

# MUMA COLLEGE OF BUSINESS

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UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

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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 Muma College of Business offers undergraduate majors in the following areas of study: Accounting, Advertising, Business Analytics and Information Systems, Finance, Global Business, Management, Marketing, and Personal Finance. It also offers a General Business Studies major, which is a completer major used for students who are not able to progress in their declared Business major. The Muma College of Business also offers a dual degree with the College of Arts and Sciences in Business Analytics and Information Systems and Biomedical Sciences.

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 1210, Math 570 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 acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
  - ECO X013 Principles of Macroeconomics
  - ECO X023 Principles of Microeconomics
  - MAC X233 Elementary Calculus or MAC 2230
  - STA X023 Introductory Statistics or QMB X100 or STAX122 (STA X023 and QMB X100 are preferred)

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

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## College-Level Requirements

### General Requirements for B.A./B.S. Degrees in 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 by 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)
- **State Communication and Computation Requirements:** Students must have satisfactorily completed the State Communication Requirement (formerly known as Gordon Rule Writing) and State Computation Requirement (formerly known as Gordon Rule Math).
- **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 (satisfied by GEB 4890) (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 equivalentIt is recommended that transfer students take ENC 3250 or ENC 3310 their first semester at USF.
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 (63-66 hrs. minimum):

1. Foundation Courses in Business - Required - a minimum grade of C- in each foundation course with an overall 2.0 GPA (36 credit hours):

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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\*\*  
GEB 3033 Business Skills and Professional Communications  
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 (21-24 credit hours)

3. Required Business Electives (3 credit hours):

CGS 2100 Computers in Business

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

\*\*Finance majors must earn a C, not C-, in FIN 3403 with no more than two attempts

\*\*\*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 0-3 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.

## **D/F Policy**

All students entering USF for the first time in Fall 2017 or later, who subsequently earn three (3) D and/or F grades in any or any combination of the following courses at USF will be required to change their major to a major more appropriate to their goals and academic performance and to a major not conferred by the Muma College of Business. The courses are: ACG 2021, ACG 2071, CGS 2100, ECO 2013, ECO 2023, MAC 2233 (or equivalent), and QMB 2100 (or equivalent).

## **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**

Students who transfer to the USF Muma College of Business must meet one of the following admission guidelines below:

1. Students transferring to USF with 60 transferrable credits, and all state mandated prerequisites successfully completed, must have a minimum 2.5 overall GPA.
2. Students transferring to USF with 60 transferrable credits, but have not successfully completed all state mandated prerequisites, must have an overall 2.75 GPA.
3. To be fully admitted to the Muma College of Business, transfer students must complete all state mandated prerequisite courses with a grade of C- or better in each course and an overall 2.0 GPA in all seven (7) courses. The courses are:

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

Managerial Accounting: ACG X071 (or ACG X301)

Computers in Business: CGS X100 (or acceptable substitute)

Principles of Macroeconomics: ECO X013

Principles of Microeconomics: ECO X023

Elementary Calculus: MAC X233 or MAC 2230

Statistics: QMB 2100 or STA 2023

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.

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## **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 Management 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 Management may earn a major in Management only. Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the BSAS program in the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

## **Early Admissions Program – The Bulls Business Network**

Membership in the Bulls Business Network (BBN) is open to first time in college students who have completed a USF application and declared an intent to major in business, and meet the FTIC admission requirements (listed above). These freshmen are admitted directly to the 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 or the Zimmerman Advertising Program Community, residential programs 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 Communities - The Bulls Business Community or Zimmerman Advertising Program (ZAP) Community**

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

## **The Honors Program in Business**

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

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

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

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

For further information, please contact the program director, Professor Walsh at [kwalsh@usf.edu](mailto:kwalsh@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:**

