

COLLEGE OF BUSINESS ADMINISTRATION

UNIVERSITY OF SOUTH FLORIDA - 2006/2007 UNDERGRADUATE CATALOG

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

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

The College of Business Administration (COBA) 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: www.coba.usf.edu.

Undergraduate Admission to the College

Admission to the College of Business Administration is based upon availability of faculty and space within each discipline. The College is an upper-level, limited access college, which means that it has admission requirements **in addition to** those of the University in general. Students interested in pursuing a degree in the areas offered by the College of Business must complete the required prerequisites for entering the college in addition to other related criteria listed in 1-4 below.

Requirements for Admission to the College of Business

1. Before declaring a major in the College, students must satisfy the following criteria:
 - a. Minimum of 60 semester hours of college credit earned.
 - b. Minimum of 2.5 cumulative grade point average on all college-level work and a minimum of 2.0 on all credit attempted at USF, including any prior to renewal.
 - c. 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 Financial Accounting
(or ACG X001 & ACG X011)
 - ACG X071 Managerial Accounting
 - CGS X100 Computers in Business
(or acceptable substitute)
 - ECO X013 Principles of Macroeconomics
 - ECO X023 Principles of Microeconomics
 - MAC X233 Elementary Calculus or MAC 2230
 - STA X023 Introductory Statistics or QMB X100
 - d. 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.
2. Students working toward meeting the limited access criteria will be permitted to enroll in all foundation courses in Business (listed below) except GEB 4890, provided they have completed 60 semester hours and have met course prerequisites.
3. A minimum score of 550 on paper and pencil or 213 on computerized TOEFL is required, when applicable.
4. Students must be admitted to the College of Business Administration at least one term before their anticipated graduation date.

Transfer Students

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

Florida public junior/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 the junior/community college. As a rule, AA students should avoid taking any business courses at the junior/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. 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 public junior/community college students pursuing an Associate of Science (AS) program in Business Administration are fully admissible to USF. Please see a business advisor to determine the articulation courses, discuss admission to the College of Business and prepare a program plan for degree completion. Students transferring to the College of Business with an A.S. in Business Administration may earn a major in General Business Administration only.

Florida public junior/community college students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2002, (813) 974-4051, for information regarding course transferability and degree articulation.

BACCALAUREATE LEVEL DEGREE PROGRAMS

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

Students must satisfactorily complete a minimum of 120 semester hours. Of the minimum 120, at least 60 hours must be business courses, and a minimum of 54 hours must be non-business courses (i.e., all courses not normally offered in the College of Business Administration). Additional electives may be required to reach a minimum of 120 hours and can be either business or non-business.

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 major and/or minor field, as well as in all College work and in all USF work, for students to be certified for graduation.

CLAST and Gordon Rule: Students must have satisfactorily completed CLAST and the writing and computation course requirements of 6A-10.30 ("Gordon Rule").

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

Residency: College of Business Administration residency requirements for graduation exceed the minimum requirements established for USF. Students are required to complete satisfactorily at USF 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. 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. This course can be included in the business, non-business, or elective category. Consult with a business advisor for suggestions on acceptable courses.

No S/U courses in major or minor: All courses in the major or minor field and all foundation coursework in business must be taken on a graded basis; the S/U option is not available.

Degree Requirements

NON-BUSINESS (54 hrs. minimum)	Semester Hours
1. General Education Requirements*	
a. English Composition	6
b. Quantitative Methods (Calculus is required)	6
c. Natural Sciences	6
d. Social Sciences	6
e. Historical Perspectives	6
f. Fine Arts	3
g. African, Latin American, Middle Eastern, or Asian Perspectives	<u>3</u>
Total	36
2. Liberal Arts Exit Requirements*	
a. Major Works and Major Issues	6
b. Literature and Writing	<u>3</u>
Total	9
*See Liberal Arts Requirements for more details	
3. Speech/Writing Requirements for Business Majors	
a. SPC 2600 Public Speaking	3
or	
COM 3110 Communication for Business and the Professions	
b. ENC 3213 Professional Writing	<u>3</u>
or	
ENC 3310 Expository Writing or equivalent	
Total	6
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)	
Total non-business credit hours	54

