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About the College

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, Business Analytics and Information Systems, Finance, General Business, Global Business, Management, 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/.

Accreditation

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.

Admission Requirements

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.

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 accepted 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 & ACG 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.
MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2016-2017 UNDERGRADUATE CATALOG

College-Level Requirements
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 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 (Communication) and Mathematics (Computation) Requirements, formerly known as 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):**
1. Foundations of Knowledge and Learning Requirements
   a. English Composition (6 credit hours)
   b. General Education Core Mathematics and FKL Mathematics and Quantitative Reasoning (Calculus is required) (6 credit hours)
   c. General Education Core and FKL Natural Sciences (6 credit hours)
   d. General Education Core Social Sciences and FKL Social and Behavioral Sciences (Macroeconomics is required) (6 credit hours)
   e. FKL Human Cultural Diversity Global Context (3 credit hours)
   f. FKL Fine Arts (3 credit hours)
   g. General Education Core and FKL Humanities (6 credit hours)

2. Exit Course Requirements
   a. The Capstone Learning Experience Course (3 credit hours)
   b. The Writing Intensive Capstone Course (satisfied by ENC 3250 or ENC 3310) (3 credit hours)

3. Non-Business Requirements for Business Majors
   a. ECO 2023 Economic Principles (Microeconomics)
   b. SPC 2608 Public Speaking or COM 3110 Communication for Business and the Professions
   c. ENC 3250 Professional Writing or ENC 3310 Expository Writing or equivalent

   It is recommended that transfer students take ENC 3250 or ENC 3310 their first semester at USF.
   It is recommended that FTIC students take ENC 3250 or ENC 3310 the semester after completing ENC 1102.

4. 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 (60-63 hrs. minimum):**
1. Foundation Courses in Business - Required - a minimum grade of C- in each foundation course with an overall 2.0 GPA (33 credit hours):
MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2016-2017 UNDERGRADUATE CATALOG

ACG 2021 Principles of Financial Accounting*
ACG 2071 Principles of Managerial Accounting*
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
MAN 4504 Operations and Supply Chain Management
MAR 3023 Basic Marketing***
GEB 4890 Strategic Management/Decision Making

2. Major Requirements (18-24 credit hours)
3. Business Electives (3 credit hours):
   CGS 2100 Computers in Business
*Accounting majors must earn C not C- in ACG 2021 & ACG 2071
**Business Analytics and Information Systems (BAIS) 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*

Grading Requirements
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.

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.

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.

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 or visit the
Business Honors Program website: http://www.usf.edu/business/undergraduate/honors/.

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.)
Global Business (GBP) (formerly International Business)
   Business Analytics and Information Systems (GBIS)
Finance (GBFI)
Management (GBMN)
Marketing (GBMK)

Bachelor of Science (B.S.)
Accounting (ACC)
Accounting and Finance (GAA/GFI)
Accounting and Management (GAA/GMN)
Accounting & Marketing (GAA/GMK)
Accounting and Entrepreneurship (GAA/GNT)
Accounting and Business Analytics and Information Systems (GAA/GAI)
Finance and Business Analytics and Information Systems (GFI/GAI)
Finance and Entrepreneurship (GFI/GNT)
Finance and Management (GFI/GMN)
Finance and Marketing (GFI/GMK)
Management and Business Analytics and Information Systems (GMN/GAI)
Management and Entrepreneurship (GMN/GNT)  
Management and Marketing (GMN/GMK)  
Marketing and Business Analytics and Information Systems (GMK/GAI)  
Marketing and Entrepreneurship (GMK/GNT)  
Management (MAN)  
Marketing (MKT)  
Entrepreneurship (ENTC)  
Sport and Entertainment Management (SEMC)  
Supply Chain Management (SCMG)  

Honors Program  
All programs  

Accelerated Degree Program  
B.S. Advertising/M.A. Mass Communications  
B.S. Business Analytics and Information Systems/M.S. Information Systems Management 

Minors  
Accounting (for Business majors only) (ACC)  
Business Analytics and Information Systems (BAIS)  
Entrepreneurship (non-Business/IE majors only) (ETN)  
Entrepreneurship (for Business/IE majors only) (ETB)  
Finance (for Business majors only) (FIN)  
Management (for Business majors only) (MAN)  
Marketing (for Business majors only) (MKT) 

Certificates  
Undergraduate Business 

The following majors, concentrations, and minors are accepting no new admission because they were discontinued effective Fall 2016.

- B.A. Global Business with a concentration in Economics
- B.S. General Business with a concentration in Accounting and Economics
- B.S. General Business with a concentration in Economics and Business Analytics and Information Systems
- B.S. General Business with a concentration in Economics and Finance
- B.S. General Business with a concentration in Economics in Management
- B.S. General Business with a concentration in Economics and Marketing

Economics Minor

Undergraduate Advising Information

Advising Services:
- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the 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 online: [http://www.usf.edu/business/undergraduate/advising/appointments.aspx](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.

MUMA COLLEGE OF BUSINESS ADVISING INFORMATION

<table>
<thead>
<tr>
<th>Major</th>
<th>Advisor</th>
<th>Email</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Business Majors</td>
<td>Angela Casey</td>
<td><a href="mailto:angelacasey@usf.edu">angelacasey@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
<td>Shaun Gonzalez</td>
<td><a href="mailto:smgonza3@usf.edu">smgonza3@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
<td>Shawna Grant</td>
<td><a href="mailto:srgrant@usf.edu">srgrant@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
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<td><a href="mailto:mehermann@usf.edu">mehermann@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
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In order to schedule a meeting with an advisor in this college, please use eschedule.

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<tr>
<th>All Business Majors</th>
<th>La'Tevia Lowe</th>
<th><a href="mailto:lalowe@usf.edu">lalowe@usf.edu</a></th>
<th><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>All Business Majors</td>
<td>Jack Lynch</td>
<td><a href="mailto:jlynch@usf.edu">jlynch@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
<td>Chris Maltezos</td>
<td><a href="mailto:cmaltezo@usf.edu">cmaltezo@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
<td>Amy Russo</td>
<td><a href="mailto:amyrusso@usf.edu">amyrusso@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>All Business Majors</td>
<td>Nadine Samardzija</td>
<td><a href="mailto:nsamardzija@usf.edu">nsamardzija@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>Advising for Members of the Bulls Business Community (BBC)</td>
<td>Lauren Di Giovanni</td>
<td><a href="mailto:ldigiova@usf.edu">ldigiova@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>First Generation Bulls, and Corporate Mentor Program Advising</td>
<td>J.R. Haworth</td>
<td><a href="mailto:whaworth@usf.edu">whaworth@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>Graduation Specialist</td>
<td>Christy Ward</td>
<td><a href="mailto:cward@usf.edu">cward@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
</tr>
<tr>
<td>Zimmerman Advertising Program Living Learning Community (ZAP LLC)</td>
<td>Maura Cheatham</td>
<td><a href="mailto:mcheatham@usf.edu">mcheatham@usf.edu</a></td>
<td><a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a></td>
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**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.**

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.