**Bachelor of Arts (B.A.) or Bachelor of Science (B.S.) Option  
**Advertising (BAV)****

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

**Global Business (GBP)**

*Business Analytics and Information Systems (GBIS)*

*Finance (GBFI)*

*Management (GBMN)*

*Marketing (GBMK)*

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

**Accounting (ACC)**

**Business Analytics and Information Systems**

**(BAIS)**

*Cybersecurity (CYBC)*

*Healthcare Business (HCBC)*

**Finance (FIN)**

*Asset Management (FIAM)*

*Corporate Finance (FICF)*

**General Business Studies (GBAS) (completer program)**

**Management (MAN)**

*Human Resource Management (HRM)*

**Marketing (MKT)**

*Entrepreneurship (ENTC)*

*Sales (SALE)*

*Sport and Entertainment Management (SEMC)*

*Supply Chain Management (SCMG)*

**Personal Finance (PSF)**

**Concurrent Degrees**

Business Analytics and Information Systems with a concentration in Healthcare Business and Biomedical Sciences

**Honors Programs**

All programs

**Accelerated Degree Programs**

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

B.S. Business Analytics and Information Systems/M.S. Business Analytics and Information Systems

**Minors**

Accounting (for Business majors only) (ACC)

Business Analytics and Information Systems (for

Business majors only) (BAIS)

Entrepreneurship (for Business and Industrial

Engineering majors only) (ETB)

Entrepreneurship (non-Business and non-Industrial

Engineering majors only) (ETN)

Finance (for Business majors only) (FIN)

Management (for Business majors only) (MAN)

Marketing (for Business majors only) (MKT)

**Certificates**

Business Analytics and Information Systems

Sales

Undergraduate Business

**The following major and concentrations are accepting no new admission because they were discontinued effective Fall 2017:**

B.S. General Business Administration (GBA) and all associated concentrations

**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.

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- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records.
- Certification of graduation.

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment on-line: <http://www.usf.edu/business/undergraduate/advising/appointments.aspx> Office Hours: 8am-6pm Monday-Thursday and 8am-4pm on Friday. Please refer to website for most current office hours information.

### MUMA COLLEGE OF BUSINESS ADVISING INFORMATION

Major	Advisor	Email	URL
All Business Majors	Angela Casey	<a href="mailto:angelacasey@usf.edu">angelacasey@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Shaun Gonzalez	<a href="mailto:smgonza3@usf.edu">smgonza3@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Shawna Grant	<a href="mailto:srgrant@usf.edu">srgrant@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Monica Hermann	<a href="mailto:mehermann@usf.edu">mehermann@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	La'Tevia Lowe	<a href="mailto:lalowe@usf.edu">lalowe@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Jack Lynch	<a href="mailto:jlynch@usf.edu">jlynch@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Chris Maltezos	<a href="mailto:cmaltezo@usf.edu">cmaltezo@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Amy Russo	<a href="mailto:amyrusso@usf.edu">amyrusso@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
All Business Majors	Nadine Samardzija	<a href="mailto:nsamardzija@usf.edu">nsamardzija@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
Advising for Members of the Bulls Business Community (BBC)	Lauren Di Giovanni	<a href="mailto:ldigiova@usf.edu">ldigiova@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
First Generation Bulls, and Corporate Mentor Program Advising	J.R. Haworth	<a href="mailto:whaworth@usf.edu">whaworth@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
Graduation Specialist	Christy Ward	<a href="mailto:cward@usf.edu">cward@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>
Zimmerman Advertising Program Living Learning Community (ZAP LLC)	Maura Cheatham	<a href="mailto:mcheatham@usf.edu">mcheatham@usf.edu</a>	<a href="http://www.usf.edu/business/undergraduate/advising/index.aspx">http://www.usf.edu/business/undergraduate/advising/index.aspx</a>

In order to schedule a meeting with an advisor in this college, please use [escheduler](#).

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

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

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>.

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

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

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

## STATE MANDATED COMMON COURSE PREREQUISITES

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

Florida public state or community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration 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



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Muma College of Business and prepare a program plan for degree completion. Students transferring to the Muma College of Business with an A.S. in Business Administration may earn a major in Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

\*ACG X021 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 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\*

\*Students must enroll in two courses their first semester within the Accounting major. During the first semester, all students must enroll in ACG 3103. The second course must be chosen from ACG 3341, ACG 3401 or TAX 4001.

**Major Electives (6 hours)**

Choose six (6) credit hours from the following list of courses:

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.

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## Other Requirements

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

## Research Opportunities

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

## Internship Opportunities

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

## Accreditation Information

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

## 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. Always refer to website for most current office hours information.