BUSINESS (60-69 hrs. minimum)	
1. Foundation Courses in Business	
Required - a minimum grade of C- in each foundation course with an overall 2.0 GPA	
ACG 2021 Principles of Financial Accounting	3
ACG 2071 Principles of Managerial Accounting	3
ECO 2013 Economic Principles: Macroeconomics	3
ECO 2023 Economic Principles: Microeconomics	3
QMB 2100 Business & Economic Statistics I	3
BUL 3320 Law and Business I	3
FIN 3403 Principles of Finance	3
ISM 3011 Information Systems in Organizations	3
QMB 3200 Business & Economic Statistics II	3
MAN 3025 Principles of Management	3
MAR 3023 Basic Marketing	3
GEB 4890 Strategic Mgmt/Decision Making	<u>3</u>
Total	36
2. Major Requirements (specific courses for each major are listed in the "Departments and Programs" section below.)	18-27
3. Business Electives (sufficient electives to meet 60 credit hour minimum in Business)	0 -6
Minimum Business Credits	60-66

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

USF Campuses and Teaching Sites

Due to limited enrollment and faculty, only the following majors are regularly offered at the regional campuses:
St. Petersburg: Accounting, Economics, Finance, General Business Administration, Management, Management Information Systems, and Marketing

Sarasota: Accounting and General Business Administration
Lakeland: General Business Administration
North Pinellas Teaching Site (at St. Petersburg College, Clearwater): offers the General Business Administration program.

Students may need to travel from one USF campus to another in order to finish their particular program within a shorter time period.

Student Advising and Records

The Office of Undergraduate Advising and Programs (located in Ferguson Hall, BSN 1406) provides the following:

- Orientation for Bulls Business Network and transfer students.
- Academic advising and program information for:
 - pre-business students who have applied to the COBA and declared business as their intended major.
 - students who meet all COBA admission requirements.
- Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
- Maintenance of academic advising records for the Tampa, Lakeland and Sarasota campuses for all declared and admitted business students.
- Certification of graduation.

Advising Offices

Tampa Campus: BSN 1406, (813) 974-4290 or schedule an advising appointment on-line: <http://www.coba.usf.edu/services/ugrad/index.html>.
St. Petersburg Campus: DAV 134, (727) 553-1511
Sarasota Campus: USS 805D, (941) 359-4331/4330
Lakeland Campus: LLC 2100, (863) 667-7063

Office Hours

Tampa Campus: 8am-6pm Monday-Thursday.
 8am-4pm on Fridays.
 St. Pete Campus: 8am-6pm Monday-Thursday.
 8am-5pm on Fridays.
 Sarasota Campus: 8am-6pm Monday-Thursday.
 8am-5pm on Fridays.
 Lakeland Campus: 9am-6pm Monday-Thursday.
 8am-5pm on Fridays.

While the University provides advising services to assist students with academic planning, **the responsibility for ensuring that all graduation requirements are met ultimately rests solely with the student.**

Academic Dismissal

Students who have been dismissed twice from the University for academic reasons will not be readmitted to the College of Business Administration.

DEPARTMENTS AND PROGRAMS

• **GENERAL BUSINESS (GBA)**

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

Requirements for the B.A./B.S. Degree: Within the 120-semester-hours program as listed in the General Requirement section, students must complete two minors from the following business disciplines: accounting, economics, finance, management, management information systems, or marketing. A minimum of 24 hours of upper-level course work must be earned with a GPA of at least 2.0 in each minor. The requirements for each minor are listed with the description of the major.* Minors applied to the General Business major will be

referred to as concentrations. Concentrations used as part of the General Business Major will not also be subsequently listed as independent minors on the transcript.

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

Requirements for a Minor in Business Administration (Non-Business Majors Only): Students are required to process an application for the minor in the College of Business. Students must complete an introductory computer course (with a content similar to CGS 2100 Computers in Business) or obtain a waiver for this requirement from the College of Business Administration by demonstrating competence in the use of computers.

1. The course requirements are as follows:

ACG 3074	Managerial Accounting for Non-Business Majors*	3
ECO 1000	Basic Economics**	3
FIN 3403	Principles of Finance	3
MAN 3025	Principles of Management	3
MAN XXXX	Managerial Applications (see advisor)	3
MKT 3023	Basic Marketing	3
Total		18

2. 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.

3. At least 12 hours of the required 18 credit hours must be taken in residence at USF.

*ACG 2021 & ACG 2071 can be substituted for ACG 3074.