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

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 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. 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
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 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 in Accounting
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 or IDS 4914 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.

Advising Information

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: C.H. Ferguson Hall (Business Administration Building) (BSN) 2102, (813) 974-4290 or schedule an advising appointment on-line: http://www.usf.edu/business/undergraduate/advising/.
Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

ACCOUNTING FACULTY


• 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 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:
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 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. 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

REQUIREMENTS FOR THE MAJOR IN ADVERTISING

Required Supporting Courses for the Major: 6 Hours

The following courses are prerequisite and supporting courses for this major. They are required for the major, but are not counted in the total hours for this major. The degree will not be awarded if these courses have not been taken by the end of the student’s final semester.

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

TOTAL MAJOR HOURS: 43

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

Major Core (26 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

Major Electives (17 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
  MAR 3400 Professional Selling
  MAR 3711 Sports Marketing
  MAR 4156 International Marketing
  MAR 4213 Logistics and Physical Distribution Management
  MAR 4231 Retailing Management
  MAR 4333 Promotion Management
  MAR 4403 Sales Management
  MAR 4453 Business to Business Marketing
  MAR 4712 Healthcare Marketing
  MAR 4824 Marketing Management Problems

Required Non-Business Electives:
  GEB 2935 Selected Topics in Business: Speaker Series
  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 or IDS 4914 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.
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 Supporting Courses for the Major (6 credit hours)
- MMC 2100 Writing for the Mass Media
- MMC 3602 Mass Communications and Society

Required Courses for Advertising major (26 credit hours):
- ADV 3008 Introduction to Advertising
- ADV 3101 Advertising Creativity
- ADV 3300 Advertising Media Strategy
- ADV 4600 Advertising Management
- ADV 4800 Advertising Campaigns
- ADV 4940 Advertising Practicum
- MAR 3613 Marketing Research
- MMC 4936 Selected Topics in Mass Communications Studies
- MAR 4503 Buyer Behavior

Required Business Electives (12 credit hours):
- CGS 2100 Computers in Business
- MAR 3823 Marketing Management
- MAR 4933 Selected Topics in Marketing
- MAR XXXX Upper-Level Marketing Elective

Required Non-Business Electives (5 credit hours):
- GEB 2935 Selected Topics in Business: Speaker Series
- SLS 2901 Academic Foundations Seminar
Residency
In the major, 15 of the 21 Advertising hours and 12 of the 17 Marketing hours must be taken in residency at USF Tampa. At least a minimum of a C (not C-) grade must be earned in each course. An overall GPA of 2.0 is required in the major for graduation.

Shared B.S./M.A. Requirements
Twelve (12) hours of graduate credit can be taken in place of 6 hours required for the Advertising Major and 6 hours of Required Business Electives, as follows:

ADV 4600 (Advertising Management), satisfied by PUR 6607 (Strategic Communication Management)
ADV 4800 (Advertising Campaigns), satisfied by PUR 6603 (Strategic Communication Campaigns)
ADV 4940 (Advertising Practicum), satisfied by MMC 6945 (Mass Communications Professional Practicum)
MAR 4933 (Selected Topics in Marketing: Social Media Applications), satisfied by MAR 6936 (Selected Topics in Marketing: Social Media Applications).

Graduate Degree Requirements for Accelerated M.A. in Mass Communications
Total Minimum Hours: 39
Core Requirements: 12 hours
MMC 6920 Introduction to Mass Communication Research
MMC 6401 Mass Communication Theory
MMC 6421 Research Methods
Concentration Requirements: 24 hours
Concentration in Strategic Communication Management
The Strategic Communication Management concentration accentuates the integration of organizational communication functions such as public relations and advertising into a single communication management function. This program requires 39 hours of course work (12 hours of which are shared with the B.S. degree), including three (3) hours of an applied research project, twelve (12) hours of the mass communications core, and fifteen (15) hours of the strategic communication management concentration.

PUR 5505 Introduction to Strategic Communication Theory and Research
PUR 6607 Strategic Communication Management
PUR 6603 Strategic Communication Campaigns
MMC 6418 Strategic Message Design
MMC 6415 Strategic Communication Media
Satisfied by:
ADV 5505 Advertising Planning

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

MMC 6950 – Applied Research Project

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

Timeline and benchmarks:
1. To be considered for acceptance into the Accelerated B.S./M.A. in Advertising in the 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 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:
   o Statement of intent (a personal statement about why the student wishes to apply for the program);
   o 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

Subtitle: 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
  Subtitle: 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
  Subtitle: 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

**Advising Information**

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: C.H. Ferguson Hall (Business Administration Building) (BSN) 2102, (813) 974-4290 or schedule an advising appointment on-line: [http://www.usf.edu/business/undergraduate/advising/](http://www.usf.edu/business/undergraduate/advising/).

Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.
• B.S. - BUSINESS ANALYTICS AND INFORMATION SYSTEMS (BAIS)  
(CIP = 52.1201)  
TOTAL DEGREE HOURS: 120

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

The Business Analytics and Information Systems (BAIS) major provides the skills and knowledge necessary to enter the rapidly changing world of business analytics and information systems. Potential career paths include data analyst, business intelligence analyst, business analyst, consulting, systems analyst, database administrator, project manager or a myriad of technology management roles in business.

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 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. 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:
REQUIREMENTS FOR THE MAJOR IN
BUSINESS ANALYTICS AND INFORMATION SYSTEMS

**TOTAL MAJOR HOURS: 24**

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

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

Students choose to enroll as either:
- a Business Analytics and Information Systems major or
- a Business Analytics and Information Systems major with a concentration in Cybersecurity or
- a Business Analytics and Information Systems major with a concentration in Healthcare Business

Students must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level 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. BAIS majors must earn a "C" or higher (not C-) in ISM 3011 and the six required courses. At least 18 hours must be taken in residence at USF Tampa.

