

# COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG

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

### Accelerated Degree Programs

Advertising/Mass Communications  
Information Systems Management

### Minors

Accounting (for Business majors only) (ACC)	International Business (for Non-Business majors) (ITB)
Economics (ECN)	Management (for Business Majors only) (MAN)
Entrepreneurship (for Business and Industrial Engineering majors only) (ETN)	Management Information Systems (for Business majors only) (ISM)
Entrepreneurship (for Non-Business and Non-Industrial Engineering majors only) (ETB)	Marketing (for Business Majors only) (MKT)
Finance (for Business majors only) (FIN)	
International Business (for Business majors) (ITB)	

### 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

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- 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 X100<sup>1</sup> 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
- <sup>1</sup>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

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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 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.

## 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.

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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](mailto: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):**

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- 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:

<http://www.myfloridalicense.com/dbpr/cpa/licensure.html> and

<http://www.ficpa.org/Content/FutureCPAs/BecomeCPA.aspx>.

## **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

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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.

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
2. Successful completion of ACG 3103 Intermediate Financial Accounting I and ACG 3341 Cost Accounting and Control I, with a minimum grade of C, not C- and no more than two attempts. "W" grades count as an attempt.

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.

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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<sup>1</sup> 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.

<sup>1</sup>or 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)

ACG 3103 Intermediate Financial Accounting I\*

ACG 3341 Cost Accounting and Control I\*

ACG 3113 Intermediate Financial Accounting II

ACG 3401 Accounting Information Systems

ACG 4632 Auditing I

TAX 4001 Concepts of Federal Income Taxation

\*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.

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## 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
! <a href="#">ENC 1101</a> Composition I	3	! <a href="#">ENC 1102</a> Composition II	3
! <a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
<a href="#">CGS 2100</a> Computers In Business	3	<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
<a href="#">SPC 2608</a> Public Speaking	3	<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
<a href="#">SLS 2901</a> or General Elective	3	Ethics or Political Science	3
Semester Hours:	15	Semester Hours:	15

### Summer

#### [Summer Opportunities](#)

Semester 3	Credit Hours	Semester 4	Credit Hours
! <a href="#">ACG 2021</a> Principles of Financial Accounting	3	Elective Outside the Major	3
! <a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	! <a href="#">ACG 2071</a> Principles of Managerial Accounting	3
<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	! <a href="#">QMB 2100</a> Business and Economic Statistics I	3
<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3	! <a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3	<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
Semester Hours:	15	Complete Competency Exam	
		Semester Hours:	15

### Summer

### Credit Hours

[QMB 3200](#) Business and Economic Statistics II

3

Semester Hours: 3

Semester 5	Credit Hours	Semester 6	Credit Hours
! <a href="#">ACG 3103</a> Intermediate Financial Accounting I	3	! <a href="#">ACG 3401</a> Accounting Information Systems	3
! <a href="#">ACG 3341</a> Cost Accounting and Control I	3	! <a href="#">ACG 3113</a> Intermediate Financial Accounting II	3
<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3	<a href="#">BUL 3320</a> Law And Business I	3
<a href="#">ISM 3011</a> Information Systems in Organizations	3	<a href="#">MAN 3025</a> Principles of Management	3
Behavioral Science/Humanities Requirement	3	Semester Hours:	12
Semester Hours:	15		

### Summer

### Credit Hours

[MAR 3023](#) Basic Marketing

3

[TAX 4001](#) Concepts of Federal Income Taxation

3



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Semester Hours: 6

Semester 7	Credit Hours	Semester 8	Credit Hours
<a href="#">ACG 4632</a> Auditing I	3	<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
<a href="#">FIN 3403</a> Principles of Finance	3	Accounting Elective	3
Accounting Elective	3	COB International Course	3
Non-Business Elective	3	Non-Business Elective	3
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.

## 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

<http://www.usf.edu/business/undergraduate/minor-accounting.aspx>

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

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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
2. Successful completion of ACG 3103 Intermediate Financial Accounting I and ACG 3341 Cost Accounting and Control I, with a minimum grade of C, not C- and no more than two attempts. "W" grades count as an attempt.

