

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

The Muma College of Business offers courses of study leading to both undergraduate and graduate degrees. All degree programs in the Muma 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 Muma 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://www.usf.edu/business/>.

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

### B.A./B.S. option

Advertising (BAV)

### Bachelor of Arts (B.A.)

International Business (ITB)

Economics (GEC)

Finance (GFI)

Management (GMN)

Management Information Systems (GIS)

Marketing (GMK)

### Bachelor of Science (B.S.)

Accounting (ACC)

Finance (FIN)

General Business Administration (GBA)

Accounting & Economics (GAA/GEC)

Accounting & Finance (GAA/GFI)

Accounting & Management (GAA/GMN)

Accounting & Mgmt Information Sys (GAA/GIS)

Accounting & Marketing (GAA/GMK)

Economics & Finance (GEC/GFI)

Economics & Management (GEC/GMN)

Economics & Mgmt Information Sys (GEC/GIS)

Economics & Marketing (GEC/GMK)

Finance & Management (GFI/GMN)

Finance & Mgmt Information Systems (GFI/GIS)

Finance & Marketing (GFI/GMK)

Management & Mgmt Information Sys (GMN/GIS)

Management & Marketing (GMN/GMK)

Mgmt Information Sys & Marketing (GMK/GIS)

Management (MAN)

Management Information Systems (ISM)

Marketing (MKT)

Supply Chain Management (SCMG)

### Honors Program

All programs

### Accelerated Degree Program

Advertising/Mass Communications

Information Systems Management

### Minors

Accounting (for Business majors only) (ACC)

Economics (ECN)

Entrepreneurship (ETN)

Entrepreneurship (ETB)

Finance (FIN)

Management (MAN)

Management Information Systems (ISM)

Marketing (for Business Majors only) (MKT)

### Certificates

National and Competitive Intelligence

Undergraduate Business

### Undergraduate Admission

#### Admission requirements for First Time in College Students

First time in college students who meet the criteria below are granted direct entry to the Muma College of Business.

- Admitted to USF as a degree seeking student
- Test scores: SAT minimum 1140, Math 550 or ACT 25, 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.

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## Requirements for Admission to the Muma College of Business:

Admission to the Muma 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 Muma 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 Muma 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>.
- Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.0 GPA:
  - \*ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)
  - \*ACG X071 Managerial Accounting (or X301)
  - CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
  - ECO X013 Principles of Macroeconomics
  - ECO X023 Principles of Microeconomics
  - MAC X233 Elementary Calculus or MAC 2230
  - STA X023 Introductory Statistics or QMB X100 or STAX122 (STA X023 and QMB X100 are preferred)
- \* Accounting majors must earn a C not C- in ACG 2021 & 2071  
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 Muma 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 Muma 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 Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 2043, (813) 974-2645, for information regarding course transferability and degree articulation.

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## 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 Muma 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>.

## Living-Learning Community - The Bulls Business Community

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

## The Honors Program in Business

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

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

Upon completion of the requirements above, students will be identified at graduation and the statement "Business Honors Program" will be placed on the diploma and transcript.

Students should apply as seniors in high school. Alternatively, students may also apply after completion of their freshmen year in college from USF or outside USF. Students who complete an associate's degree are also eligible for consideration into this program.

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

## Undergraduate Advising Services:

- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the Muma College of Business and declared business as their intended major.
- Students who meet all Muma 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://www.usf.edu/business/undergraduate/advising/appointments.aspx> Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

## 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 Muma 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 Muma College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum

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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 Muma College of Business does not approve American Sign Language for the Foreign Language Exit Requirement.
- **Residency:** Muma 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 Muma College of Business students must meet 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 Muma College of Business - Tampa.