**Major Core (15 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISM 3232</td>
<td>Business Application Development*</td>
</tr>
<tr>
<td>ISM 3113</td>
<td>Systems Analysis and Design*</td>
</tr>
<tr>
<td>ISM 4212</td>
<td>Database Design and Administration</td>
</tr>
<tr>
<td>ISM 4402</td>
<td>Business Intelligence or ISM 4220 Business Data Communications**</td>
</tr>
<tr>
<td>ISM 4300</td>
<td>Managing Information Resources</td>
</tr>
</tbody>
</table>

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

**ISM 4402 is recommended for students interested in mainstream business analytics careers, while ISM 4220 is recommended for students interested in mainstream careers in Management Information Systems. Students can always take both these courses and have the second one count as an elective (see below).**

**Major Electives (9 hours)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISM 4041</td>
<td>Global Cyber Ethics</td>
</tr>
<tr>
<td>ISM 4141</td>
<td>Web Application Development/Java</td>
</tr>
<tr>
<td>ISM 4153</td>
<td>Enterprise Resource Planning Systems</td>
</tr>
<tr>
<td>ISM 4220</td>
<td>Business Data Communications**</td>
</tr>
<tr>
<td>ISM 4234</td>
<td>Object-Oriented Design and Development</td>
</tr>
<tr>
<td>ISM 4252</td>
<td>Mainframe Technologies</td>
</tr>
<tr>
<td>ISM 4314</td>
<td>Project Management</td>
</tr>
<tr>
<td>ISM 4323</td>
<td>Information Security and IT Risk Management</td>
</tr>
<tr>
<td>ISM 4382</td>
<td>Global Information Systems</td>
</tr>
<tr>
<td>ISM 4402</td>
<td>Business Intelligence**</td>
</tr>
<tr>
<td>ISM 4432</td>
<td>Software Testing</td>
</tr>
<tr>
<td>ISM 4480</td>
<td>Electronic Commerce Systems</td>
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<tr>
<td>ISM 4930</td>
<td>Selected Topics in MIS</td>
</tr>
<tr>
<td>ISM 4571</td>
<td>Cybersecurity Cases</td>
</tr>
<tr>
<td>MAN 4505</td>
<td>Healthcare Operations Management</td>
</tr>
<tr>
<td>ISM 4542</td>
<td>Statistical Programming for Business Analytics</td>
</tr>
<tr>
<td>ISM 4381</td>
<td>Information Systems for Healthcare Analytics</td>
</tr>
<tr>
<td>ISM 4940</td>
<td>Business Analytics and Information Systems Internship</td>
</tr>
</tbody>
</table>

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

**Students should see an advisor for a list of other approved upper-level area elective courses.**
GPA Requirements
Students must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level course. A grade point average of 2.0 or higher must be achieved in all major coursework at USF and an overall 2.0 GPA including transfer work.

Grading Requirement
BAIS majors must earn a "C" or higher (not C-) in ISM 3011 and the five required Business Analytics and Information Systems (BA&IS) courses.

Residency Requirement
At least 18 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 or IDS 4914 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 Business Analytics and Information Systems 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 BAIS/MIS is to provide outstanding undergraduate students an option to complete the B.S. undergraduate degree in BAIS 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. 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.
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 BAIS 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:

- Nine (9) hours of graduate credit can be taken in place of the 9 hours of elective undergraduate credits. The student must earn a minimum grade of B in each graduate course that is to be counted for both degrees.
- The graduate level Operations and Supply Chain Processes course ISM 6436 can be taken in place of the comparable undergraduate course ISM 3431.

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

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

Third Year (Apply for Admission to Integrated B.S./M.S. Program)
ISM 3232 Business Application Development
ISM 3113 Systems Analysis and Design
Additional undergraduate courses
ISM 4212 Database Design and Administration
ISM 4220 Business Data Communications or ISM 4402 Business Intelligence
Additional undergraduate courses

Fourth Year (Student accepted In M.S. 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/.

Advising Information
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: C.H. Ferguson Hall (Business Administration Building) (BSN) 2102, (813) 974-4290 or schedule an advising appointment on-line: http://www.usf.edu/business/undergraduate/advising/.
Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.
REQUIREMENTS FOR THE CONCENTRATION IN CYBERSECURITY (CYBC)
TOTAL CONCENTRATION HOURS: 24

The Cybersecurity concentration in Business Analytics and Information Systems focuses on the growing need to prepare students for successful careers in the information security field.

A student may choose to major in Business Analytics and Information Systems only or may choose to major in Business Analytics and Information Systems with a concentration in Cybersecurity.

Major Core (15 hours)

Required Business Analytics and Information Systems Courses (15 credit hours):
- ISM 3113 Systems Analysis and Design*
- ISM 3232 Business Application Development*
- ISM 4212 Database Design and Administration
- ISM 4300 Managing Information Resources
- ISM 4402 Business Intelligence or ISM 4220 Business Data Communications**

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

**ISM 4402 is recommended for students interested in mainstream business analytics careers, while ISM 4220 is recommended for students interested in mainstream careers in Management Information Systems. Students can always take both these courses and have the second one count as an elective (see below).

Concentration Core (3 hours)

Required Cybersecurity Concentration Course (3 credit hours):
- ISM 4323 Information Security and IT Risk Management

Concentration Electives (6 hours)

Choose 6 credit hours from the following Business Analytics and Information Systems elective courses:
- ISM 4220 Business Data Communications***
- ISM 4402 Business Intelligence***
- ISM 4041 Global Cyber Ethics
- ISM 4432 Software Testing
- ISM 4571 Cybersecurity Cases
- ISM 4940 Business Analytics and Information Systems Internship

***If these courses are used to satisfy the major requirements, they cannot be used to fulfill the elective requirements. Students should see an advisor for a list of other approved upper-level area elective courses.

GPA Requirements

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

Grading Requirement

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

Residency Requirement

At least 18 hours must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN HEALTHCARE BUSINESS (HCBC)
TOTAL CONCENTRATION HOURS: 24

The Healthcare Business concentration in Business Analytics and Information Systems focuses on the growing need to prepare students for successful careers in healthcare business field.

A student may choose to major in Business Analytics and Information Systems only or may choose to major in Business Analytics and Information Systems with a concentration in Healthcare Business.

Major Core (15 hours)

Required Business Analytics and Information Systems Courses (15 credit hours):
- ISM 3113 Systems Analysis and Design*
ISM 3232 Business Application Development*
ISM 4212 Database Design and Administration
ISM 4300 Managing Information Resources
ISM 4402 Business Intelligence or ISM 4220 Business Data Communications**

*ISM 3232 (Business Application Development) is recommended to be taken before, or concurrently with, ISM 3113 (Systems Analysis and Design).
**ISM 4402 is recommended for students interested in mainstream business analytics careers, while ISM 4220 is recommended for students interested in mainstream careers in Management Information Systems. Students can always take both these courses and have the second one count as an elective (see below).