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

*Director:* U.S. Murthy; *Professor:* J.L. Reck; *Advisory Council Professor:* T.J. Engle; *Quinn Eminent Scholar:* U.S. Murthy; *Professors Emeritus:* D.M. Dennis, G.L. Holstrum, L.C. Jurgensen, R.M. Keith, J.R. Martin, K.W. Merriam, W.H. Parrott, J.L. Smith, W.L. Stephens, R.J. West; *Associate Professors:* L.M. Gaynor, G.A.H. Laursen, D. Robinson, R.F. Welker, P.R. Wheeler; *Assistant Professors:* B. Dong, M. Mellon, T. Smith, J. Whitworth; *Instructors:* C. Andrews, J. M. Cainas, K. Davis, K Del Vecchio, C.L. Jozsi, I. Toth.

## • 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:  
<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.

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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 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<sup>1</sup> 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

<sup>1</sup>or demonstrated competency.

## 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

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MAR 4933 Selected Topics in Marketing  
 MAR XXXX Upper-Level Marketing Elective

## Required Non-Business Electives:

GEB 2935 Selected Topics in Business: Speaker Series  
 MAR 4905 Independent Study  
 MMC 4910 Individual Research in Mass Communications  
 SLS 2901 Academic Foundations Seminar

## 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.

Semester 1		Credit Hours	Semester 2		Credit Hours
!	<a href="#">ENC 1101</a> Composition I	3	!	<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	4
!	<a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a> or <a href="#">MAC 2311</a>	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">CGS 2100</a> Computers In Business	3	!	<a href="#">MMC 3602</a> Mass Communications and Society	3
	<a href="#">SPC 2608</a> Public Speaking	3		<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
	<a href="#">SLS 2901</a> or General Elective	1		<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
	Semester Hours:	13		<a href="#">SLS 2901</a> or General Elective	1
				English Diagnostic Test - Minimum 60%	
				Semester Hours:	17
Summer		Credit Hours			Credit Hours
	<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context				3
	Travel Abroad				
				Semester Hours:	3
Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
!	<a href="#">MMC 2100</a> Writing for the Mass Media	3	!	<a href="#">QMB 2100</a> Business and Economic Statistics I	3
!	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	!	<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
	<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3		<a href="#">ADV 3008</a> Introduction to Advertising	3
	<a href="#">GEB 2935</a> Selected Topics in Business	1		<a href="#">GEB 2935</a> Selected Topics in Business	1
	Semester Hours:	13		Semester Hours:	13
Summer		Credit Hours			Credit Hours

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<a href="#">MAR 3023</a> Basic Marketing	3
<a href="#">ADV 4940</a> Advertising Practicum	1
Semester Hours:	4

Semester 5		Credit Hours	Semester 6		Credit Hours
! <a href="#">ADV 3101</a> Advertising Creativity	3	!	<a href="#">ADV 3300</a> Advertising Media Strategy	3	
! <a href="#">MAR 3823</a> Marketing Management	3		<a href="#">ADV 4600</a> Advertising Management	3	
! <a href="#">MAR 3613</a> Marketing Research	3		<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3	
<a href="#">QMB 3200</a> Business and Economic Statistics II	3		<a href="#">FIN 3403</a> Principles of Finance	3	
<a href="#">MAR 4903</a> Independent Research	1		<a href="#">MAR 4903</a> Independent Research	1	
Semester Hours:	13		<a href="#">ADV 4940</a> Advertising Practicum	1	
			Semester Hours:	14	

Summer		Credit Hours
<a href="#">MMC 4936</a> Selected Topics in Mass Communications Studies		3
<a href="#">ADV 4940</a> Advertising Practicum		1
	Semester Hours:	4

Semester 7		Credit Hours	Semester 8		Credit Hours
<a href="#">MAR 4503</a> Buyer Behavior	3	!	<a href="#">ADV 4800</a> Advertising Campaigns	3	
<a href="#">ISM 3011</a> Information Systems in Organizations	3		<a href="#">MAR 4933</a> Selected Topics In Marketing	3	
<a href="#">BUL 3320</a> Law And Business I	3		<a href="#">GEB 4890</a> Strategic Management and Decision Making	3	
<a href="#">MAN 3025</a> Principles of Management	3		Upper-Level Marketing Elective	3	
<a href="#">MMC 4910</a> Individual Research in Mass Communications	1		<a href="#">MMC 4910</a> Individual Research in Mass Communications	1	
Semester Hours:	13		Semester Hours:	13	

## 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

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## 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):

