

# COLLEGE OF BUSINESS

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## UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

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

The undergraduate curriculum that leads to a Bachelor of Arts or Bachelor of Science degree in Business Administration is composed of several segments: (1) broad general education in the arts, humanities and sciences; (2) the common body of knowledge for management responsibilities; and (3) specialized majors in Accounting, Advertising, 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 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://business.usf.edu/>.

### Undergraduate Admission to the College

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

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

1. Students must satisfy the following criteria:
  - a. Minimum of 60 semester hours of college credit earned.
  - b. Minimum of a cumulative grade point average of 2.50 on all college-level work and a minimum of 2.00 on all credit attempted at USF, including any prior to renewal. NOTE: Beginning Fall 2013 the College of Business will establish each fall a new minimum overall GPA required to satisfy the limited access GPA admission requirement. The minimum overall GPA will range between a 2.5 with a maximum required GPA of a 2.75. Students will be notified through USF's course management system (i.e., BlackBoard) each fall as to the minimum entrance GPA required for the following fall semester.
  - c. Completion of the following State Mandated Common Prerequisites (or equivalents) with a grade of C- or higher in each course and an overall 2.00 GPA:
    - \* ACG X021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)
    - \* ACG X071 Managerial Accounting (or X301)
    - CGS X100<sup>1</sup> Computers in Business (or acceptable Substitute, i.e., CGS X100C, CGS X530, CGS X570, CGS X531, CGS X0000, MAN X812)
    - ECO X013 Principles of Macroeconomics
    - ECO X023 Principles of Microeconomics
    - MAC X233 Elementary Calculus or MAC 2230
    - STA X023 Introductory Statistics or QMB X100 or STAX122 although STA X023 and QMB X100 are preferred).

\* accounting majors must earn a C not C- in ACG 2021 & 2071  
<sup>1</sup>or demonstrated competency.
  - 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, a minimum of 2.40 overall GPA, 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 at least one term before their anticipated graduation date.

### Computer Requirement

All students entering the College of Business are required to have a laptop computer that they can use in their classes and labs. The laptop computer must be capable of connecting to the internet wirelessly and accessing software applications through a central server.

### 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

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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 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. In general, business courses taken at the lower level, at technical schools, or as part of professional or military training, are not applicable to the degree programs of the College of Business. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of successfully completing specified advanced courses in the discipline.

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

Florida College System students pursuing an Associate of Science (AS) program in any other discipline should contact the Director of the BSAS program in the Office of Undergraduate Studies, SVC 2003, (813) 974-4051, for information regarding course transferability and degree articulation.

## Early Admissions, Living-Learning Community, Honors Program

### 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. Select freshmen are admitted directly to the College of Business upon admission to USF (while most students are fully admitted to the business college after two years of general course requirements). BBN members are eligible to live in the Bulls Business Community, a residential program described in the following section. BBN students have the opportunity to avoid mass lecture classes as smaller sections of core business classes are reserved exclusively for BBN members (availability is limited and determined by academic performance each semester). Students in the BBN may apply for special business scholarships as well as join business student organizations normally restricted only to juniors and seniors. For admission criteria visit <http://business.usf.edu/student/bbc/index.asp>.

### Living-Learning Community - The Bulls Business Community

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

### The Honors Program in Business

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

To graduate from the Honors Program in Business, students must fulfill all program requirements listed below:

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

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

Students should apply as seniors in high school. Alternatively, students may also apply after completion of their freshmen year in college from USF or outside USF. Students who complete an associate's degree are also eligible for consideration into this program. For further information, please contact the program director, Dr. Joni Jones at [jonijones@usf.edu](mailto:jonijones@usf.edu).

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## BACCALAUREATE LEVEL DEGREE PROGRAMS

### General Requirements for B.A./B.S. Degrees in Administration Business

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

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 2.00 must be achieved in the following areas:

- The major and minor fields
- College foundation courses
- All USF coursework
- Overall GPA (USF and all transfer work)

**Gordon Rule:** Students must have satisfactorily completed the writing and computation course requirements of the Board of Governor's Regulation 6.107 ("Gordon Rule").

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

**Residency:** College of Business residency requirements for graduation exceed the minimum requirements established for USF. Students are required to complete satisfactorily at USF-Tampa a minimum of 50 percent (30-33 semester hours depending on major) of required business courses, including 12-18 semester hours in the major field. In addition, USF COB students must meet COB residence requirements from the degree granting campus. Normally, independent study and independent research courses do not fulfill this requirement.

**International Course Requirement:** All business students are required to select at least one course that deals with contemporary international topics. This course can be included in the business, non-business, or elective category. Consult with a business advisor for approved 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. Courses are not available for audit.