Concentration Core (3 hours)
Required Healthcare Business Concentration Course (3 credit hours):
ISM 4381 Information Systems for Healthcare Analytics

Concentration Electives (6 hours)
Choose 6 credits from the following elective courses:
ISM 4402 Business Intelligence***
MAN 4505 Healthcare Operations Management
ISM 4542 Statistical Programming for Business Analytics
ISM 4940 Business Analytics and Information Systems Internship
LIS 4752 Clinical Decision Support
LIS 4802 Introduction to Visual Analytics

***If this course is used to satisfy the major requirements, it cannot be used to fulfill the elective requirements.
+Internship location should be in a healthcare related field
Students should see an advisor for a list of other approved upper-level area elective courses.

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

Grading Requirement
Students in the major must earn a "C" or higher (not C-) in ISM 3011 and the six required courses.

Residency Requirement
At least 18 hours must be taken in residence at USF Tampa.

BUSINESS ANALYTICS AND INFORMATION SYSTEMS FACULTY

• B.S. - FINANCE (FIN) (CIP = 52.0801)
TOTAL DEGREE HOURS: 120

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

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

The Finance program offers courses that enable the graduate to identify and solve problems in the acquisition and allocation of funds by organizations in the public and private sectors in domestic and international settings. It provides the background necessary for managing wealth in a risky environment. Finance relies on an interdisciplinary approach that draws on economic theory, accounting, information systems, and the quantitative decision frameworks of statistics and mathematics.
The major is designed to ensure that graduates are familiar with the tools of financial decision making and that they possess the skills to stay abreast of the developments in the field. Finance graduates will understand the functions and operations of financial markets, become familiar with computer applications in finance, and know how to access and utilize financial information. Course content is designed to provide majors with an appreciation of cooperative work skills and to enhance their verbal and written communication skills.

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

Admission to the 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 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 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. 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 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: 21**

**Major 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 complete a minimum of 21 hours of upper-level finance courses beyond FIN 3403.

Students choose to enroll as either:

- a Finance major or
- a Finance major with a concentration in Asset Management or
- a Finance major with a concentration in Corporate Finance

**Major Core (9 hours)**

- FIN 4454 Financial Modeling and Analytics
- 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 (12 hours)**

Four 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 two electives 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 4303 Financial Institutions and Markets
- FIN 4414 Advanced Corporate Finance
- FIN 4461 Financial Statement Analysis
- FIN 4514 Advanced Investment Analysis and Management
- FIN 4533 Financial Options & Futures
- FIN 4560 Applied Securities Analysis
- FIN 4940 Finance Internship
- REE 3043 Real Estate Decision Making

**GPA Requirements**

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

**Grading Requirement**

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

**Residency Requirement**

At least 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 or IDS 4914 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.

**Advising Information**

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.
FINANCE CONCENTRATIONS

REQUIREMENTS FOR THE CONCENTRATION IN
ASSET MANAGEMENT (FIAM)
TOTAL CONCENTRATION HOURS: 21

Students wishing to pursue a career in asset management are encouraged to pursue this concentration.
A student may choose to major in Finance only or may choose to major in Finance with a concentration in Asset Management.

Major Core (9 hours)
- FIN 4454 Financial Modeling and Analytics
- 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).

Concentration Core (12 hours)
Choose any four (4) courses below:
- FIN 4303 Financial Institutions and Markets
- FIN 4461 Financial Statement Analysis
- FIN 4514 Advanced Investment Analysis and Management
- FIN 4487 Advanced Financial Risk Management
- FIN 4560 Applied Securities Analysis
- FIN 4940 Finance Internship

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 15 hours must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN
CORPORATE FINANCE (FICF)
TOTAL CONCENTRATION HOURS: 21

Students wishing to pursue a career in corporate finance are encouraged to pursue this concentration.
A student may choose to major in Finance only or may choose to major in Finance with a concentration in Corporate Finance.

Major Core (9 hours)
- FIN 4454 Financial Modeling and Analytics
- 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).

Concentration Core (12 hours)
Choose any three (3) courses below:
ACG 3103 Intermediate Financial Accounting I
ACG 3113 Intermediate Financial Accounting II
FIN 3604 International Finance
FIN 4412 Working Capital Management
FIN 4461 Financial Statement Analysis
FIN 4487 Advanced Financial Risk Management
FIN 4940 Finance Internship

**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 15 hours must be taken in residence at USF Tampa.

**FINANCE FACULTY**

**• 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.

**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 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. 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 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 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, Business Analytics and Information Systems, Entrepreneurship, Finance, Management, 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.

Courses used to satisfy a major in Accounting, Finance, Business Analytics and Information Systems, Management, or Marketing may not be used to satisfy either minor or 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 or IDS 4914 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

Advising Information
Advising Services:

- Orientation for freshmen and transfer students.
- Academic advising and program information for pre-business students who have applied to the 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.
GENERAL BUSINESS ADMINISTRATION CONCENTRATIONS

REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND BUSINESS ANALYTICS AND INFORMATION SYSTEMS (GAA/GAI)

TOTAL CONCENTRATION HOURS: 24

Concentration Core (18 hours)
All required 12 credit hours of Accounting coursework must be taken in residence at USF Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.
Nine hours of the required 12 credit hours of Business Analytics and Information Systems coursework must be taken in residence at USF Tampa. A GPA of 2.0 or higher must be achieved in all Business Analytics and Information Systems coursework.

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.

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

Concentration Electives (6 hours)
Business Analytics and Information Systems Electives:
- 6 hours of approved MIS electives
  - ISM 3115 Business Informatics
  - ISM 3232 Business Application Development
  - ISM 3431 Operations and Supply Chain Processes
  - ISM 4041 Global Cyber Ethics
  - ISM 4153 Enterprise Resource Planning Systems
  - ISM 4213 Advanced Database Administration
  - ISM 4220 Business Data Communications
  - ISM 4233 Information System Interface Design
  - ISM 4213 Advanced Database Administration
  - ISM 4234 Object-Oriented Design and Development
  - ISM 4252 Mainframe Technologies
  - ISM 4300 Managing Information Resources
  - ISM 4314 Project Management
  - ISM 4323 Information Security and IT Risk Management
  - ISM 4382 Global Information Systems
  - ISM 4400 Decision Support Systems
  - ISM 4402 Business Intelligence
  - ISM 4432 Software Testing
  - ISM 4480 Electronic Commerce Systems

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

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

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 MARKETING (GAA/GMK)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (15 hours)
All required 12 credit hours of Accounting coursework must be taken in residence at USF Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used.