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
QMB	3200	Business & Economic Statistics II
BUL	3320	Law and Business I
FIN	3403	Principles of Finance
ISM	3011	Information Systems in Organizations
MAN	3025	Principles of Management
MAR	3023	Basic Marketing
GEB	4890	Strategic Management/Decision Making

### Required Courses for Advertising major (27 credit hours):

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 (6 credit hours):

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

### Required Business Electives (12 credit hours):

CGS	2100	Computers in Business
MAR	3823	Marketing Management
MAR	4933	Selected Topics in Marketing
MAR	XXXX	Upper-Level Marketing Elective

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## 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
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**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

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- 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

*Chairperson:* A. Kumar; *Professors:* T.B. Heath, D.J. Ortinau, R. Plank, P.J. Solomon, J.R. Stock; *Associate Professors:* A. Artis, D. Biswas, D.F. Davis, A. Kumar, B. Lafferty, S. Varki; *Assistant Professor:* R. Hooker, J. Mena; *Instructors:* C. Osborne, V.B. Panzer, J.M. Solomon, K. Walsh.



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## • 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 Sciences 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.

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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

<http://www.usf.edu/business/undergraduate/major-finance.aspx>

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:

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- 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) 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<sup>1</sup> 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  
<sup>1</sup>or demonstrated competency.

## 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).

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## 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.

Semester 1	Credit Hours	Semester 2	Credit Hours
! <a href="#">ENC 1101</a> Composition I	3		

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!	<a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	Non-Business Elective	3	
	<a href="#">CGS 2100</a> Computers In Business	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">SPC 2608</a> Public Speaking	3		<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
	<a href="#">SLS 2901</a> or General Elective	3		<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
	Semester Hours:	15		<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
				Semester Hours:	15

## Summer

### [Summer Opportunities](#)

Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3		<a href="#">QMB 2100</a> Business and Economic Statistics I	3
	<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3		<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
	<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3		<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
	<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3		Non-Business Elective	3
	Semester Hours:	15		Fulfill COB pre-requisites and GPA requirements	
				Semester Hours:	15

## Summer

## Credit Hours

<a href="#">QMB 3200</a> Business and Economic Statistics II	3
Semester Hours:	3

Semester 5		Credit Hours	Semester 6		Credit Hours
!	<a href="#">FIN 3403</a> Principles of Finance	3		<a href="#">MAR 3023</a> Basic Marketing	3
	<a href="#">ISM 3011</a> Information Systems in Organizations	3		<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3
	<a href="#">BUL 3320</a> Law And Business I	3		<a href="#">FIN 4504</a> Principles of Investments	3
	Non-Business Elective	3		Finance Elective	3
	Upper-Level Elective	3		Semester Hours:	12
	Semester Hours:	15			

## Summer

## Credit Hours

<a href="#">FIN 4303</a> Financial Institutions and Markets	3
Non-Business Elective	3
Semester Hours:	6

Semester 7		Credit Hours	Semester 8		Credit Hours
	<a href="#">FIN 4414</a> Advanced Corporation Finance	3		<a href="#">FIN 4443</a> Financial Policies and Strategies	3
	<a href="#">MAN 3025</a> Principles of	3		<a href="#">GEB 4890</a> Strategic Management	3

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Management		and Decision Making	
Finance Elective	3	COB International Course	3
Upper-Level Business Elective	3	Non-Business Elective	3
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.

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

TOTAL MINOR HOURS: 12

<http://www.usf.edu/business/undergraduate/minor-finance.aspx>

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

*Chairperson:* S. Besley; *Professors Emeritus:* A. Beenhakker, S. Bolten, R.G. Cox, S. Kapplin, R L. Meyer, F. Power; *Professors:* R. Forsythe, S. Mansi, C. Pantzalis, J. Qi, R. Rutherford, N. Sutton; *Associate Professors:* S. Besley, D. Bradley, S. Bulmash, D. Hunter, L. Wedge; *Assistant Professor:* D. Parnes; *Instructors:* M . Antia, G. Smersh, A. Tandon; *Visiting Faculty:* J. Rutherford.

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## • 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.
  - 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 X100<sup>1</sup> 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

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- 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
- <sup>1</sup>or demonstrated competency.

## 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



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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 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

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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\*

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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:**

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12 hrs upper level ECO electives with ECO, ECS, ECP prefix; excluding QMB 3200

## 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:

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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 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

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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

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 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

### 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.

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## 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

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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 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.