## ACCOUNTING FACULTY

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

## • B.A. OR B.S. - ADVERTISING (BAV) (CIP = 52.1499)

**TOTAL DEGREE HOURS: 120**

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

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

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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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

\*ACG X021 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)**

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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 Internship  
MAR 3613 Marketing Research  
MAR 4503 Buyer Behavior  
MMC 4936 Selected Topics in Mass Communications Studies

### **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, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

### **Internship Opportunities**

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

### **Accelerated B.S. in Advertising and M.A. in Mass Communications with a concentration in Strategic Communication Management**

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

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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.

## 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.

## ADVERTISING FACULTY

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

## • 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

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System institution. As a rule, AA students should avoid taking any business courses at the state or community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration 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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS 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 BUSINESS ANALYTICS AND INFORMATION SYSTEMS

**TOTAL MAJOR HOURS: 24**

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

**Major Core (15 hours)**

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.

ISM 3113 Systems Analysis and Design\*

ISM 3232 Business Application Development\*

ISM 4212 Database Design and Administration

ISM 4402 Business Intelligence or ISM 4220 Business Data Communications\*\*

ISM 4300 Managing Information Resources

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

\*\*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)**

ISM 4041 Global Cyber Ethics

ISM 4141 Web Application Development/Java

ISM 4153 Enterprise Resource Planning Systems

ISM 4220 Business Data Communications\*\*

ISM 4234 Object-Oriented Design and Development

ISM 4252 Mainframe Technologies

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ISM 4314 Project Management  
ISM 4323 Information Security and IT Risk Management  
ISM 4381 Information Systems for Healthcare Analytics  
ISM 4382 Global Information Systems  
ISM 4402 Business Intelligence\*\*  
ISM 4432 Software Testing  
ISM 4480 Electronic Commerce Systems  
ISM 4542 Statistical Programming for Business Analytics  
ISM 4571 Cybersecurity Cases  
ISM 4930 Selected Topics in MIS  
ISM 4940 Business Analytics and Information Systems Internship  
MAN 4505 Healthcare Operations Management

\*\*\*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, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The [Office for Undergraduate Research](#) will assist students in understanding the various course options.

## Internship Opportunities

It is strongly recommended that Business Analytics and Information Systems students take an internship course (ISM 4940) as part of their plan of study.

## **Accelerated B.S. in Business Analytics and Information Systems and M.S. in Business Analytics and Information Systems**

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.

## 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.

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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.

## **BUSINESS ANALYTICS AND INFORMATION SYSTEMS CONCENTRATIONS** **CYBERSECURITY (CYBC)**

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.

### **REQUIREMENTS FOR THE CONCENTRATION IN CYBERSECURITY** **TOTAL CONCENTRATION HOURS: 24**

#### **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)**

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.

##### **Required Cybersecurity Concentration Course (3 credit hours):**

ISM 4323 Information Security and IT Risk Management

#### **Concentration Electives (6 hours)**

Choose six (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.

## **HEALTHCARE BUSINESS (HCBC)**

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.

With suitable selection of courses, the healthcare business concentration can serve as a pre-medical program.



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## REQUIREMENTS FOR THE CONCENTRATION IN HEALTHCARE BUSINESS TOTAL CONCENTRATION HOURS: 24

### 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)

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.

#### Required Healthcare Business Concentration Course (3 credit hours):

ISM 4381 Information Systems for Healthcare Analytics

### Concentration Electives (6 hours)

Choose six (6) credit hours from the following elective courses:

BCH 3053 General Biochemistry  
ISM 4402 Business Intelligence\*\*\*  
ISM 4542 Statistical Programming for Business Analytics  
ISM 4940 Business Analytics and Information Systems Internship  
LIS 4477 Clinical Decision Support  
MAN 4505 Healthcare Operations Management

\*\*\*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

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

### • B.S. - FINANCE (FIN) (CIP = 52.0801)

TOTAL DEGREE HOURS: 120

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

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.

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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.

The Finance department has an additional admission requirement beyond the entry requirements for the Muma College of Business. Students are required to:

- Pass FIN 3403 with a minimum grade of C, not C-, with no more than two (2) attempts. "W" grades count as an attempt.