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

Accounting Required Courses:
- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems

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.
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)
- MAR 3400 Professional Selling
- MAR 3613 Market Research
- MAR 3711 Sports Marketing
- MAR 4156 International Marketing
- MAR 4213 Logistics and Physical Distribution Management
- MAR 4231 Retailing Management
- MAR 4333 Promotion Management
- MAR 4403 Sales Management
- MAR 4453 Business to Business Marketing
- MAR 4503 Buyer Behavior
- MAR 4712 Healthcare Marketing

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 ACCOUNTING AND MANAGEMENT (GAA/GMN)

TOTAL CONCENTRATION HOURS: 24

Concentration Core (24 hours)

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

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

Accounting Required Courses:

- ACG 3103 Intermediate Financial Accounting I*
- ACG 3341 Cost Accounting and Control I*
- ACG 3401 Accounting Information Systems
- TAX 4001 Concepts of Federal Income Taxation

*These courses must be taken in the same semester.

Management Required Courses:

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

GPA Requirements

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

A GPA of 2.0 or higher must be achieved in all Management coursework.
Grading Requirement
A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken.

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

REQUIREMENTS FOR THE CONCENTRATION IN ACCOUNTING AND ENTREPRENEURSHIP (GAA/GNT)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (24 hours)
All required 12 credit hours of Accounting coursework must be taken in residence at USF Tampa. A grade of C (not C-) or better must be earned in each of the four upper-level Accounting courses taken. A GPA of 2.0 or higher must be achieved in all Accounting coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Only one grade forgiveness may be used. A grade of C- or higher is required for all Entrepreneurship courses. A GPA of 2.0 or higher must be achieved in all Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

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.

Entrepreneurship Required Courses:
- ENT 4014 New Venture Formation
- ENT 3613 Creativity and Innovation in Entrepreneurial Films or EIN 4200 Creativity in Technology
Select two (2) courses from the following list:
- ENT 4424 Fundamentals of Venture Capital and Private Equity
- ENT 4024 Small Business Management - Entrepreneurship
- MAN 4804 Small Business Management Counseling

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 Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been 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 higher is required for all Entrepreneurship courses.

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 Entrepreneurship coursework must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN BUSINESS ANALYTICS AND INFORMATION SYSTEMS AND ENTREPRENEURSHIP (GAI/GNT)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (18 hours)
Nine hours of the required 12 credit hours of Business Analytics and Information Systems coursework must be taken in residence at USF Tampa. A GPA of 2.0 or higher must be achieved in all Business Analytics and Information Systems coursework. A grade of C- or higher is required for all Entrepreneurship courses. A GPA of 2.0 or higher must be achieved in all Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

Business Analytics and Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Design and Administration

Entrepreneurship Required Courses:
ENT 4014 New Venture Formation
ENT 3613 Creativity and Innovation in Entrepreneurial Films or EIN 4200 Creativity in Technology
Select two (2) courses from the following list:
ENT 4424 Fundamentals of Venture Capital and Private Equity
ENT 4024 Small Business Management - Entrepreneurship
MAN 4804 Small Business Management Counseling

Concentration Electives (6 hours)

Business Analytics and Information Systems Electives:
6 hours of approved MIS electives
ISM 3115 Business Informatics
ISM 3232 Business Application Development
ISM 3431 Operations and Supply Chain Processes
ISM 4041 Global Cyber Ethics
ISM 4153 Enterprise Resource Planning Systems
ISM 4213 Advanced Database Administration
ISM 4220 Business Data Communications
ISM 4233 Information System Interface Design
ISM 4234 Object-Oriented Design and Development
ISM 4234 Mainframe Technologies
ISM 4300 Managing Information Resources
ISM 4314 Project Management
ISM 4323 Information Security and IT Risk Management
ISM 4382 Global Information Systems
ISM 4400 Decision Support Systems
ISM 4402 Business Intelligence
ISM 4432 Software Testing
ISM 4480 Electronic Commerce Systems

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

Grading Requirement
A grade of C- or higher is required for all Entrepreneurship courses.

Residency Requirement
Nine hours of the required 12 credit hours of Business Analytics and Information Systems coursework must be taken in residence at USF Tampa.
Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN FINANCE AND BUSINESS ANALYTICS AND INFORMATION SYSTEMS (GFI/GAI)
TOTAL CONCENTRATION HOURS: 24

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

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).

Business Analytics and Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Design and Administration

Concentration Electives (6 hours)
Business Analytics and Information Systems Electives:
6 hours of approved MIS electives
ISM 3115 Business Informatics
ISM 3232 Business Application Development
ISM 3431 Operations and Supply Chain Processes
ISM 4041 Global Cyber Ethics
ISM 4153 Enterprise Resource Planning Systems
ISM 4213 Advanced Database Administration
ISM 4220 Business Data Communications
ISM 4233 Information System Interface Design
ISM 4234 Object-Oriented Design and Development
ISM 4252 Mainframe Technologies
ISM 4300 Managing Information Resources
ISM 4314 Project Management
ISM 4323 Information Security and IT Risk Management
ISM 4382 Global Information Systems
ISM 4400 Decision Support Systems
ISM 4402 Business Intelligence
ISM 4432 Software Testing
ISM 4480 Electronic Commerce Systems

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 Business Analytics and Information Systems coursework.

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

Residency Requirement
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF Tampa.
Nine hours of the required 12 credit hours of Business Analytics and 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)
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all Marketing coursework.

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)
  - MAR 3400 Professional Selling
  - MAR 3613 Market Research
  - MAR 3711 Sports Marketing
  - MAR 4156 International Marketing
  - MAR 4213 Logistics and Physical Distribution Management
  - MAR 4231 Retailing Management
  - MAR 4333 Promotion Management
  - MAR 4403 Sales Management
  - MAR 4453 Business to Business Marketing
  - MAR 4503 Buyer Behavior
  - MAR 4712 Healthcare Marketing

**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 FINANCE AND MANAGEMENT (GFI/GMN)**

**TOTAL CONCENTRATION HOURS: 24**

**Concentration Core (24 hours)**
- Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
- Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF Tampa. A GPA of 2.0 or higher must be achieved in all Management coursework.

**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 ENTREPRENEURSHIP (GFI/GNT)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (24 hours)
Nine hours of the required 12 credit hours of Finance coursework must be taken in residence at USF Tampa. A grade of C- or better must be earned in each of the required Finance courses counted for the minor. A GPA of 2.0 or higher must be achieved in all Finance coursework. All attempts will be included in the GPA unless grade forgiveness has been used.
A grade of C- or higher is required for all Entrepreneurship courses. A GPA of 2.0 or higher must be achieved in all Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

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*

Entrepreneurship Required Courses:
ENT 4014 New Venture Formation
ENT 3613 Creativity and Innovation in Entrepreneurial Films or EIN 4200 Creativity in Technology
Select two (2) courses from the following list:
ENT 4424 Fundamentals of Venture Capital and Private Equity
ENT 4024 Small Business Management - Entrepreneurship
MAN 4804 Small Business Management Counseling

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Finance and Entrepreneurship 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.
A grade of C- or higher is required for all Entrepreneurship courses.