### Degree Requirements (120 credit hours)

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

Core General Education and Foundations of Knowledge and Learning Requirements:

English Composition (6 credit hours)

General Education Core Mathematics and FKL Mathematics and Quantitative Reasoning (Calculus is required) (6 credit hours)

General Education Core and FKL Natural Sciences (6 credit hours)

General Education Core Social Sciences and FKL Social and Behavioral Sciences (6 credit hours)

FKL Human Cultural Diversity Global Context (3 credit hours)

FKL Fine Arts (3 credit hours)

General Education Core and FKL Humanities (6 credit hours)

Exit Course Requirements

The Capstone Learning Experience Course (3 credit hours)

The Writing Intensive Capstone Course (3 credit hours)

Speech/Writing Requirements for Business Majors

SPC 2608 Public Speaking or COM 3110 Communication for Business and the Professions

ENC 3250 Professional Writing or ENC 3310 Expository Writing or equivalent

Additional elective credits

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

#### BUSINESS (60-66 hrs. minimum):

Foundation Courses in Business - Required - a minimum grade of C- in each foundation course with an overall 2.0

GPA:

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

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GEB 4890 Strategic Management/Decision Making

Major Requirements (18-27 credit hours)

Business Electives:

CGS 2100

\* 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 MKT 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\*

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.

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

## **Computer Requirement**

All students entering the Muma 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.

## **• B.S. - ACCOUNTING (ACC) (CIP = 52.0301) TOTAL DEGREE HOURS: 120**

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

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.**

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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 Muma 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>.
- 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 Lynn Pippenger School of Accountancy has additional admission requirements beyond the entry requirements to the Muma 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

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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 cumulatively between ACG 3103 and ACG 3341. "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 cumulative attempts will be counseled into other majors either within the Muma 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 Muma 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 Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the TRansitional Advising Center, SVC 2043, (813) 974-2645, 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 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)

ACG X071 Managerial Accounting or ACG X301

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X060, CGS X531, CGS X000, ISM X000, CGS X518)

ECO X013 Principles of Macroeconomics

ECO X023 Principles of Microeconomics

MAC X233 Elementary Calculus or MAC X230

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

## REQUIREMENTS FOR THE MAJOR IN ACCOUNTING

**TOTAL MAJOR HOURS: 24**

**Major requirements for the B.S. Degree:**

**Major Core (18 hours)**

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

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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.

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.

### Major 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. Muma College of Business advisors will recommend courses that will satisfy the program requirements.

### 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 recommended that Accounting students participate in an internship course (ACG 4940) as part of their plan of study. This course is offered on an S/U basis only.

### Accreditation Information

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

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

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

The Accounting minor is available to all Undergraduate Muma College of Business students, except those majoring in Accounting.

Please see "Additional Minor Information" below for the required competency exam information.

### Minor Core (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 Requirements

The Lynn Pippenger School of Accountancy has additional admission requirements beyond the entry requirements to the Muma 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 cumulatively between ACG 3101 and ACG 3341. "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 cumulative 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:* M. Mellon, T. Smith, J. Whitworth; *Instructors:* C. Andrews, J.M. Cainas, K. Davis, K. Del Vecchio, B. Dong, H. Lively, K. Myers.

## • B.A. OR B.S. - ADVERTISING (BAV) (CIP = 52.1499) TOTAL DEGREE HOURS: 120

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

The Advertising major in the Muma College of Business is unique in that it is a collaborative effort between the Zimmerman School of Advertising and Mass Communications in the College of Arts and Sciences and the Marketing Department in the Muma College of Business. The major complements an existing Advertising track in the Mass



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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 Muma College of Business is based upon availability of faculty and space within each discipline. The Muma College of Business 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 Muma 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 Muma 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>.
- 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 Muma 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.

1. 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 Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the Transitional Advising Center, SVC 2043, (813) 974-2645, 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 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)\*
- ACG X071 Managerial Accounting or ACG X301\*
- CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X060, CGS X531, CGS X000, ISM X000)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC X230
- STA X023 Introductory Statistics or QMB X100 or STA X122 (although STA X023 and QMB X100 are preferred).

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

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

## REQUIREMENTS FOR THE MAJOR IN ADVERTISING TOTAL MAJOR HOURS: 53

### Major requirements for the B.A. or B.S. Degree:

#### Major Core (33 hours)

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 Zimmerman Advertising Program (ZAP) Living Learning Community during their freshmen and sophomore years.

#### 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

#### Major Electives (20 hours)

##### Required Business Electives:

CGS 2100	Computers in Business
MAR 3823	Marketing Management
MAR 4933	Selected Topics in Marketing: Social Media Applications
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 12 of the 17 Marketing hours must be taken in residency at USF Tampa.

### 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

Advertising students will be required to complete internships as part of their degree program.