### **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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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- \*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 4412 Working Capital Management  
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, IDS 4914 or IDH 4910 courses. These courses will not impact degree

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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.
- 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.

## **FINANCE CONCENTRATIONS** **ASSET MANAGEMENT (FIAM)**

Students wishing to pursue a career in asset management are encouraged to pursue this concentration.

### **LIMITED ACCESS - THIS CONCENTRATION HAS ADDITIONAL ADMISSIONS REQUIREMENTS AS LISTED IN THIS SECTION.**

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Students must satisfy the following criteria:

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

### **REQUIREMENTS FOR THE CONCENTRATION IN ASSET MANAGEMENT** **TOTAL CONCENTRATION HOURS: 21**

#### **Major Core - 9 Hours**

FIN 4453 Finance Information Technology  
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)**

A student may choose to major in Finance only or may choose to major in Finance with a concentration in Asset Management.

Choose any four (4) courses below:

FIN 4303 Financial Institutions and Markets  
FIN 4461 Financial Statement Analysis

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FIN 4514 Advanced Investment Analysis and 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.

## CORPORATE FINANCE (FICF)

Students wishing to pursue a career in corporate finance are encouraged to pursue this concentration.

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

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Students must satisfy the following criteria:

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

### REQUIREMENTS FOR THE CONCENTRATION IN CORPORATE FINANCE TOTAL CONCENTRATION HOURS: 21

#### Major Core - 9 Hours

FIN 4453 Finance Information Technology

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)

A student may choose to major in Finance only or may choose to major in Finance with a concentration in Corporate Finance.

FIN 4414 Advanced Corporation Finance

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 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.

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## 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

*Chairperson:* J. Qi; *Professors Emeritus:* S. Bolten, S. Bulmash, S. Kapplin, R. L. Meyer, F. Power; *Professors:* D. Bradley, C. Pantzalis, J. Qi, R. Rutherford, N. Sutton; *Associate Professors:* S. Besley, D. Hunter, L. Wedge; *Assistant Professors:* J. Park, J. Williams; *Instructors:* M. Antia, I. Cherry, Y. DiGiovanni, G. Smersh, A. Tandon.

## • B.S. - GENERAL BUSINESS STUDIES (GBAS) (CIP = 52.0101 - TRACK 1 OF 2) TOTAL DEGREE HOURS: 120

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

The General Business Studies 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.

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Students must satisfy the following criteria:

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

## STATE MANDATED COMMON COURSE PREREQUISITES

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

Florida public state 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 Management only.

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Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

\*ACG X021 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 STUDIES

### TOTAL MAJOR HOURS: 18

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

##### Major Core (9 hours)

Within the 120-semester-hours program, a minimum of 18 hours of upper-level coursework must be earned. Students must complete three (3) upper-level courses from at least one of the following Business areas: Accounting, Business Analytics and Information Systems, Entrepreneurship, Finance, Management, or Marketing.

- Accounting Area: Nine (9) credit hours of earned ACG 3000-4999 coursework.
- Business Analytics and Information Systems Area: Nine (9) credit hours of earned ISM 3000-4999 coursework.
- Entrepreneurship Area: Nine (9) credit hours of earned ENT 3000-4999 coursework.
- Finance Area: Nine (9) credit hours of earned FIN 3000-4999 coursework.
- Management Area: Nine (9) credit hours of earned MAN 3000-4999 coursework.
- Marketing Area: Nine (9) credit hours of earned MKT 3000-4999 coursework.

##### Major Electives (9 hours)

###### Non-Business Course Electives:

As part of the General Business Studies major, students may choose to apply three (3) upper-level courses outside the Business area. The upper-level courses do not have to be from a specific discipline, however only two (2) of the three (3) courses may fulfill other degree requirements.

##### GPA Requirements

A GPA of 2.0 or higher must be achieved in non-Business coursework applied to the major. Best attempts will be used when calculating the GPA.

##### Grading Requirement

A grade of C- or higher is required for all Business and non-Business courses applied for the major core and electives.