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 Entrepreneurship coursework must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN MARKETING AND
BUSINESS ANALYTICS AND INFORMATION SYSTEMS (GMK/GAI)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (9 hours)
Nine hours of the required 12 credit hours of Business Analytics and Information Systems coursework must be taken in residence at USF Tampa. A GPA of 2.0 or higher must be achieved in all Business Analytics and Information Systems coursework.
Nine hours of the required 12 credit hours of Marketing coursework must be taken in residence at USF Tampa. A grade of C or higher (not C-) is required in MAR 3023 Basic Marketing and all Marketing minor coursework. A GPA of 2.0 or higher must be achieved in all Marketing coursework.
Business Analytics and Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Design and Administration

Marketing Required Courses:
MAR 3823 Marketing Management

Concentration Electives (15 hours)
Business Analytics and Information Systems Electives:
6 hours of approved MIS electives
ISM 3115 Business Informatics
ISM 3232 Business Application Development
ISM 3431 Operations and Supply Chain Processes
ISM 4041 Global Cyber Ethics
ISM 4153 Enterprise Resource Planning Systems
ISM 4213 Advanced Database Administration
ISM 4220 Business Data Communications
ISM 4233 Information System Interface Design
ISM 4234 Object-Oriented Design and Development
ISM 4252 Mainframe Technologies
ISM 4300 Managing Information Resources
ISM 4314 Project Management
ISM 4323 Information Security and IT Risk Management
ISM 4382 Global Information Systems
ISM 4400 Decision Support Systems
ISM 4402 Business Intelligence
ISM 4432 Software Testing
ISM 4480 Electronic Commerce Systems

Marketing Elective Courses:
Any three (3) upper-level Marketing courses with a MAR prefix (excluding MAR 4824)
MAR 3400 Professional Selling
MAR 3613 Market Research
MAR 3711 Sports Marketing
MAR 4156 International Marketing
MAR 4213 Logistics and Physical Distribution Management
MAR 4231 Retailing Management
MAR 4333 Promotion Management
MAR 4403 Sales Management
MAR 4453 Business to Business Marketing
MAR 4503 Buyer Behavior
MAR 4712 Healthcare Marketing

GPA Requirements
A GPA of 2.0 or higher must be achieved in all Business Analytics and 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 Business Analytics and 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.

REQUIREMENTS FOR THE CONCENTRATION IN
MARKETING AND ENTREPRENEURSHIP (GMK/GNT)
TOTAL CONCENTRATION HOURS: 24
Concentration Core (15 hours)
A grade of C- or higher is required for all Entrepreneurship courses. A GPA of 2.0 or higher must be achieved in all Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

Marketing Required Courses:
MAR 3823 Marketing Management

Entrepreneurship Required Courses:
ENT 4014 New Venture Formation
ENT 3613 Creativity and Innovation in Entrepreneurial Films or EIN 4200 Creativity in Technology
Select two (2) courses from the following list:
ENT 4424 Fundamentals of Venture Capital and Private Equity
ENT 4024 Small Business Management - Entrepreneurship
MAN 4804 Small Business Management Counseling

Concentration Electives (9 hours)
Marketing Elective Courses:
Any three (3) upper-level Marketing courses with a MAR prefix (excluding MAR 4824)
MAR 3400 Professional Selling
MAR 3613 Market Research
MAR 3711 Sports Marketing
MAR 4156 International Marketing
MAR 4213 Logistics and Physical Distribution Management
MAR 4231 Retailing Management
MAR 4333 Promotion Management
MAR 4403 Sales Management
MAR 4453 Business to Business Marketing
MAR 4503 Buyer Behavior
MAR 4712 Healthcare Marketing

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

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

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

requirements for the concentration in management and business analytics and information systems (GMN/GAI)
total concentration hours: 24

Concentration Core (18 hours)
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF Tampa.
A GPA of 2.0 or higher must be achieved in all Management coursework.
Nine hours of the required 12 credit hours of Business Analytics and Information Systems coursework must be taken in residence at USF Tampa. A GPA of 2.0 or higher must be achieved in all Business Analytics and Information Systems coursework.

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

Business Analytics and Information Systems Required Courses:
ISM 3113 Systems Analysis and Design
ISM 4212 Database Design and Administration
Concentration Electives (6 hours)

Business Analytics and Information Systems Electives:

- 6 hours of approved MIS electives
  - ISM 3115 Business Informatics
  - ISM 3232 Business Application Development
  - ISM 3431 Operations and Supply Chain Processes
  - ISM 4041 Global Cyber Ethics
  - ISM 4153 Enterprise Resource Planning Systems
  - ISM 4213 Advanced Database Administration
  - ISM 4220 Business Data Communications
  - ISM 4233 Information System Interface Design
  - ISM 4234 Object-Oriented Design and Development
  - ISM 4252 Mainframe Technologies
  - ISM 4300 Managing Information Resources
  - ISM 4314 Project Management
  - ISM 4323 Information Security and IT Risk Management
  - ISM 4382 Global Information Systems
  - ISM 4400 Decision Support Systems
  - ISM 4402 Business Intelligence
  - ISM 4432 Software Testing
  - ISM 4480 Electronic Commerce Systems

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 Business Analytics and 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 Business Analytics and Information Systems coursework must be taken in residence at USF Tampa.

MANAGEMENT AND MARKETING REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT AND MARKETING (GMN/GMK)

TOTAL CONCENTRATION HOURS: 24

Concentration Core (15 hours)

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

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)
- MAR 3400 Professional Selling
- MAR 3613 Market Research
- MAR 3711 Sports Marketing
- MAR 4156 International Marketing
- MAR 4213 Logistics and Physical Distribution Management
- MAR 4231 Retailing Management
- MAR 4333 Promotion Management
- MAR 4403 Sales Management
MUMA COLLEGE OF BUSINESS

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
MANAGEMENT AND ENTREPRENEURSHIP (GMN/GNT)
TOTAL CONCENTRATION HOURS: 24

Concentration Core (24 hours)
Nine hours of the required 12 credit hours of Management coursework must be taken in residence at USF Tampa.
A GPA of 2.0 or higher must be achieved in all Management coursework.
A grade of C- or higher is required for all Entrepreneurship courses. A GPA of 2.0 or higher must be achieved in all Entrepreneurship coursework. All attempts will be included in the GPA unless grade forgiveness has been used. Nine hours of the required 12 credit hours of Entrepreneurship coursework must be taken in residence at USF Tampa.