**Academic Dismissal:** Students dismissed more than once from the USF System for academic reasons will not be readmitted to the College of Business - Tampa.

### Degree Requirements

<b>NON-BUSINESS (54 hrs. minimum)</b>	<b>Sem. Hours</b>
1. General Education Requirements*	
a. English Composition	6
b. Mathematics and Quantitative Reasoning (Calculus is required)	6
c. Natural Sciences	6
d. Social and Behavioral Sciences	6
e. Human Cultural Diversity Global Context	3
f. Fine Arts	3
g. Humanities	6
	<b>36</b>
2. Exit Course Requirements	
a. The Capstone Course	3
b. The Writing Intensive Course	3
<b>Total</b>	<b>6</b>
*See Exit Requirements for more details	
3. Speech/Writing Requirements for Business Majors	
a. SPC 2608 Public Speaking or COM 3110 Communication for Business and the Professions	3
b. ENC 3250 Professional Writing or ENC 3310 Expository Writing or equivalent	3
<b>Total</b>	<b>6</b>
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)	
<b>Total non-business credit hours</b>	<b>54</b>

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

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

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2.00 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 Management/Decision Making	3
<b>Total</b>	<b>36</b>
2. Major Requirements (specific courses for each major are listed in the "Departments and Programs" section below.)	18-27
3. Business Electives:	
CGS 2100*	3
FIN/MKT majors only	3
<b>Minimum Business Credits</b>	<b>60-66</b>
* Accounting majors must earn C not C- in ACG 2021 & 2071	
** Information Systems (ISM) majors must earn C not C- in ISM 3011	
*** Marketing majors must earn C not C- in MKT 3023	

## ELECTIVES IN BUSINESS OR NON-BUSINESS

Sufficient elective courses to reach a minimum of 120 hours (ranges from 0-6 credit hours if above requirements are met)

**Minimum total hours** **120**

\*Waiver examination administered by the College only may be substituted for CGS 2100. See Advisor for details.

## Student Advising and Records

The Office of Undergraduate Advising and Programs (located in Ferguson Hall, BSN 2102) provides the following:

1. Orientation for freshmen and transfer students.
2. Academic advising and program information for:
  - a. pre-business students who have applied to the College of Business and declared business as their intended major.
  - b. students who meet all College of Business admission requirements.
3. Evaluation of undergraduate transcripts for all declared and admitted business transfer students.
4. Maintenance of academic advising records.
5. Certification of graduation.

### Advising Offices

Location: BSN 2102, (813) 974-4290 or schedule an advising appointment on-line:

<http://business.usf.edu/student/advising/scheduler/schedulerinfo.asp>.

### Office Hours

8am-6pm Monday-Thursday.

8am-4pm 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.**

## • GENERAL BUSINESS ADMINISTRATION (GBA) (CIP = 52.0101)

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 Business General Requirement section (including the state mandated common prerequisites), students must complete two minors from the following business disciplines: accounting, economics, finance, management, management information systems, or marketing. A minimum of 24

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hours of upper-level course work must be earned with a GPA of at least 2.00 in each minor. The requirements for each minor are listed with the description of the major.\* Minors applied to the General Business major will be referred to as concentrations.

For undergraduate overseas degree programs, the College may offer a set of four international business courses, defined as a concentration in international business, as approved by the curriculum committee.

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

**Please note:** Courses used to satisfy a major in accounting, economics, finance, information systems management or marketing may not be used to satisfy either minor or economics concentration requirement for the GBA major. Courses used in the minors or concentrations for the GBA major cannot be used for a major.

### 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 content similar to CGS 2100 Computers in Business) or obtain a waiver for this requirement from the College of Business by demonstrating competence in the use of computers.

1. The course requirements are as follows:

ACG 2021 Principles of Financial Accounting	3
ACG 2071 Principles of Managerial Accounting	3
ECO 1000 Basic Economics**	3
FIN 3403 Principles of Finance	3
MAN 3025 Principles of Management	3
MKT 3023 Basic Marketing	3
MAN 4802 Entrepreneurship & Small Business Management	3
Total	21

2. A grade point average of 2.00 or better must be achieved in the minor course work at USF and in all minor courses completed at other institutions.