##### Residency Requirement

Of the total nine (9) credit hours of major Business coursework, six (6) must be taken in residency at USF Tampa. Of the total nine (9) credit hours of elective coursework, six (6) must be taken in residency at USF Tampa.

##### Research Opportunities

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

##### Internship Opportunities

An academic internship would be beneficial, either in the major or interdisciplinary studies (IDS 3947).

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## Advising Information

Advising Services:

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

## • B.A. - GLOBAL BUSINESS (GBP) (CIP = 52.1101) TOTAL DEGREE HOURS: 120

<http://www.usf.edu/business/undergraduate/global/>

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.

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Students must satisfy the following criteria:

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

## STATE MANDATED COMMON COURSE PREREQUISITES

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

Florida public state 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



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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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

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

Management

Marketing

### 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

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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, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

## Internship Opportunities

### 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.

## 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** **FINANCE (GBFI)**

### **REQUIREMENTS FOR THE CONCENTRATION IN FINANCE**

**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.

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

## **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  
ISM 4940 Internship

### **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.

## **MARKETING (GBMK) REQUIREMENTS FOR THE CONCENTRATION IN MARKETING**

**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

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## 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.

## MANAGEMENT (GBMN) REQUIREMENTS FOR THE CONCENTRATION IN MANAGEMENT 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.

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

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

The undergraduate major in Management prepares students to manage and lead all aspects of organizations. It also prepares students for graduate study in business and other fields.

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

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

Admission to the 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.

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

## 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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

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

ENT 4024 Small Business Management - Entrepreneurship

GEY 4635 Business Management in an Aging Society

MAN 4063 Management Ethics

MAN 4402 Employment Laws

MAN 4441 Negotiation and Conflict Resolution

MAN 4600 International Management

MAN 4631 Global Perspectives and Management Choices

MAN 4930 Selected Topics in Management

MAN 4940 Management 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.

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## Residency Requirement

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

## Research Opportunities

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

## Internship Opportunities

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

## 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.

## **MANAGEMENT CONCENTRATIONS** **HUMAN RESOURCES MANAGEMENT (HRM)**

This concentration provides students with the knowledge and skills necessary to obtain entry-level positions and to succeed in the field of Human Resources Management. Upon successful completion of this concentration, students will develop an understanding of the different functions encompassed within this particular discipline such as managing compensation, benefits, training and development, recruitment, staffing, employee retention, performance evaluation, employment law, as well as developing an appreciation of the importance of obtaining and enhancing diversity in the workplace.

### **REQUIREMENTS FOR THE CONCENTRATION IN HUMAN RESOURCES MANAGEMENT** **TOTAL CONCENTRATION HOURS: 21**

#### **Major Core - 12 Hours**

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

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

- MAN 4329 People Analytics
- MAN 4402 Employment Laws

#### **Concentration Electives (3 hours)**

Choose three (3) credit hours from the following list of courses:

- ENT 4024 Small Business Management - Entrepreneurship
- GEY 4635 Business Management in an Aging Society
- MAN 4063 Management Ethics
- MAN 4441 Negotiation and Conflict Resolution
- MAN 4600 International Management
- MAN 4631 Global Perspectives and Management Choices
- MAN 4930 Selected Topics in Management

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MAN 4940 Management Internship

## MANAGEMENT FACULTY

*Chairperson:* M. Agrawal; *Professor Emeritus:* C.F. Cohen, R.E. Dutton, K. VanVoorhis; *Professors:* J.M. Jermier, M. Karlins, J. Koehler, W.R. Nord; *Associate Professors:* A. Balfour, C.E. Michaels, Jr.; *Instructors:* W.J. Cames, R. Chavarry, T. de Veerde, K.D. MacAulay.

### • B.S. - MARKETING (MKT) (CIP = 52.1401)

**TOTAL DEGREE HOURS: 120**

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

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

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

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

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

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

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

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

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS 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 or
- a Marketing major with a concentration in Entrepreneurship or
- a Marketing major with a concentration in Sales 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 MAR 3023 Basic Marketing. At least 15 hours of upper-level marketing core courses must be taken in residence at USF Tampa. Students must earn at least a C- for the courses to count in the Marketing major.