### ACCELERATED B.S./M.A. PROGRAM

This program allows B.S. majors in Advertising (Muma 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.

# MUMA COLLEGE OF BUSINESS

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

- B.S. in Advertising
- M.A. in Mass Communication with a concentration Strategic Communication Management

## Target students and expected outcomes

This highly competitive program is the result of collaboration between the Department of Marketing in the Muma College of Business and the Zimmerman School of Advertising and 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 Advertising Program, within the Zimmerman School of Advertising and Mass Communications stating your qualifications and desire to enter the program. Students may also be nominated by faculty in the Department of Marketing or Zimmerman School of Advertising and Mass Communications.

## Undergraduate Degree Requirements for the Advertising Business Major

The Advertising major in the Muma College of Business is unique in that it is a collaborative effort between the Zimmerman School of Advertising and Mass Communications in the College of Arts and Sciences and the Marketing Department in the Muma 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

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**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 XXX Upper-Level Marketing Elective

**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 1101 University Experience

**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 Zimmerman School of Advertising and Mass Communications.

MMC 6950 – Applied Research Project

**Timeline and benchmarks:**

1. To be considered for acceptance into the Accelerated B.S./M.A. in Advertising in the Zimmerman School of Advertising and 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 Zimmerman School of Advertising and Mass Communications Graduate Program, the College of Arts and Sciences, and the USF

# MUMA COLLEGE OF BUSINESS

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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 Zimmerman School of Advertising and 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 Professors:* R. Hooker, J. Mena; *Instructors:* C. Osborne, V.B. Panzer, J.M. Solomon, K. Walsh.

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UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

## • B.S. - 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.

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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 Muma 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>.
- 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 Muma 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.

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Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the Transitional Advising Center, SVC 2043, (813) 974-2645, 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 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)\*

ACG X071 Managerial Accounting (or ACG X301)\*

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X060, CGS X531, CGS X000, ISM X000, CGS X518)

ECO X013 Principles of Macroeconomics

ECO X023 Principles of Microeconomics

MAC X233 Elementary Calculus or MAC X230

STA X023 Introductory Statistics or QMB X100 or STA X122 (although STA X023 and QMB X100 are preferred).

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

## REQUIREMENTS FOR THE MAJOR IN FINANCE

**TOTAL MAJOR HOURS: 18**

### Major requirements for the B.S. Degree:

#### Major Core (12 hours)

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.

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).

#### Major 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

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

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- 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.

## 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.

## 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 recommended that Finance students participate in an internship course (FIN 4940) as part of their plan of study. This course is offered on an S/U basis only.

## REQUIREMENTS FOR A MINOR IN FINANCE (FIN)

### TOTAL MINOR HOURS: 12

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

The Finance minor is available to all Undergraduate Muma College of Business students, except those majoring in Finance.

### Minor Core (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 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.

## 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.



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## FINANCE FACULTY

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

### • B.S. - 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.

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- \*ACG X071 Managerial Accounting (or ACG X301)

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- CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X060, CGS X531, CGS X000, ISM X000, CGS X518)
- ECO X013 Principles of Macroeconomics
- ECO X023 Principles of Microeconomics
- MAC X233 Elementary Calculus or MAC X230
- STA X023 Introductory Statistics or QMB X100 or STA X122 (although STA X023 and QMB X100 are preferred).

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

## REQUIREMENTS FOR THE MAJOR IN GENERAL BUSINESS ADMINISTRATION TOTAL MAJOR HOURS: 24

### Major requirements for the B.S. Degree:

#### Major Core

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.

### 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.

### GENERAL BUSINESS ADMINISTRATION CONCENTRATIONS:

The Muma College of Business offers several General Business concentrations and details specific to each concentration follow.

## REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND ECONOMICS (GAA/GEC) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (12 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.

### Concentration Electives (12 hours)

**Economics Elective Courses** - Grade of "C-" or higher is required for all Economics courses:

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

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## **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.

## **REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND FINANCE (GAA/GFI) TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (24 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 major (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.

## **REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND MANAGEMENT (GAA/GMN) TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (24 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

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

## **GPA Requirements**

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

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

## **Grading Requirement**

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

## **Residency Requirement**

All required 12 credit hours of Accounting coursework must be taken in residence at USF-Tampa.