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

Entrepreneurship Required Courses:
ENT 4014 New Venture Formation
ENT 3613 Creativity and Innovation in Entrepreneurial Films or EIN 4200 Creativity in Technology
Select two (2) courses from the following list:
ENT 4424 Fundamentals of Venture Capital and Private Equity
ENT 4024 Small Business Management - Entrepreneurship
MAN 4804 Small Business Management Counseling

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

Grading Requirement
A grade of C- or higher is required for all Entrepreneurship courses.

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 Entrepreneurship coursework must be taken in residence at USF Tampa.

• B.A. - GLOBAL BUSINESS (GBP) (CIP = 52.1101)
TOTAL DEGREE HOURS: 120
http://www.usf.edu/business/undergraduate/major-international.aspx

The Bachelor of Arts in Global Business provides students with the knowledge, skills and experience necessary for successful careers in the global business environment.
Graduates will have not only a Global Business major, but also a concentration in one of the functional areas of business (Finance, Management, Marketing, and Business Analytics and Information Systems). With this preparation,
graduates will find employment in many manufacturing, service or knowledge-based industries with global markets, global suppliers, global sources of finance and/or a globally diverse workforce.

The Global Business program is unique in that it combines preparation in business administration with language studies and a meaningful overseas work or study experience.

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 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 X000, 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 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 GLOBAL BUSINESS
TOTAL MAJOR HOURS: 27

Major requirements for the B.A. Degree:

Major Core (15 hours)
A minimum of 120 hours is required to complete a B.A. in Global Business.

Business Courses (12 credit hours)
MAN 4631 Global Perspectives and Management Choices
Choose three of the following four courses:
FIN 3604 International Finance
ISM 4382 Global Information Systems
MAN 4600 International Management
MAR 4156 International Marketing

Foreign Language Exit Requirement (3 credit hours)
One foreign language course above the beginning language sequence, in the same language as the beginning foreign language sequence
Note: A beginning foreign language sequence (I and II) is required to meet the University's Foreign Language Exit (FLEX) Requirement.

Global Business Concentration is required (12 credit hours)
A student must declare a 12-hour concentration from the following list:
Business Analytics and Information Systems
Finance
Marketing
Management

Overseas Business Internship or Study Abroad Experience:
The Global 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, Business Analytics and Information Systems, Finance, Management, or Marketing may not be used to satisfy the concentration requirement for the Global Business major. Courses used for a Global Business concentration cannot be used for a major.

Course Grade Requirement
A 2.0 GPA is required for the Business courses, no grade below a C- will be accepted.

Grading Requirement
No grade below a C- will be accepted for the major and concentration coursework.

Residency Requirement
Nine of the 12 required major core credit hours must be taken on the USF Tampa campus.

Foreign Language Requirement
The Bachelor of Arts in Global Business requires students to successfully complete the University's Foreign Language Exit Requirement (FLEX).

Other Requirements
Required Business courses cannot be used to satisfy the Business concentrations.

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 or IDS 4914 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
Overseas Business Internship or Study Abroad Experience (3 credit hours):
The Global 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.

Advising Information

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: C.H. Ferguson Hall (Business Administration Building) (BSN) 2102, (813) 974-4290 or schedule an advising appointment on-line: http://www.usf.edu/business/undergraduate/advising/.

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

GLOBAL BUSINESS CONCENTRATIONS

REQUIREMENTS FOR THE CONCENTRATION IN BUSINESS

ANALYTICS AND INFORMATION SYSTEMS (GBIS)

TOTAL CONCENTRATION HOURS: 12

Concentration Core (9 hours)
- ISM 3113 Systems Analysis and Design
- ISM 4212 Database Design and Administration
- ISM 4382 Global Information Systems

Concentration Electives (3 hours)
- Three (3) hours of upper-level ISM Coursework:
  - ISM 3115 Business Informatics
  - ISM 3232 Business Application Development
  - ISM 3431 Operations and Supply Chain Processes
  - ISM 4041 Global Cyber Ethics
  - ISM 4141 Web Application Development/Java
  - ISM 4153 Enterprise Resource Planning Systems
  - ISM 4213 Advanced Database Administration
  - ISM 4220 Business Data Communications
  - ISM 4233 Information System Interface Design
  - ISM 4234 Object-Oriented Design and Development
  - ISM 4252 Mainframe Technologies
  - ISM 4300 Managing Information Resources
  - ISM 4314 Project Management
  - ISM 4323 Information Security and IT Risk Management
  - ISM 4382 Global Information Systems
  - ISM 4402 Business Intelligence
  - ISM 4432 Software Testing
  - ISM 4480 Electronic Commerce Systems

GPA Requirements
- A 2.0 GPA is required for concentration courses.

Grading Requirement
- No grade below a C- will be accepted for the major and concentration coursework.

Residency Requirement
- At least 9 credit hours of concentration coursework must be taken in residence at USF Tampa.
REQUIREMENTS FOR THE CONCENTRATION IN FINANCE (GBFI)
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.

Grading Requirement
No grade below a C- will be accepted for the major and concentration coursework.

Residency Requirement
At least 9 credit hours of concentration coursework must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT (GBMN)
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.

Grading Requirement
No grade below a C- will be accepted for the major and concentration coursework.

Residency Requirement
At least 9 credit hours of concentration coursework must be taken in residence at USF Tampa.

REQUIREMENTS FOR THE CONCENTRATION IN MARKETING (GBMK)
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
  - MAR 3400 Professional Selling
  - MAR 3613 Market Research
  - MAR 3711 Sports Marketing
  - MAR 4213 Logistics and Physical Distribution Management
  - MAR 4231 Retailing Management
  - MAR 4333 Promotion Management
  - MAR 4403 Sales Management
  - MAR 4453 Business to Business Marketing
  - MAR 4503 Buyer Behavior
  - MAR 4712 Healthcare Marketing
  - MAR 4824 Marketing Management Problems

GPA Requirements
A 2.0 GPA is required for concentration courses.
Grading Requirement
No grade below a C- will be accepted for the major and concentration coursework.

Residency Requirement
At least 9 credit hours of concentration coursework must be taken in residence at USF Tampa.

• 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 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. 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 X000, 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 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 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 or IDS 4914 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.

Advising Information

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.
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MANAGEMENT FACULTY


• 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

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Students must satisfy the following criteria:

- Minimum of 60 semester hours of college credit earned.
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- *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 X000, 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 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 MARKETING

TOTAL MAJOR HOURS: 21

Major requirements for the B.S. Degree:

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
- a Marketing major with a concentration in Entrepreneurship or
- a Marketing major with a concentration in Sport and Entertainment Management 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.