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

### Major Core (9 hours)

MAR 3613 Marketing Research

MAR 3823 Marketing Management

MAR 4824 Marketing Management Problems

### Major Electives (12 hours)

Major Required Electives (6 credit hours)

MAR 3400 Professional Selling

MAR 4333 Promotion Management

Additional upper-level marketing courses (6 credit hours)

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



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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- is required in all Marketing classes, except MAR 3023 Basic Marketing. A grade of C (not C-) is required in MAR 3023 Basic Marketing.

## Residency Requirement

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

## Research Opportunities

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

## 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.
- 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.

## **MARKETING CONCENTRATIONS** **ENTREPRENEURSHIP (ENTC)**

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.

### **LIMITED ACCESS - THIS CONCENTRATION 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.

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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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS 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 CONCENTRATION IN ENTREPRENEURSHIP

#### TOTAL CONCENTRATION HOURS: 21

#### Major Core - 9 Hours

##### Required Marketing Courses (9 credit hours):

MAR 3613 Marketing Research

MAR 3823 Marketing Management

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

Choose one of the following courses:

ENT 4024 Small Business Management - Entrepreneurship

MAR 3400 Professional Selling

MAR 4940 Marketing Internship/Practicum

#### GPA Requirements

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

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## Course Grade Requirement

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

## Residency Requirement

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

## Advising Information

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.

## SALES (SALE) REQUIREMENTS FOR THE CONCENTRATION IN SALES TOTAL CONCENTRATION HOURS: 21

### Major Core - 9 Hours

#### Required Marketing Courses (9 credit hours):

- MAR 3613 Marketing Research
- MAR 3823 Marketing Management
- MAR 4824 Marketing Management Problems

### Concentration Core (12 hours)

- MAR 3400 Professional Selling
- MAR 4333 Promotion Management
- MAR 4403 Sales Management
- MAR 4940 Marketing Internship/Practicum

### 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 MAR 3023 Basic Marketing. A minimum grade of C- is required for all Marketing coursework.

## Residency Requirement

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

## SUPPLY CHAIN MANAGEMENT (SCMG)

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

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

### LIMITED ACCESS - THIS CONCENTRATION 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:

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<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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

CGS X100 Computers in Business (or acceptable substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS 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 CONCENTRATION IN SUPPLY CHAIN MANAGEMENT TOTAL CONCENTRATION HOURS: 21

### Major Core - 9 Hours

#### Required Marketing Courses (9 credit hours):

MAR 3613 Marketing Research

MAR 3823 Marketing Management

MAR 4824 Marketing Management Problems

### Concentration Core (12 hours)

#### Required Supply Chain Management Concentration Courses (12 credit hours):

MAR 3202 Supply Chain Management

MAR 4156 International Marketing

MAR 4213 Logistics and Physical Distribution Management

MAR 4940 Marketing Internship/Practicum

### 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 MAR 3023 Basic Marketing. A minimum grade of C- is required for all Marketing coursework.

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## Residency Requirement

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

## Advising Information

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.

## SPORT AND ENTERTAINMENT MANAGEMENT (SEMC)

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

### LIMITED ACCESS - THIS CONCENTRATION 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 Management only.

Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

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

\*ACG X071 Managerial Accounting (or X301)

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

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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 CONCENTRATION IN SPORT AND ENTERTAINMENT MANAGEMENT TOTAL CONCENTRATION HOURS: 21

### Major Core - 9 Hours

#### Required Marketing Courses (9 credit hours):

MAR 3613 Marketing Research  
MAR 3823 Marketing Management  
MAR 4824 Marketing Management Problems

### Concentration Core (12 hours)

#### Required Sport & Entertainment Management Concentration Courses (12 credit hours):

MAR 4503 Buyer Behavior  
MAR 4940 Marketing Internship/Practicum or MAR 3400 Professional Selling  
SPB 4712 Sport Marketing  
SPB 4717 Social Media in Sport Marketing

### 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 MAR 3023 Basic Marketing. A minimum grade of C- is required for all Marketing coursework.

### Residency Requirement

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

### Advising Information

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.