**ECO 2013 & ECO 2023 can be substituted for ECO 1000.

• **ACCOUNTING (ACC)**

The objective of the baccalaureate degree program in accounting 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, like most states, requires a fifth year of education in order to sit for the CPA examination. Questions concerning the CPA examination should be directed to the faculty of the School of Accountancy.

Requirements for the B.A./B.S. Degree: In addition to the non-business and business foundation courses listed in the General Requirements section, students must complete a minimum of 24 hours of upper-level accounting courses, of which 18 credit hours must be taken in residence at USF. In addition to the State Mandated Common Prerequisites for admission to the College of Business Administration (or equivalents) with a grade of C or higher, students admitted to the School of Accountancy must successfully complete (with a grade of C, 2.0 or better) ACG 3103 and ACG 3341 before enrolling in other upper level accounting courses. If the student repeats ACG 3103 and/or ACG 3341, only the first two attempts will be considered continuation in the major. Those students who fail to meet the requirements to continue in this program will be counseled into other programs either in COBA or other colleges as appropriate. A grade of "C" or higher (not C-) is required in the 24 hour major courses plus a 2.0 GPA in all major course work at USF and an overall 2.0 GPA including transfer work.

Required Accounting Courses:

ACG 3103	Intermediate Financial Accounting I	3
ACG 3113	Intermediate Financial Accounting II	3
ACG 3341	Cost Accounting and Control I	3
ACG 3401	Accounting Information Systems	3
ACG 4632	Auditing I	3
TAX 4001	Concepts of Federal Income Taxation	3

Electives (6 hours selected from):

ACG 4123	Intermediate Financial Accounting III	3
ACG 4351	Cost Accounting and Control II	3
ACG 4642	Auditing II	3

ACG 4931	Selected Topics	3
ACG 5201	Advanced Financial Accounting	3
ACG 5501	Governmental/Not-for-Profit Accounting	3
ACG 5675	Internal and Operational Auditing	3
TAX 5015	Federal Taxation of Business Entities	3
Total		24

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

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. Independent Research, ACG 4911, will not be accepted as credit toward the minimum degree requirements in the accounting concentration.

Requirements for a Minor in Accounting (for Business Majors Only): Students majoring in Business Administration may minor in Accounting. The requirements are:

1. ACG 3103 Intermediate Financial Accounting I 3
ACG 3341 Cost Accounting and Control I 3
ACG 3401 Accounting Information Systems 3
TAX 4001 Concepts of Federal Income Taxation 3
2. A grade of "C" (not C-) or better must be earned in each of the four upper-level accounting courses taken. All attempts will be included unless grade forgiveness has been used. Only one grade forgiveness may be used in the minor.
3. All 12 credit hours must be taken in residence at USF.

• **ECONOMICS (ECN)**

Economics offers a clear and logical approach to business decision-making. The department offers broad course choices allowing students to tailor their programs to provide training for careers in business as well as teaching, government, and law. Students interested in majoring or minoring in economics should contact the Undergraduate Advisor in the Economics Department for more information.

Requirements for the B.A./B.S. Degree: Within the 120-semester-hour program as listed in the General Requirements section, students must complete a minimum of 21 hours of upper-level economics beyond the foundation courses for business.

Required Economics Courses:

ECO 3101	Intermediate Price Theory or	
ECO 3100	Managerial Economics	3
ECO 3203	Intermediate Macroeconomics	3
	15 hours of upper-level economics courses	15
Total		21

Students must obtain a grade of "C-" or higher in ECO 3101 Intermediate Price Theory or ECO 3100 Managerial Economics to enroll in any course for which ECO 3101 or ECO 3100 is a prerequisite. Students cannot take both ECO 3101 and ECO 3100 for credit. No more than 3 hours credit can be applied toward a major from ECO 4905 and/or ECO 4914. At least 12 hours must be taken in residence at USF. 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.

Requirements for a Minor in Economics: All students, regardless of college can earn a minor in Economics by satisfactorily completing 18 hours in Economics. The requirements are:

1. ECO 2013 Economic Principles: Macroeconomics 3
ECO 2023 Economic Principles: Microeconomics 3
Upper-level economics electives (may include QMB 3200) 12
Total Economics Hours 18

Business majors can obtain a minor with 9 additional upper-level hours in economics beyond the foundation requirements for business.

