- Satisfactory completion of at least two courses in college/major departments that promote analytic skills and critical thinking
- Satisfactory completion of a 4-day summer seminar organized by the Program Director
- Only degree-seeking undergraduate students may apply for this certificate.

Grading Requirement
Satisfactory completion of all coursework for the certificate with a grade of C or better, C- is not sufficient.

Residency Requirement
18 hours must be completed on the Tampa campus.

CERTIFICATE IN GENERAL BUSINESS
TOTAL CERTIFICATE HOURS: 15

This certificate is designed to provide non-business undergraduate students with a basic understanding of the business environment, providing them with a competitive advantage when seeking employment upon graduation.
A grade point average of 2.0 or better must be achieved in the certificate course work at USF and in all certificate courses completed at other institutions.
At least 12 hours of the required 15 credit hours must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CERTIFICATE IN GENERAL BUSINESS

Required Courses (15 hours)
- ACG 3074  Accounting for Non-business majors
- MAR 3023  Basic Marketing
- MAN 3025  Principles of Management
- CGS 2100  Computers in Business
- FIN 3005  Fundamentals of Business Finance

GPA Requirements
A grade point average of 2.00 or better must be achieved in the certificate coursework at USF and in all certificate courses completed at other institutions.

Residency Requirement
At least 12 hours of the required 15 credit hours must be taken in residence at USF Tampa.