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

## **REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND MANAGEMENT INFORMATION SYSTEMS (GAA/GIS)**

**TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (18 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.

## **REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND MARKETING (GAA/GMK)**

**TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (15 hours)**

#### **Accounting Required Courses:**

ACG 3103 Intermediate Financial Accounting I\*

ACG 3341 Cost Accounting and Control I\*

ACG 3401 Accounting Information Systems

TAX 4001 Concepts of Federal Income Taxation

\* These courses must be taken in the same semester.

#### **Marketing Required Courses:**

MAR 3823 Marketing Management

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## Concentration Electives (9 hours)

### Marketing Elective Courses:

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.

## REQUIREMENTS FOR THE CONCENTRATION IN ECONOMICS AND FINANCE (GEC/GFI) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (12 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 major (or as close as possible).

### Concentration Electives (12 hours)

#### Economics Elective Courses - Grade of "C-" or higher is required for all Econ courses:

12 hours 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 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 Finance coursework must be taken in residence at USF-Tampa.

## REQUIREMENTS FOR THE CONCENTRATION IN ECONOMICS AND MANAGEMENT (GEC/GMN) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (12 hours)

#### Management Required Courses:

MAN 3240 Organizational Behavior Analysis

MAN 3301 Human Resource Management

MAN 4282 Organizational Assessment

MAN 4737 Integrated Management Applications

### Concentration Electives (12 hours)

#### Economics Elective Courses - Grade of "C-" or higher is required for all Econ courses:

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

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## **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.

## **REQUIREMENTS FOR THE CONCENTRATION IN ECONOMICS AND MANAGEMENT INFORMATION SYSTEMS (GEC/GIS) TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (6 hours)**

#### **Management Information Systems Required Courses:**

ISM 3113 Systems Analysis and Design  
ISM 4212 Database Administration

### **Concentration Electives (18 hours)**

#### **Management Information Systems Electives:**

6 hours of approved MIS electives

#### **Economics Elective Courses - Grade of "C-" or higher is required for all Econ courses:**

12 hours 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 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.

## **REQUIREMENTS FOR THE CONCENTRATION IN ECONOMICS AND MARKETING (GEC/GMK) TOTAL CONCENTRATION HOURS: 24**

### **Concentration Core (3 hours)**

#### **Marketing Required Courses:**

MAR 3823 Marketing Management

### **Concentration Electives (21 hours)**

#### **Economics Elective Courses - Grade of "C-" or higher is required for all Econ courses:**

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

#### **Marketing Elective Courses:**

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.

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## REQUIREMENTS FOR THE CONCENTRATION IN FINANCE AND MANAGEMENT (GFI/GMN) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (24 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 major (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.

## REQUIREMENTS FOR THE CONCENTRATION IN FINANCE AND MANAGEMENT INFORMATION SYSTEMS (GFI/GIS) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (18 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 major (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.

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

## REQUIREMENTS FOR THE CONCENTRATION IN FINANCE AND MARKETING (GFI/GMK)

**TOTAL CONCENTRATION HOURS: 24**

### Concentration Core (15 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

### Concentration Electives (9 hours)

#### Marketing Elective Courses:

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

### GPA Requirements

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

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

### Grading Requirement

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

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

### Residency Requirement

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

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

## REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT AND MANAGEMENT INFORMATION SYSTEMS (GMN/GIS)

**TOTAL CONCENTRATION HOURS: 24**

### Concentration Core (18 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.



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## REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT AND MARKETING (GMN/GMK) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (15 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

### Concentration Electives (9 hours)

#### Marketing Elective Courses:

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

### GPA Requirements

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

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

### Course Grade Requirement

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

### Residency Requirement

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

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

## REQUIREMENTS FOR THE CONCENTRATION IN MARKETING AND MANAGEMENT INFORMATION SYSTEMS (GMK/GIS) TOTAL CONCENTRATION HOURS: 24

### Concentration Core (9 hours)

#### Management Information Systems Required Courses:

ISM 3113 Systems Analysis and Design  
ISM 4212 Database Administration

#### Marketing Required Courses:

MAR 3823 Marketing Management

### Concentration Electives (15 hours)

#### Management Information Systems Electives:

6 hours of approved MIS electives

#### Marketing Electives:

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 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.