2. Before being recognized as a minor in economics, a student must obtain program approval by the Economics Department Undergraduate Advisor.
3. A grade point average of 2.0 or higher must be achieved in minor course work at USF and in all minor courses completed at other institutions. ECO 4905 and ECO 4914 may not be counted toward the minor.
4. At least 9 hours must be taken in residence at USF.

The Economics Pre-Law Curriculum

Economic principles provide the foundation for much of our legal system. Economics offers a series of courses to provide the abstract and applied skills required by those seeking legal careers.

Beyond ECO 2013 Economic Principles: Macroeconomics and ECO 2023 Economic Principles: Microeconomics, students should elect ECP 4451 Law and Economics, ECP 3413 Economics of Regulation and Antitrust and ECP 4505 Economics of Crime. Additional courses of interest are ECO 4504 Public Finance, ECP 3530 Economics of Health, ECP 3302 Environmental Economics, ECP 3203 Labor Economics, and ECP 3201 Economics of Women and Work.

The Economics Pre-Law Curriculum fits easily within the Economics major or minor but is open to other students. The Economics Department Undergraduate Advisor has helpful advice for students taking the Law School Admissions Test (LSAT) or applying for admission to law schools.

Five-year Bachelor/Master Degree Program

This program allows superior students with strong analytical skills and the ability to handle a fast-paced, challenging program the opportunity to complete both the Bachelor and Master degrees in economics in five years.

The program requires the student to take two graduate level courses required for the MA degree during the last year in the Bachelor's program. These 6 hours are counted as general electives (not major electives) in the undergraduate program and are also used to satisfy the requirements for the MA in economics. After completing the 120-hour Bachelor program five-year students take 24 hours at the graduate level.

To be eligible for the program, a student must have completed at least 6 hours of 3000 level or above economics courses at USF (not including statistics), have an overall grade point average of 3.0 or above, and have a minimum of 3.25 cumulative grade point average in all economics courses (including statistics).

To apply for admission, send a letter to the Graduate Program Director in the Department of Economics stating your qualifications and desire to enter the program. To plan your program, or for additional information, see the Undergraduate Advisor in Economics.

• FINANCE (FIN)

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

- financial management of corporations
- management of financial institutions
- investments
- financial services, insurance, and real estate.

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

The Finance program offers applied and theoretical 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.

Requirements for the B.A./B.S. Degree: Within the 120-semester-hour program listed in the General Requirements section, students must complete a minimum of 18 hours of upper-level finance courses beyond FIN 3403. At least 12 hours must be taken in residence at USF. 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.

Required Finance Courses:

FIN 4303	Financial Institutions and Markets	3
FIN 4414	Advanced Corporation Finance	3
FIN 4504	Principles of Investments	3
	Additional upper-level Finance electives	9-15
	Total	18-24

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. The courses listed below are suggested electives that are relevant for students who might want to pursue careers in the following areas:

Corporate Financial Management

FIN 3604	International Finance
FIN 4412	Working Capital Management
FIN 4443	Financial Policies and Strategies
FIN 4461	Financial Statements Analysis

Management of Financial Institutions

FIN 3233	Money and Banking
FIN 3604	International Finance
FIN 4324	Bank Management
FIN 4412	Working Capital Management
FIN 4443	Financial Policies and Strategies
FIN 4461	Financial Statement Analysis

Investments

FIN 3604	International Finance
FIN 4461	Financial Statement Analysis
FIN 4514	Advanced Investment Analysis & Management
REE 4303	Real Estate Investment Analysis

Financial Services

FIN 3604	International Finance
FIN 4514	Advanced Investment Analysis & Management
REE 3043	Real Estate Decision-Making
REE 4303	Real Estate Investment Analysis
RMI 3011	Principles of Insurance

Requirements for a Minor in Finance (for Business Majors only): Students majoring in Business Administration can minor in Finance. The requirements are

1. FIN 4504	Principles of Investments	3
FIN 4303	Financial Institutions and Markets	3
FIN 4414	Advanced Corporation Finance	3
	Another upper-level Finance Elective with an FIN, REE, or RMI prefix	3
	Total Finance Hours	12

2. 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.
3. At least 9 of the required 12 credit hours must be taken in residence at USF.