## MARKETING FACULTY

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

## • B.S. - PERSONAL FINANCE (PSF) (CIP = 52.0801)

### TOTAL DEGREE HOURS: 120

<http://www.usf.edu/business/undergraduate/financial-planning/>

The B.S. in Personal Financial Planning offers a curriculum that concentrates on the analysis of personal financial data and the economic climate to prepare recommendations in the client's best interest. The program examines professional issues in financial planning, including ethical considerations; regulation and certification requirements; written and oral communication skills; and professional responsibility. An emphasis is placed on analysis of data and critical thinking with regard to the client's circumstances.

The emphasis in this program is on applying and synthesizing financial planning concepts and techniques to a client's circumstances and developing a course of action based on accepted financial planning methods:

1. To acquire the knowledge, empathy and understanding of a financial planning client,
2. To sharpen your ability to spot and evaluate financial planning issues in a client's circumstances,
3. To think creatively and to solve problems in highly unstructured situations,
4. To effectively develop and integrate issues in a holistic financial plan, rather than focusing on individual planning aspects,
5. To enjoy the advantages of peer group review and feedback during the planning phases.

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UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

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Students must satisfy the following criteria:

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

## STATE MANDATED COMMON COURSE PREREQUISITES

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

Florida public state and community college students enrolled in an Associate of Arts (AA) program should normally complete the general education requirements and the State Mandated Common Prerequisites at a Florida College System institution. As a rule, AA students should avoid taking any business courses at the state and community college that are listed as 3000- and 4000-level courses at USF. Normally, courses in finance, marketing, management, and accounting, as well as other business administration 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.

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Florida College System students pursuing an Associate of Science (A.S.) program in any other discipline should contact the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

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

\*ACG X021 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 PERSONAL FINANCE

**TOTAL MAJOR HOURS: 21**

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

**Major Core (21 hours)**

FIN 3144 Financial Planning Fundamentals

FIN 4128 Personal Financial Planning Process and Development

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FIN 4132 Estate Planning  
FIN 4504 Principles of Investments  
RMI 3011 Principles of Insurance  
RMI 4135 Retirement Planning  
TAX 4001 Concepts of Federal Income Taxation (PR: ACG 3103, ACG 3341)

## GPA Requirements

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

## Course Grade Requirement

Students 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, IDS 4914 or IDH 4910 courses. These courses will not impact degree credits or GPA but will show on an official transcript and document the experience. The Office for Undergraduate Research will assist students in understanding the various course options.

## Internship Opportunities

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

## 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.

## PERSONAL FINANCE FACULTY

*Chairperson:* J. Qi; *Professors Emeritus:* S. Bolten, S. Bulmash, S. Kapplin, R.L. Meyer, F. Power; *Professors:* D. Bradley, C. Pantzalis, J. Qi, R. Rutherford, N. Sutton; *Associate Professors:* S. Besley, D. Hunter, L. Wedge; *Assistant Professors:* J. Park, J. Williams; *Instructors:* M. Antia, I. Cherry, Y. DiGiovanni, G. Smersh, A. Tandon.

## MINOR IN ACCOUNTING (FOR BUSINESS MAJORS ONLY) (ACC)

**TOTAL MINOR HOURS: 12**

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

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.



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

### 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\*

\*Students must take ACG 3103 during the first semester and at least one of the other three courses listed above during 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.

1. Successful completion of ACG 3103 Intermediate Financial Accounting I and ACG 3341 Cost Accounting and Control I or ACG 3401 Accounting Information Systems or TAX 4001 with a minimum grade of C, not C- and no more than two attempts cumulatively between ACG 3103 and the selected corequisite course. "W" grades count as an attempt.

The prerequisites for ACG 3103 and all accounting minor coursework require students to earn a grade of C, not C- in both ACG 2021 and ACG 2071. Students who fail to obtain a minimum grade of C (not C-) in ACG 3103 and ACG corequisite 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.

## MINOR IN BUSINESS ANALYTICS AND INFORMATION SYSTEMS (FOR BUSINESS MAJORS ONLY) (BAIS) TOTAL MINOR HOURS: 12

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

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.

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

### 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.

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

**TOTAL MINOR HOURS: 12**

<http://www.usf.edu/entrepreneurship/programs/undergraduate/minor-engineering.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.