Major Core (15 hours)

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

If a student chooses a concentration, please see concentration-specific courses.

Major Electives (6 hours)

Additional upper-level marketing courses

- MAR 3711 Sports Marketing
- MAR 4156 International Marketing
- MAR 4213 Logistics and Physical Distribution Management
- MAR 4231 Retailing Management
MAR 4403 Sales Management
MAR 4453 Business to Business Marketing
MAR 4503 Buyer Behavior
MAR 4712 Healthcare 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.

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 or IDS 4914 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

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

Advising Information
Advising Services:
• Orientation for freshmen and transfer students.
• Academic advising and program information for pre-business students who have applied to the 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.
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Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

MARKETING CONCENTRATIONS

REQUIREMENTS FOR THE CONCENTRATION IN ENTREPRENEURSHIP (ENTC)
TOTAL CONCENTRATION HOURS: 21
The Entrepreneurship Concentration in Marketing focuses on integration of the principles for successful opportunity recognition, application of creativity and innovation, and new venture creation and operations. The Entrepreneurship Concentration, with its emphasis on creativity and innovation, also prepares students for entrepreneurial leadership roles within organizations.

Major Core (9 hours)
Required Marketing Courses (9 credit hours)
MAR 3823 Marketing Management
MAR 3613 Marketing Research
MAR 4824 Marketing Management Problems
Concentration Core (12 hours)
Required Entrepreneurship Concentration Courses (12 credit hours):
ENT 3613 Creativity and Innovation in Entrepreneurial Firms or EIN 4200 Creativity in Technology
ENT 4014 New Venture Formation
MAR 4503 Buyer Behavior
MAR 4940 Marketing Internship/Practicum or MAR 3400 Professional Selling or ENT 4024 Small Business Management - Entrepreneurship

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

Course Grade Requirement
A grade of "C" or higher (not C-) is required in all Marketing coursework 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 CONCENTRATION IN
SUPPLY CHAIN MANAGEMENT (SCMG)
TOTAL CONCENTRATION HOURS: 21

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.

Major Core (9 hours)
Required Marketing Courses (9 credit hours)
MAR 3823 Marketing Management
MAR 3613 Marketing Research
MAR 4824 Marketing Management Problems

Concentration Core (12 hours)
Required Supply Chain Management Concentration Courses (12 credit hours):
MAR 4940 Marketing Internship/Practicum
MAR 3202 Supply Chain Management
MAR 4213 Logistics and Physical Distribution Management
MAR 4156 International Marketing

GPA Requirements
A 2.0 GPA in all major coursework 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 coursework 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 CONCENTRATION IN
SPORT AND ENTERTAINMENT MANAGEMENT (SEMC)
TOTAL CONCENTRATION HOURS: 21

The Sport and Entertainment Management concentration in Marketing emphasizes business fundamentals of sports with specialized coursework tailored to sport marketing.

Major Core (9 hours)
Required Marketing Courses (9 credit hours)
MAR 3823 Marketing Management
MAR 3613 Marketing Research
MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2016-2017 UNDERGRADUATE CATALOG

MAR 4824 Marketing Management Problems

Concentration Core (12 hours)
  Required Sport & Entertainment Management Concentration Courses (12 credit hours):
    SPB 4712 Sport Marketing
    SPB 4717 Social Media in Sport Marketing
    MAR 4503 Buyer Behavior
    MAR 4940 Marketing Internship/Practicum or MAR 3400 Professional Selling

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

Course Grade Requirement
  A grade of "C" or higher (not C-) is required in all Marketing coursework 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.

MARKETING FACULTY

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

TOTAL MINOR HOURS: 12


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

Please see "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
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.

**REQUIREMENTS FOR THE MINOR IN BUSINESS ANALYTICS AND INFORMATION SYSTEMS (FOR BUSINESS MAJORS ONLY) (BAIS)**

**TOTAL MINOR HOURS: 12**


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

**Minor Core (6 hours)**
- ISM 3113 Systems Analysis and Design
- ISM 4212 Database Design and 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.

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

**TOTAL MINOR HOURS: 12**

[http://www.usf.edu/entrepreneurship/programs/undergraduate.aspx](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 and Innovation in Entrepreneurial Firms or EIN 4200 Creativity in Technology

And two courses from the following:
- EIN 4933 Selected Topics in Industrial Engineering: Product Development
- ENT 4424 Fundamentals of Venture Capital and Private Equity
- 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.
REQUIREMENTS FOR THE MINOR IN ENTREPRENEURSHIP (FOR NON-BUSINESS AND NON-INDUSTRIAL ENGINEERING MAJORS ONLY) (ETN)
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 Business in Entrepreneurship
- ENT 4014 New Venture Formation
- ENT 3613 Creativity and Innovation in Entrepreneurial Firms or EIN 4200 Creativity in Technology
- And two courses from the following:
  - EIN 4933 Selected Topics in Industrial Engineering: Product Development
  - ENT 4424 Fundamentals of Venture Capital and Private Equity
  - 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 MINOR IN FINANCE (FOR BUSINESS MAJORS ONLY) (FIN)
TOTAL MINOR HOURS: 12


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

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.
REQUIREMENTS FOR THE MINOR IN MANAGEMENT  
(FOR BUSINESS MAJORS ONLY) (MAN)  
TOTAL MINOR HOURS: 12  
http://www.usf.edu/business/undergraduate/minor-management.aspx

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

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

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

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

REQUIREMENTS FOR THE MINOR IN MARKETING  
(FOR BUSINESS MAJORS ONLY) (MKT)  
TOTAL MINOR HOURS: 12  
http://www.usf.edu/business/undergraduate/minor-marketing.aspx

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

Minor Core (12 hours)  
MAR 3823 Marketing Management  
Any three (3) upper-level Marketing courses with a MAR prefix (excluding MAR 4824)  
MAR 3400 Professional Selling  
MAR 3613 Market Research  
MAR 3711 Sports Marketing  
MAR 4156 International Marketing  
MAR 4213 Logistics and Physical Distribution Management  
MAR 4231 Retailing Management  
MAR 4333 Promotion Management  
MAR 4403 Sales Management  
MAR 4453 Business to Business Marketing  
MAR 4503 Buyer Behavior  
MAR 4712 Healthcare Marketing

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.
This certificate is designed to provide non-business undergraduate students with a basic understanding of the business environment, providing them with a competitive advantage when seeking employment upon graduation.

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

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

**Certificate Core (15 hours)**
- ACG 3074 Managerial 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.