• **INFORMATION SYSTEMS AND DECISION SCIENCES (ISM)**

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

Requirements for the B.A./B.S. Degree: Within the 120-semester-hour program listed in the General Requirements section, students must complete a set of 5 required MIS courses and 2 approved MIS electives. MIS majors must earn a "C" or higher (not C-) in the five required MIS courses and must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level MIS course. At least 15 hours must be taken in residence at USF. 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.

Required MIS Courses:

ISM 3232 Business Application Development*	3
ISM 3113 Systems Analysis and Design*	3
ISM 4212 Database Administration	3
ISM 4220 Business Data Communications	3
ISM 4300 Managing Information Resources	3

Plus Approved MIS Electives** 9
 Total Hours Required for B.A./B.S. Degree 24

*ISM 3232 (Business Application Development) must be taken before, or concurrently with, ISM 3113 (Systems Analysis and Design), which is a prerequisite for all other required MIS courses.

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

Requirements for a Minor in MIS (for Business majors only): Students majoring in Business Administration may minor in MIS. The requirements are

1. ISM 3113 Systems Analysis and Design 3
 ISM 4212 Database Administration 3
 Approved MIS Elective 6
 Total MIS hours 12
2. 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.
3. At least 9 hours of the required 12 credit hours must be taken in residence at USF.

• **MANAGEMENT AND ORGANIZATION (MAN)**

The undergraduate degree in the Department of Management prepares students for entry level positions in human resource management, general and small business management. It also prepares students for entry into graduate programs, such as the Master of Science in Management and the Master of Business Administration.

Requirements for the B.A./B.S. Degree: Within the 120-semester-hour program listed in the General Requirements section, students must complete 18 hours of management beyond MAN 3025. At least 12 hours must be taken in residence at USF. 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.

Required Management Courses:

MAN 3240 Organizational Behavior Analysis	3
Additional upper-level management courses	<u>15-21</u>
Total	<u>18-24</u>

Requirements for a Minor in Management (for Business Majors Only): Students majoring in Business Administration may minor in Management.

- The requirements are:
1. MAN 3240 Organizational Analysis 3
 MAN 3301 Human Resource Management 3
 MAN 4282 Organizational Assessment 3
 MAN 4600 International Management 3
 Total Management hours 12
 2. 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.
 3. At least 9 hours of the required 12 credit hours must be taken in residence at USF.

• **MARKETING (MKT)**

Marketing is a dynamic field with many dimensions, including product selection and planning, product distribution, 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 to much of the 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, including marketing automation.

Requirements for the B.A./B.S. Degree: Within the 120-semester-hour program listed in the General Requirements section, students must complete a minimum of 18 hours in marketing beyond MAR 3023. At least 12 hours must be taken in residence at USF. A grade of "C" or higher (not C-) is required in all Marketing Classes plus a 2.0 GPA in all major course work at USF and an overall 2.0 GPA including transfer work.

Required Marketing Courses:

MAR 3823 Marketing Management	3
MAR 3613 Marketing Research	3
MAR 3400 Professional Selling	3
MAR 4333 Electronic/Promotion Management	3
MAR 4824 Marketing Management Problems	3
Additional upper-level marketing courses	<u>3-9</u>
Total	<u>18-24</u>

It is strongly recommended that marketing majors take an internship course as part of their plan of study. It is also recommended that courses in information technology, finance, management, and international business be included in the business electives.

Undergraduate students in the College of Business not majoring in Marketing can greatly enhance their attractiveness to employers by taking a minor in Marketing or taking selected courses from the Marketing curriculum to broaden their backgrounds. Marketing is particularly complementary for College of

Business students majoring in Information Systems, Finance, and Management. For non-business majors, Marketing is very complementary with degrees such as communications, liberal arts, and engineering.

Requirements for a Minor in Marketing (for Business Majors Only): The requirements are:

1. MAR 3823 Marketing Management 3
Any 3 upper level Marketing courses with a MAR prefix (excluding MAR 4824) 9
Total Marketing Hours 12
2. 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.
3. At least 9 hours of the required 12 credit hours must be taken in residence at USF.