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## • B.A. - 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 International Business 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 Muma College of Business is based upon availability of faculty and space within each discipline. The Muma College of Business 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 Muma 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 Muma 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>.
- 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 Muma 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 Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

# MUMA COLLEGE OF BUSINESS

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## UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

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Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the TRansitional Advising Center, SVC 2043, (813) 974-2645, for information regarding course transferability and degree articulation.

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

\*ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)

ECO X013 Principles of Macroeconomics

ECO X023 Principles of Microeconomics

MAC X233 Elementary Calculus or MAC 2230

STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

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

## REQUIREMENTS FOR THE MAJOR IN INTERNATIONAL BUSINESS TOTAL MAJOR HOURS: 42

### Major requirements for the B.A. Degree:

#### Major Core (30 hours)

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

#### 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.

**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.

### Residency Requirement

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

### 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.

### INTERNATIONAL BUSINESS CONCENTRATIONS:

The Muma College of Business offers several International Business concentrations and details specific to each concentration follow.

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## REQUIREMENTS FOR THE CONCENTRATION IN ECONOMICS (GEC)

**TOTAL CONCENTRATION HOURS: 12**

### Concentration Core (3 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.

## REQUIREMENTS FOR THE CONCENTRATION IN FINANCE (GFI)

**TOTAL CONCENTRATION HOURS: 12**

### Concentration Core (12 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.

## REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT (GMN)

**TOTAL CONCENTRATION HOURS: 12**

### Concentration Core (12 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.

## REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS (GIS)

**TOTAL CONCENTRATION HOURS: 12**

### Concentration Core (9 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.

## REQUIREMENTS FOR THE CONCENTRATION IN MARKETING (GMK)

**TOTAL CONCENTRATION HOURS: 12**

### Concentration Core (6 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.

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

## • B.S. - MANAGEMENT (MAN) (CIP = 52.0201) TOTAL DEGREE HOURS: 120

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

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 Muma College of Business is based upon availability of faculty and space within each discipline. The Muma College of Business 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 Muma 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 Muma 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>.
- 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 Muma 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 Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the Transitional Advising Center, SVC 2043, (813) 974-2645, for information regarding course transferability and degree articulation.

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

ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)\*

ACG X071 Managerial Accounting (or X301)\*

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531,

CGS X0000, MAN X812)

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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

## REQUIREMENTS FOR THE MAJOR IN MANAGEMENT TOTAL MAJOR HOURS: 21

### Major requirements for the B.S. Degree:

#### Major Core (12 hours)

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.

MAN 3240 Organizational Behavior Analysis

MAN 3301 Human Resource Management

MAN 4282 Organizational Assessment

MAN 4737 Integrated Management Applications

#### Major 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

ENT 4024 Small Business Management - Entrepreneurship

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.

### 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 recommended that Management students participate in an internship course (MAN 4940) as part of their plan of study.

## REQUIREMENTS FOR A MINOR IN MANAGEMENT (MAN) (FOR BUSINESS MAJORS ONLY) TOTAL MINOR HOURS: 12

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

The Management minor is available to all Undergraduate Muma College of Business students, except those majoring in Management.

#### Minor Core (12 hours)

MAN 3240 Organizational Behavior Analysis

MAN 3301 Human Resource Management

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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:* Balaji Padmanabhan; *Professor Emeritus:* C.F. Cohen, R.E. Dutton, K. VanVoorhis; *Professors:* J.M. Jermier, M. Karlins, J. Koehler, W.R. Nord; *Associate Professors:* A. Balfour, E. Danneels, S. Fuller, K.D. MacAulay, C.E. Michaels, Jr.; *Instructors:* M.G. Bowen, W.J. Cames, R. Chavarry, S. Hanna-West, E. Hargis, R. Kelso.

## • B.S. - 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 Muma College of Business is based upon availability of faculty and space within each discipline. The Muma College of Business 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 Muma 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 Muma 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>.
- 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 Muma 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

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Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the Transitional Advising Center, SVC 2043, (813) 974-2645, for information regarding course transferability and degree articulation.

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

\*ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)

ECO X013 Principles of Macroeconomics

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

## REQUIREMENTS FOR THE MAJOR IN MANAGEMENT INFORMATION SYSTEMS

**TOTAL MAJOR HOURS: 27**

### Major requirements for the B.S. Degree:

#### Major Core (18 hours)

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.