### 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
!	<a href="#">ENC 1101</a> Composition I	3		Non-Business Elective	3
!	<a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">CGS 2100</a> Computers In Business	3		<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
	<a href="#">SPC 2608</a> Public Speaking	3		<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3
	<a href="#">SLS 2901</a> or General Elective	3		<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
	Semester Hours:	15		Semester Hours:	15

### Summer

[Summer Opportunities](#)



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Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">QMB 2100</a> Business and Economic Statistics I	3
!	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	!	<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
	<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
	<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3		<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
	<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3		Non-Business Elective	3
	Semester Hours:	15		Semester Hours:	15

Summer		Credit Hours
	<a href="#">QMB 3200</a> Business and Economic Statistics II	3
	Semester Hours:	3

Semester 5		Credit Hours	Semester 6		Credit Hours
	<a href="#">MAR 3023</a> Basic Marketing	3		<a href="#">BUL 3320</a> Law And Business I	3
	<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3		Non-Business Elective	3
	<a href="#">ISM 3011</a> Information Systems in Organizations	3		Upper-Level - Concentration 1	3
	<a href="#">FIN 3403</a> Principles of Finance	3		Upper-Level - Concentration 2	3
	<a href="#">MAN 3025</a> Principles of Management	3		Semester Hours:	12
	Semester Hours:	15			

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

Semester 7		Credit Hours	Semester 8		Credit Hours
	Upper-Level - Concentration 1	3		<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
	Upper-Level - Concentration 1	3		Non-Business Elective	3
	Upper-Level - Concentration 2	3		Upper-Level - Concentration 1	3
	Upper-Level - Concentration 2	3		Upper-Level - Concentration 2	3
	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.

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## 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.

## • 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, an 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:  
<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

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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<sup>1</sup> 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

<sup>1</sup>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.

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**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.

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## 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 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.

### 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
!	<a href="#">ENC 1101</a> Composition I	3		Foreign Language I	4
!	<a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">CGS 2100</a> Computers In Business	3		<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3
	<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3		<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
	<a href="#">SPC 2608</a> Public Speaking	3		General Elective	2
	Semester Hours:	15		Semester Hours:	15

### Summer

#### [Summer Opportunities](#)

Semester 3		Credit Hours	Semester 4		Credit Hours
	Foreign Language II	4	!	<a href="#">QMB 2100</a> Business and Economic Statistics I	3
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
!	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
	<a href="#">CAHU</a> FKL/Gen Ed Humanities	3		<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
	General Elective	2		Foreign Language III	3
	Semester Hours:	15			

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Semester Hours: 15

Summer		Credit Hours
<a href="#">QMB 3200</a> Business and Economic Statistics II	3	
<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3	
		Semester Hours: 6

Semester 5	Credit Hours	Semester 6	Credit Hours
<a href="#">MAR 3023</a> Basic Marketing	3	<a href="#">ECO 3703</a> or <a href="#">FIN 3604</a>	3
<a href="#">FIN 3403</a> Principles of Finance	3	<a href="#">ISM 3011</a> Information Systems in Organizations	3
<a href="#">MAN 3025</a> Principles of Management	3	<a href="#">BUL 3320</a> Law And Business I	3
Foreign Language IV	3	Foreign Language V & Area Study course	3
Semester Hours: 12		Semester Hours: 12	

Summer		Credit Hours
<a href="#">MAR 4156</a> or <a href="#">ISM 4382</a> or <a href="#">MAN 4600</a>	3	
Major Upper-Level - Area Study Course	3	
Semester Abroad		
		Semester Hours: 6

Semester 7	Credit Hours	Semester 8	Credit Hours
<a href="#">MAN 4631</a> Global Perspectives and Management Choices	3	<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3
Upper-level - Area Studies Course	3	<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
Upper-level - Business Concentration	3	Upper-level - Business Concentration	3
Upper-level - Business Concentration	3	Upper-level - Business Concentration	3
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.

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

TOTAL MINOR HOURS: 12

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.

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## 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.

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## • MANAGEMENT (MAN) (CIP = 52.0201) TOTAL DEGREE HOURS: 120

<http://business.usf.edu/programs/undergraduate/management/>

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>.
- 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<sup>1</sup> 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



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- 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  
<sup>1</sup>or demonstrated competency.