• **INTERNATIONAL BUSINESS (ITB)**

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

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

The IB program is unique in that it combines preparation in business administration with language training, area studies, and a meaningful overseas work or study experience. The curriculum includes, in addition to the general education and liberal arts requirements, a strong grounding in business core courses, and 18-hour major in international business and area studies subjects, a minor in a functional area of business, training in a foreign language and overseas academic or business experience. International students who have completed at least the equivalent of a high school education in their native country, are advised to pursue another business major. At a minimum, international students who have completed at least the equivalent of a high school education in their native country, may not study the area of their origin as part of the International Business major. International students who have completed at least the equivalent of a high school education in their native country, are advised to pursue another business major. At a minimum, international students who have completed at least the equivalent of a high school education in their native country, may not study the area of their origin as part of the International Business major. A minimum of 120 hours is required to complete a B.A. in International Business.

International Business Major (18)

Business Courses (9)

Students should see a COBA advisor for an approved list of upper level international business courses.

Area Studies Courses (9)

Students should see a COBA advisor for an approved list of upper level area studies courses.

Business Minor/Concentration (12)

Students will choose a minor from the following disciplines:

Economics	Finance
Marketing	Management
Information Systems	

Within each concentration one course must be an international business course. The international business course is in addition to the three international business courses as required in the above International Business Major area.

Foreign Language Above First Year (9)

Language(s) selected should support the area and the Area Studies courses.

Overseas Business Internship (3) or Semester Abroad

The International Business Major is designed to be completed within 120 credit hours. Certain courses satisfy requirements in more than one area. To maximize academic options, students should seek guidance from a COBA advisor/or the Center for International Business, BSN 3109, once a decision has been made to pursue this major.

Minor in International Business

Students Majoring in Business Administration

To qualify for the minor in International Business, students with a major in one of the degree programs in Business Administration must successfully complete a minimum of 12 hours of international business or related course work. At least 9 semester credit hours in the minor must be selected from a set of approved upper-level international business courses (see below). One of the courses in the minor, relevant to the student's international area of interest, can be an approved area studies course, or other course, taken outside the College. A minimum of 9 semester hours of the minor course work must be taken at USF. A grade point average of 2.0 or higher must be achieved in minor course work taken at USF, as well as in any transfer work applicable to the minor. Competency to effectively communicate in a foreign language is strongly advised.

Non-Business Administration Majors

To qualify for the International Business minor, non-business majors must complete the requirements for the minor in Business Administration (see previous Requirements for a Minor in Business Administration) and complete at USF a minimum of 9 semester credit hours selected from a set of approved upper-level international business courses (see below). A grade point average of 2.0 or better must be achieved in the minor course work taken at USF, as well as in any transfer work applicable to the minor program. Competency to communicate in a foreign language is strongly advised.

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

Courses Approved for International Business

The following courses are currently approved for the International Business major and minor:

ECO 3703	International Economics
ECO 4713	International Macroeconomics
ECO 4723	International Trade and Policy
ECO 4430	Economics of Latin America
ECS 3013	Economic Development
ECS 4003	Comparative Economic Systems
FIN 3604	International Finance
ISM 4382	Global Information Systems
MAN 4600	International Management
MAR 4156	International Marketing

Other courses will be added as they are developed and approved. In addition, the College frequently offers *Selected Topics* courses that qualify for International Business. Students should consult with an advisor for additional approved courses.

Student Organizations within the College of Business

All students are encouraged to participate in extracurricular activities. The following organizations provide a means for students to develop both professionally and socially while attending the College of Business Administration.

Alpha Kappa Psi - Provides a forum for leadership development in preparation for careers in all areas of business, Alpha Kappa Psi is a progressive, coed, professional business fraternity.

Association of Marketing Students - As a collegiate chapter of the American Marketing Association, this organization will help to further the growth of business oriented individuals within the field of marketing.

Beta Alpha Psi - The national professional accounting fraternity devoted to the promotion of the profession, inspiring professional ideals, and recognizing academic achievement.

Beta Gamma Sigma - An honor society that encourages and rewards outstanding scholarship among business students.

Business College Council - Student representatives advise the dean and the faculty on student attitudes and goals. Also, the Council acts as a liaison between the Student Government Association and the College of Business Administration.

Collegiate Economics Organization - To promote and develop the applications of economic concepts within the student body and provide a social basis for interaction.

Delta Sigma Pi - Fosters the study of business and a close association between students and the business world.

International Business Board - Promotes interest in international business, provides professional and cultural programs, and encourages dialogue regarding opportunities for study and work abroad.

Management Information Systems Society - The MIS Society is a career oriented organization focusing on all areas of business data management and information systems development.