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

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

Choose two (2) of the following courses:

EIN 4933 Selected Topics in Industrial Engineering: Product Development

ENT 4024 Small Business Management - Entrepreneurship

ENT 4424 Fundamentals of Venture Capital and Private Equity

MAN 4804 Small Business Management Counseling

#### GPA Requirements

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

#### Residency Requirement

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

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

**TOTAL MINOR HOURS: 15**

<http://www.usf.edu/entrepreneurship/programs/undergraduate/minor-non-business.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.

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

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

Choose two (2) of the following courses:

EIN 4933 Selected Topics in Industrial Engineering: Product Development

ENT 4024 Small Business Management - Entrepreneurship

ENT 4424 Fundamentals of Venture Capital and Private Equity

MAN 4804 Small Business Management Counseling

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## **GPA Requirements**

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

## **Residency Requirement**

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

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

### **TOTAL MINOR HOURS: 12**

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

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.

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

### **Minor Core (12 hours)**

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

\*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.

## **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.

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

### **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

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## MINOR IN MARKETING (FOR BUSINESS MAJORS ONLY) (MKT) TOTAL MINOR HOURS: 12

<http://www.usf.edu/business/undergraduate/marketing/minor.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. A minimum C- grade is required for all courses applicable to the Marketing minor. A GPA of 2.0 or higher must be achieved in all minor coursework.

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

#### 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. A minimum grade of C- is required for 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.

## CERTIFICATE IN BUSINESS ANALYTICS AND INFORMATION SYSTEMS

TOTAL CERTIFICATE HOURS: 15

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

This certificate is designed exclusively for non-business majors. This program provides the information systems and business analytics knowledge - without having to pursue a business minor - that will help students in these and other disciplines land a job where they can apply their skills in a corporate systems or analytics setting.

There are no pre-requisites to begin the certificate and the sections set aside for this program are created with the non-business major in mind. While there is no specific point of entry for the program, there is a preferred sequence of coursework, starting with the Information Systems in Organizations class and ending with a specialized Business Intelligence course. All courses are available online.

### REQUIREMENTS FOR THE CERTIFICATE IN BUSINESS ANALYTICS AND INFORMATION SYSTEMS

#### Certificate Core (15 hours)

ISM 3011 Information Systems in Organizations

ISM 3113 Systems Analysis and Design (PR: ISM 3011; Co-PR: ISM 3232)

ISM 3232 Business Application Development (PR: ISM 3011)

ISM 4212 Database Design and Administration (PR: ISM 3113)

ISM 4930 Selected Topics in MIS: Excel and SQL for Business Analytics (PR: ISM 3011)

#### GPA Requirement

# MUMA COLLEGE OF BUSINESS

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

## **Residency Requirement**

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

## **CERTIFICATE IN SALES TOTAL CERTIFICATE HOURS: 12**

<http://www.usf.edu/business/undergraduate/certificates.aspx>

The Sales certificate provides sales skills to students in departments across USF (e.g., Engineering, Health, Arts) that recognize the need for their students to learn the fundamentals of sales. The Sales certificate equips students with basic skills necessary for a career that involves professional selling.

## **REQUIREMENTS FOR THE CERTIFICATE IN SALES**

### **Certificate Core (12 hours)**

MAR 3023 Basic Marketing  
MAR 3400 Professional Selling  
MAR 4333 Promotion Management  
MAR 4403 Sales Management

### **GPA Requirement**

A minimum grade of C (not C-) is required in each course applied to the certificate.

### **Residency Requirement**

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

### **Other Requirements**

The Sales certificate is open to non-Business majors and non-degree seeking students.

## **CERTIFICATE IN UNDERGRADUATE BUSINESS TOTAL CERTIFICATE HOURS: 15**

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

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

## **REQUIREMENTS FOR THE CERTIFICATE IN UNDERGRADUATE BUSINESS**

### **Certificate Core (15 hours)**

ACG 3074 Managerial Accounting for Non-Business Majors  
CGS 2100 Computers in Business  
FIN 3005 Fundamentals of Business Finance  
MAN 3025 Principles of Management  
MAR 3023 Basic Marketing

### **GPA Requirement**

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.

### **Course Grade Requirement**

A minimum grade of C, not C- 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.