## 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.

Semester 1		Credit Hours	Semester 2		Credit Hours
!	<a href="#">ENC 1101</a> Composition I	3		Non-Business Elective	3
!	<a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">CGS 2100</a> Computers In Business	3		<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
	<a href="#">SPC 2608</a> Public Speaking	3		<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
	<a href="#">SLS 2901</a> or General Elective	3		<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
	Semester Hours:	15		Semester Hours:	15

### Summer

[Summer Opportunities](#)

Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial	3	!	<a href="#">QMB 2100</a> Business and Economic	3

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Accounting		Statistics I	
! <a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	! <a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	! <a href="#">ACG 2071</a> Principles of Managerial Accounting	3
<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3	<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3	Non-Business Elective	3
Semester Hours:	15	Semester Hours:	15

<b>Summer</b>	<b>Credit Hours</b>
<a href="#">QMB 3200</a> Business and Economic Statistics II	3
Semester Hours:	3

<b>Semester 5</b>	<b>Credit Hours</b>	<b>Semester 6</b>	<b>Credit Hours</b>
! <a href="#">MAN 3025</a> Principles of Management	3	! <a href="#">MAN 3240</a> Organizational Behavior Analysis	3
<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3	<a href="#">MAN 3301</a> Human Resource Management	3
<a href="#">ISM 3011</a> Information Systems in Organizations	3	<a href="#">FIN 3403</a> Principles of Finance	3
General Elective	3	Management Elective	3
Non-Business Elective	3	Semester Hours:	12
Semester Hours:	15		

<b>Summer</b>	<b>Credit Hours</b>
<a href="#">MAR 3023</a> Basic Marketing Management Elective	3
	3
Semester Hours:	6

<b>Semester 7</b>	<b>Credit Hours</b>	<b>Semester 8</b>	<b>Credit Hours</b>
<a href="#">BUL 3320</a> Law And Business I	3	<a href="#">MAN 4737</a> Integrated Management Applications	3
<a href="#">MAN 4282</a> Organizational Assessment	3	<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
Management Elective	3	Management Elective	3
Non-Business Elective	3	Non-Business Elective	3
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.

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## 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 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 FACULTY

*Chairperson:* A. Kumar; *Professors:* T.B. Heath, D.J. Ortinau, R. Plank, P.J. Solomon, J.R. Stock; *Associate Professors:* A. Artis, D. Biswas, D.F. Davis, A. Kumar, B. Lafferty, S. Varki; *Assistant Professor:* R. Hooker, J. Mena; *Instructors:* C. Osborne, V.B. Panzer, J.M. Solomon, K. Walsh.

## • 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.
  - 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.

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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 X100<sup>1</sup> 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

<sup>1</sup>or demonstrated competency.

## 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)

ISM	3232	Business Application Development*
ISM	3113	Systems Analysis and Design*
ISM	3431	Operations and Supply Chain Processes
ISM	4212	Database Administration
ISM	4220	Business Data Communications
ISM	4300	Managing Information Resources

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

### Electives (9 hours)

ISM	4141	Web Application Development/Java
ISM	4153	Information Systems in Organizations
ISM	4233	Information System Interface Design
ISM	4234	Object-Oriented Design and Development

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ISM	4323	Information Security and IT Risk Management
ISM	4382	Global Information Systems
ISM	4480	Electronic Commerce Systems
ISM	4930	Selected Topics in MIS
ISM	4940	ISM Internship

\*\*No more than three hours of ISM 4950 can be counted as MIS electives. (ISM 4905 will not count as an MIS elective.)

## 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.

Semester 1		Credit Hours	Semester 2		Credit Hours
!	<a href="#">ENC 1101</a> Composition I	3		Non-Business Elective	3
!	<a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	!	<a href="#">ENC 1102</a> Composition II	3
	<a href="#">CGS 2100</a> Computers In Business	3		<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
	<a href="#">SPC 2608</a> Public Speaking	3		<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
	<a href="#">SLS 2901</a> or General Elective	3		<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
Semester Hours:		15	Semester Hours:		15

## Summer

### [Summer Opportunities](#)

Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">QMB 2100</a> Business and Economic Statistics I	3
!	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	!	<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
	<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
	<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3		<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
	<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3		Non-Business Elective	3
Semester Hours:		15	Fulfill COB pre-requisites and GPA requirements		
			Semester Hours:		15

## Summer

	Credit Hours
<a href="#">QMB 3200</a> Business and Economic Statistics II	3
Semester Hours:	3