Minority Business Association - Encourages and supports students in their efforts to achieve success in a demanding academic setting.

National Association of Black Accountants - Develops, encourages, and serves as a resource for greater participation by African-Americans and other minorities in the accounting and finance professions.

Omicron Delta Epsilon - The international economics society promoting outstanding achievements in economics and the establishment of closer ties between students and faculty.

Student Accounting and Business Organization - Promotes professionalism in accounting and other business disciplines. (St. Petersburg Campus)

Student Finance Association - An organization for finance majors and other business-oriented students that provides exposure to the many facets and opportunities in the field of finance.

BUSINESS ADMINISTRATION FACULTY

Accounting/Law

Director (Interim), School of Accountancy: R. M. Keith; *Professors:* Advisory Council Professor: T. J. Engle, J. A. Fellows, G. H. Lander; *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, J. L. Smith, R. J. West; *Associate Professors:* Johnson Distinguished Professor: S.M. Bryant, G. A. H. Laursen, W. H. Parrott, Rooks Professor: J. L. Reck, R. F. Welker; *Assistant Professors:* S. M. Albring, M. Caban-Garcia, J. B. Kahle, B. A. Schafer, N. V. Stuart; *Instructors:* J. M. Cainas, R. B. Cockrum, S. J. Cox, S. P. Danese, J. F. Jewell, C. L. Jozsi, T. A. Price, W.C. Quilliam.

Economics

Chairperson: K. Gyimah-Brempong; *Professors:* D. M. Bellante, J. S. DeSalvo, K. Gyimah-Brempong, M. G. Herander, J. S. Hodgson, G. A. Picone, P. K. Porter, J. W. Rowe, Jr.; *Professors Emeriti:* G. Brunhild, W. J. Herman; *Associate Professors:* E. J. Ford, C. A. Green, B. Kamp, M. B. Loewy, C. R. Thomas; *Assistant Professor:* J. DeSimone; *Lecturer:* S. Bartlett.

Finance

Chairperson: S. Besley; *Lykes Eminent Scholar:* J. L. Pappas; *Professors Emeritus:* A. Beenhakker, R. G. Cox, S. Kapplin, F. Power; *Professors:* S. E. Bolten, R. L. Meyer, J. L. Pappas, K. F. Wieand; *Associate Professors:* S. Besley, S. Bulmash, C. Pantzalis, J. Qi, N. Sutton; *Assistant Professors:* A. Ho, D.

Hunter, P. Kelly, B. Lin, A. Tandon; *Instructors:* M. Antia; *Visiting Faculty:* J. Adams, T. Yang.

Information Systems & Decision Sciences

Chairperson: S. J. Birkin; *Citigroup/Hidden River Corporate Park Chair of Distributed Technology:* A. R. Hevner; *Professors:* S. J. Birkin, J. E. Blanton, A. R. Hevner; *Associate Professors:* D. J. Berndt, A. Bhattacharjee, K. Chari, M. E. Cohen, R. W. Collins, T. G. Gill, T. L. Sincich, R. P. Will; *Assistant Professors:* M. Agrawal; R. M. Fuller, N. Hikmet, J. Jones, C. Knight, C. Riggie; *Instructors:* M. Dummeldinger, R. Satterfield, B. Warner, W. W. Whitlock.

Management

Chairperson: A. Balfour; *Professor Emeritus:* R. E. Dutton, K. VanVoorhis; *Professors:* C.F. Cohen, J. M. Jermier, M. Karlins, J. Koehler, W. R. Nord, T. L. Wheelen; *Associate Professors:* A. Balfour, S. Fuller, C. E. Michaels, Jr., R. L. Nixon; *Assistant Professor:* M. L. Barnett; *Instructors:* M. G. Bowen, S. Hanna-West, E. Hargis.

Marketing

Chairperson: M. B. Stamps; *Professors:* R. L. Anderson, S. A. Baumgarten, D. J. Ortinau, P. J. Solomon, J. R. Stock; *Associate Professors:* R. Dant, J. S. Hensel, A. Kumar, M. B. Stamps; *Assistant Professor:* A. B. Artis, J. Curran, Y. Edwards, G. F. Grebhardf, E. Harris, J. S. Keebler, B. Lafferty; *Instructors:* N.M. Noel, V. B. Panzer, J. M. Solomon; *Visiting Instructor:* J. Breshin, C. Osborne.