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).

#### Major 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

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.



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UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

## Residency Requirement

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

## 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./M.S. PROGRAM

The goal of the USF Muma 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 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.

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- The graduate level Operations and Supply Chain Processes course ISM 6436 can be taken in place of the comparable undergraduate course ISM 3431.

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

## **First Year and Second Year**

Courses and credits as designated for freshman and sophomore years.

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

ISM 3232 Business Application Development

ISM 3113 Systems Analysis and Design

Additional undergraduate courses

ISM 4212 Database Design and Administration

ISM 4220 Business Data Communications

Additional undergraduate courses

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

ISM 6436 Operations and Supply Chain Processes

Twelve (12) credit hours of undergraduate coursework

ISM 4300 Managing Information Resources (B.S. Capstone)

ISM 6124 Advanced Systems Analysis and Design

Six (6) credit hours of undergraduate or graduate electives

## **Fifth Year**

ISM 6225 Distributed Information Systems

ISM 6218 Advanced Database Management

Eighteen (18) credit hours of graduate electives

ISM 6155 Enterprise Information Systems Management (M.S. Capstone)

The following courses are suggested specialization elective courses and are cross-listed between the graduate and undergraduate catalogs:

ISM 6145 Seminar in Software Testing

ISM 6156 Enterprise Resource Planning and Business Process Management/ ISM 4153 Information Systems in Organizations

ISM 6328 Information Security and Risk Management/ ISM 4323 Information Security and IT Risk Management

ISM 6316 Project Management

For further course information, visit: <http://ugs.usf.edu/course-inventory/>.

## **REQUIREMENTS FOR THE MINOR IN MANAGEMENT INFORMATION SYSTEMS (ISM) (FOR BUSINESS MAJORS ONLY) TOTAL MINOR HOURS: 12**

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

The Management Information System minor is available to all Undergraduate Muma College of Business students, except those majoring in ISM.

### **Minor Core (6 hours)**

ISM 3113 Systems Analysis and Design

ISM 4212 Database Administration

### **Minor Electives (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.

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UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

Sincich, R.P. Will; Assistant Professor. H. Zhang; Instructors: M. Dummeldinger, R. Satterfield, B. Warner, W.W. Whitlock.

## • B.S. - 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
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.

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- 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 Muma 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>.
- 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

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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 Muma College of Business. Exceptions to this policy

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2015-2016 UNDERGRADUATE CATALOG

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 (A.S.) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma 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 (A.S.) program in any other discipline should contact the Transitional Advising Center, SVC 2043, (813) 974-2645, for information regarding course transferability and degree articulation.

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

ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)\*

ACG X071 Managerial Accounting (or X301)\*

CGS X100 Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)

ECO X013 Principles of Macroeconomics

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

## REQUIREMENTS FOR THE MAJOR IN MARKETING TOTAL MAJOR HOURS: 21

### Major requirements for the B.S. Degree:

#### Major Core (15 hours)

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.**

MAR 3823 Marketing Management

MAR 3613 Marketing Research

MAR 3400 Professional Selling

MAR 4333 Electronic/Promotion Management

MAR 4824 Marketing Management Problems

#### Major 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.

### 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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## 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.

## SUPPLY CHAIN MANAGEMENT (SCMG) CONCENTRATION

<http://www.usf.edu/business/departments/marketing/supply-chain-management/undergraduate.aspx>

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 AND CONCENTRATION HOURS: 21

A student may choose to major in Marketing only or may choose to major in Marketing with a concentration in Supply Chain Management.

### Major requirements for the B.S. Degree:

#### Major Core (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.

## REQUIREMENTS FOR THE MINOR IN MARKETING (MKT) (FOR BUSINESS MAJORS ONLY)

### TOTAL MINOR HOURS: 12

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

The Marketing minor is available to all Undergraduate Muma College of Business students, except those majoring in Marketing.

#### Minor Core (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 Professors:* R. Hooker, J. Mena; *Instructors:* C. Osborne, V.B. Panzer, J.M. Solomon, K. Walsh.