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Semester 5		Credit Hours	Semester 6		Credit Hours
!	<a href="#">ISM 3232</a> Business Application Development	3		<a href="#">ISM 4220</a> Business Data Communications	3
!	<a href="#">ISM 3011</a> Information Systems in Organizations	3		<a href="#">ISM 3431</a> Operations and Supply Chain Processes	3
	<a href="#">MAR 3023</a> Basic Marketing	3		<a href="#">FIN 3403</a> Principles of Finance	3
	<a href="#">ENC 3310</a> or <a href="#">ENC 3250</a>	3		<a href="#">ISM 3113</a> Systems Analysis and Design	3
	<a href="#">MAN 3025</a> Principles of Management	3			
	Semester Hours:	15		Semester Hours:	12

Summer		Credit Hours
	ISM Elective	3
	Non-Business Elective	3
	Semester Hours:	6

Semester 7		Credit Hours	Semester 8		Credit Hours
	<a href="#">ISM 4212</a> Database Design and Administration	3		<a href="#">ISM 4300</a> Managing Information Resources	3
	<a href="#">BUL 3320</a> Law And Business I	3		<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
	COB International Course	3		ISM Elective	3
	ISM Elective	3		Non-Business Elective	3
	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

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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)

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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

*Chairperson:* B. Padmanabhan; *Professors:* A. Bhattacharjee, J.E. Blanton, K. Chari, T.G. Gill, A.R. Hevner (Citigroup/Hidden River Endowed Chair), W. Jank (Anderson Professor of Global Management); *Associate Professors:* M. Agrawal, D.J. Berndt, R.W. Collins, J. Jones, B. Padmanabhan (Anderson Professor of Global Management), T.L. Sincich, R.P. Will; *Assistant Professor:* H. Zhang; *Instructors:* M. Dummeldinger, R. Satterfield, B. Warner, W.W. Whitlock.

## • 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



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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 X100<sup>1</sup> 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

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<sup>1</sup>or demonstrated competency.

## 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)

MAR 3823	Marketing Management
MAR 3613	Marketing Research
MAR 3400	Professional Selling
MAR 4333	Electronic/Promotion Management
MAR 4824	Marketing Management Problems

### 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.

Semester 1	Credit Hours	Semester 2	Credit Hours
! <a href="#">ENC 1101</a> Composition I	3	Non-Business Elective	3
! <a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	! <a href="#">ENC 1102</a> Composition II	3
<a href="#">CGS 2100</a> Computers In Business	3	<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
<a href="#">SPC 2608</a> Public Speaking	3	<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
<a href="#">SLS 2901</a> or General Elective	3	<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
Semester Hours:	15	Semester Hours:	15

### Summer

#### [Summer Opportunities](#)

Semester 3	Credit Hours	Semester 4	Credit Hours
! <a href="#">ACG 2021</a> Principles of Financial Accounting	3	! <a href="#">QMB 2100</a> Business and Economic Statistics I	3
! <a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	! <a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	! <a href="#">ACG 2071</a> Principles of Managerial Accounting	3

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<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3	<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3	Non-Business Elective	3
Semester Hours:	15	Fulfill COB pre-requisites and GPA requirements	
		Semester Hours:	15

## Summer

## Credit Hours

<a href="#">QMB 3200</a> Business and Economic Statistics II	3
Semester Hours:	3

## Semester 5

## Credit Hours

! <a href="#">MAR 3023</a> Basic Marketing	3
<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3
<a href="#">ISM 3011</a> Information Systems in Organizations	3
General Elective	3
Upper-Level Elective	3
Semester Hours:	15

## Semester 6

## Credit Hours

! <a href="#">MAR 3823</a> Marketing Management	3
! <a href="#">MAR 3613</a> Marketing Research	3
<a href="#">FIN 3403</a> Principles of Finance	3
Non-Business Elective	3
Semester Hours:	12

## Summer

## Credit Hours

! <a href="#">MAR 4333</a> Promotion Management	3
<a href="#">MAN 3025</a> Principles of Management	3
Semester Hours:	6

## Semester 7

## Credit Hours

<a href="#">BUL 3320</a> Law And Business I	3
<a href="#">MAR 4824</a> Marketing Management Problems	3
<a href="#">MAR 3400</a> Professional Selling	3
Non-Business Elective	3
Semester Hours:	12

## Semester 8

## Credit Hours

<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
COB International Course	3
Marketing Elective	3
Marketing Elective	3
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 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.

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## 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.