## REQUIREMENTS FOR THE MINOR IN ECONOMICS (ECN)

**TOTAL MINOR HOURS: 18**

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

### Minor Core (6 hours)

ECO 2013 Economic Principles: Macroeconomics

ECO 2023 Economic Principles: Microeconomics

### Minor Electives (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 all minor coursework at USF and in all minor courses completed at other institutions. All attempts will be included in the GPA unless grade forgiveness has been used.

### Residency Requirement

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

## REQUIREMENTS FOR THE MINOR IN ENTREPRENEURSHIP (ETN) (FOR BUSINESS AND INDUSTRIAL ENGINEERING MAJORS ONLY) TOTAL MINOR HOURS: 12

<http://www.usf.edu/entrepreneurship/programs/undergraduate.aspx>

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.

The minor requires a total of 12 credit hours.

### Minor Core (12 hours)

ENT 4014 New Venture Formation

ENT 3613 Creativity & Innovation in Entrepreneurial Firms or EIN 4933 Selected Topics: Creativity in Technology

And two courses from the following:

EIN 4933 Selected Topics: Product Development

ENT 4424 Fundamentals of Venture Capital

ENT 4024 Small Business Management - Entrepreneurship

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.

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

**TOTAL MINOR HOURS: 15**

<http://www.usf.edu/entrepreneurship/programs/undergraduate.aspx>

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.

The minor requires a total of 15 credit hours.

### Minor Core (15 hours)

ENT 3003 Principles of Entrepreneurship

ENT 4014 New Venture Formation

ENT 3613 Creativity & Innovation in Entrepreneurial Firms or EIN 4933 Selected Topics: Creativity in Technology

And two courses from the following:

EIN 4933 Selected Topics: Product Development

ENT 4424 Fundamentals of Venture Capital

ENT 4024 Small Business Management - Entrepreneurship

MAN 4804 Small Business Management Counseling

### GPA Requirements

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

### Residency Requirement

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

## REQUIREMENTS FOR THE 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.

### Certificate Core (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):

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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.

AMH 3342 Globalization and U.S. Culture  
AMH 3512 U.S. Foreign Relations  
AMS 4804 Major Ideas: Vietnam War  
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  
CLP 4314 Health Psychology  
CWR 4812 Capstone Water Resources/Environmental Design  
ECH 4615 Product and Process Design  
EEL 4914 Senior Project Design  
EIN 4891 Capstone Design  
EML 4551 Capstone Design  
EUH 3206 Twentieth Century Europe  
EUH 3576 History of the Soviet Union to 1991  
FIN 3604 International Finance  
FIN 4414 Advanced Corporate Finance  
FIN 4443 Financial Policies and Strategies  
FIN 4504 Principles of Investments  
GEB 4890 Strategic Management and Decision Making  
GEY 4647 Ethical/Legal Issues in Aging  
HIS 3930 The Middle East  
HIS 3930 World War I  
HIS 3930 History of Terrorism  
HIS 3938 Global History of Communism and Post-Communism  
HIS 4104 Theory and Methods of History  
HIS 4936 Special Topics in History  
HIS 4936 Pro-Seminar in History  
HSC 4631 Critical Issues in Public Health  
INR 3011 Globalization  
INR 3018 World Ideologies  
INR 3038 International Wealth/Power  
INR 3102 American Foreign Policy  
INR 3202 International Human Rights  
INR 4083 Conflict in the World  
INR 4900 Directed Readings  
INR 4931 Selected Topics: East Asian Politics  
LAH 3200 Modern Latin America  
LAH 3430 History of Mexico  
LAH 3470 History of the Caribbean  
LAH 3480 History of Cuba  
MHS 4731 Writing for Research and Publication in Behavioral and Community Sciences  
MAN 4631 Global Perspectives and Management Choices  
POS 3713 Empirical Political Analysis  
POT 4064 Contemporary Political Thought  
POT 4936 Environmental/Political Thought  
SYP 3000 Social Psychology  
SYP 4510 Sociological Aspects of Deviance  
SYP 4250 Drugs and Society  
SYP 4420 Consumer Culture  
SYA 4930 Environment and Society  
SYA 4935 Senior Seminar  
SYD 4410 Urban Sociology  
SYD 4250 Sociology of Education



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## **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.

## **REQUIREMENTS FOR THE CERTIFICATE IN UNDERGRADUATE 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.

### **Certificate Core (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 course work 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.