Semester 1	Credit Hours	Semester 2	Credit Hours
! <a href="#">ENC 1101</a> Composition I	3	Non-Business Elective	3
! <a href="#">MAC 2311</a> or <a href="#">MAC 2233</a> or <a href="#">MAC 2241</a> or <a href="#">MAC 2281</a>	3	! <a href="#">ENC 1102</a> Composition II	3
<a href="#">CGS 2100</a> Computers In Business	3	<a href="#">CAFA</a> FKL/Gen Ed Fine Arts	3
<a href="#">SPC 2608</a> Public Speaking	3	<a href="#">CANL</a> FKL/Gen Ed Natural Sciences (Life Science)	3
<a href="#">SLS 2901</a> or General Elective	3	<a href="#">CAHU</a> FKL/Gen Ed Humanities	3
Semester Hours:	15	Semester Hours:	15

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## Summer

### [Summer Opportunities](#)

Semester 3		Credit Hours	Semester 4		Credit Hours
!	<a href="#">ACG 2021</a> Principles of Financial Accounting	3	!	<a href="#">QMB 2100</a> Business and Economic Statistics I	3
!	<a href="#">ECO 2013</a> Economic Principles (Macroeconomics)	3	!	<a href="#">ECO 2023</a> Economic Principles (Microeconomics)	3
	<a href="#">CAGC</a> FKL/Gen Ed Human and Cultural Diversity in a Global Context	3	!	<a href="#">ACG 2071</a> Principles of Managerial Accounting	3
	<a href="#">CANP</a> FKL/Gen Ed Natural Sciences (Physical Science)	3		<a href="#">CASB</a> FKL/Gen Ed Social and Behavioral Sciences	3
	<a href="#">6AC</a> FKL/Gen Ed Gordon Rule Communication	3		Non-Business Elective	3
	Semester Hours:	15		Fulfill COB pre-requisites and GPA requirements	
				Semester Hours:	15

## Summer

## Credit Hours

<a href="#">ISM 3011</a> Information Systems in Organizations	3
Semester Hours:	3

Semester 5		Credit Hours	Semester 6		Credit Hours
!	<a href="#">MAR 3023</a> Basic Marketing	3	!	<a href="#">MAR 3823</a> Marketing Management	3
	<a href="#">ENC 3250</a> or <a href="#">ENC 3310</a>	3	!	<a href="#">MAR 3613</a> Marketing Research	3
	<a href="#">QMB 3200</a> Business and Economics Statistics II	3		<a href="#">FIN 3403</a> Principles of Finance	3
	Non-Business Elective	3		MAR 3202 Supply Chain Management	3
	<a href="#">ISM 3431</a> Operations and Supply Chain Processes	3		Semester Hours:	12
	Semester Hours:	15			

## Summer

## Credit Hours

!	<a href="#">MAR 4333</a> Promotion Management	3
	<a href="#">MAN 3025</a> Principles of Management	3
	Semester Hours:	6

Semester 7		Credit Hours	Semester 8		Credit Hours
	<a href="#">BUL 3320</a> Law And Business I	3		<a href="#">GEB 4890</a> Strategic Management and Decision Making	3
	<a href="#">MAR 4156</a> International Marketing	3		General Elective	3
	<a href="#">MAR 4213</a> Logistics and Physical Distribution	3		<a href="#">MAR 4824</a> Marketing Management Problems	3
	Non-Business Elective	3		Upper-Level Non-Business Elective	3
	Semester Hours:	12		Semester Hours:	12

# COLLEGE OF BUSINESS

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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.

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## MARKETING FACULTY

*Chairperson:* A. Kumar; *Professors:* T.B. Heath, D.J. Ortinau, R. Plank, P.J. Solomon, J.R. Stock; *Associate Professors:* A. Artis, D. Biswas, D.F. Davis, A. Kumar, B. Lafferty, S. Varki; *Assistant Professor:* R. Hooker, J. Mena; *Instructors:* C. Osborne, V.B. Panzer, J.M. Solomon, K. Walsh.

### 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

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## 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 COMPETITIVE INTELLIGENCE

TOTAL CERTIFICATE HOURS: 24

<http://www.usf.edu/business/national-intelligence/undergraduate.aspx>

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 COMPETITIVE 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



# COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2014-2015 UNDERGRADUATE CATALOG

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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

<http://www.usf.edu/business/undergraduate/certificate-general-business.aspx>

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.