3. At least 15 hours of the required 21 credit hours must be taken in residence at USF Tampa.

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

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

### • ACCOUNTING (ACC) (CIP = 52.0301)

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 on becoming a Florida CPA, go to the following links:

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

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

### Requirements for the B.A./B.S. Degree

Accounting majors have additional admission requirements beyond the entry requirements to the College of Business as listed in the General Requirements section. The two requirements are (1) at least a 70 percent score on a principles of financial accounting (ACG 2021 material only) "competency exam" prior to taking any ACG or TAX course at the 3000 level or higher and (2) successful completion of ACG 3103 (intermediate I) with a minimum grade of C, not C- on no more than two attempts. "W" grades count as an attempt. A student will be able to take the competency exam a maximum of two times. If a student does not make the minimum 70 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 70 percent. The prerequisites for ACG 3103 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 within two attempts will be counseled into other majors either within COB or other colleges as appropriate. Within the 120-semester-hour program listed in the General Requirements section, 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 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. Students must complete 18 hours of the upper level accounting requirement in residency at USF Tampa. Finally, students must earn a 2.00 GPA on all major coursework at USF Tampa and have an overall 2.00

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major GPA including any applicable 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
	<b>18</b>

## 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 5205 Advanced Financial Accounting	3
ACG 5505 Governmental/Not-for-Profit Accounting	3
ACG 5675 Internal and Operational Auditing	3
TAX 5015 Federal Taxation of Business Entities	3
<b>Total Required Hours</b>	<b>24</b>

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

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 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. A grade point average of 2.00 or higher must be achieved in all minor course work. All attempts will be included in the GPA 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 - Tampa.

## Accounting Faculty

*Director:* U. S. Murthy; *Professors:* Rooks 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, B. H. Parrott, J. L. Smith, W. L. Stephens, R. J. West; *Associate Professors:* G. A. H. Laursen, D. Robinson, R. F. Welker; *Assistant Professors:*, B. Dong, L. M. Gaynor, G. R. Huston, J. L. Huston, M. Mellon; *Instructors:* J. M. Cainas, C. L. Jozsi.

## • ECONOMICS (ECN) (CIP = 52.0601)

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. Economics offers two majors, one in the College of Arts and Sciences and the other in the College of Business.

## Requirements for the B.A./B.S. Degree

Within the 120-semester-hour program as listed in the Business General Requirement section (including the state mandated common prerequisites), students must complete a minimum of 22hours of upper level economics beyond the foundation courses for business.

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## Required Economics Courses:

ECO 3101 Intermediate Price Theory	3
ECO 3203 Intermediate Macroeconomics	3
15 hours of upper level economics courses	15
ECO 4935 Special Topics: Exit Requirement in Economics	1
<b>Total</b>	<b>22</b>

1. MAC 2233 Business Calculus or MAC 2311 Calculus 1 (or the equivalent) must be taken as a prerequisite for ECO 3101 and ECO 3203
2. Students cannot take both ECO 3101 and ECP 3703 for credit
3. No more than 3 hours credit can be applied toward a major from ECO 4905 and/or ECO 4914.
4. Students must obtain a grade of "C-" or higher in ECO 3101 Intermediate Price Theory or ECP 3703 Managerial Economics (formerly ECO 3100) to enroll in any course for which ECO 3101 or ECP 3703 is a prerequisite.
5. At least 12 upper level hours must be taken in residence at USF-Tampa.
6. 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. Students must obtain a grade of "C-" or higher in all courses required for the major or minor in Economics.

All students entering USF for the first time, in Fall 2012 or later, who earn 3 (three) D and/or F grades in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB3200 and MAC 2233 (or MAC 2311 or equivalent) will be required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Science or the College of Business.

All continuing USF students who entered USF prior to Fall 2012 and who have not earned any D or F grades in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB 3200 and Mac 2233 (or MAC 2311 or equivalent) by the beginning of Fall 2012, will also be allowed 3 (three) D and/or F grades in those courses before being required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Sciences or the College of Business.

All continuing USF students who entered USF prior to Fall 2012 and who have earned 1 (one) or more D or F grade in any of the following courses at USF: ECO 2013, ECO 2023, ECO 3101, ECO 3203, QMB 2100, QMB 3200 and MAC 2233 (or MAC 2311 or equivalent) by the beginning of Fall 2012, will only be allowed 2 (two) more D and/or F grades in those courses before being required to change their major to a major more appropriate to their goals and academic performance, and to a major that is not conferred by the Department of Economics through either the College of Arts and Science or the College of Business

Grade Forgiveness will NOT apply to the mandated requirement of changing majors.

Appeals to the required change of major will be handled in the Economics Department and ONLY those students whose appeal is based on exceptional circumstances will be considered.

Advisors in the College of Arts and Sciences or the Transitional Advising Center will be available to assist students in the selection of a new major in their respective colleges.

## Requirements for a Minor in Economic

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
<b>Total Economics Hours</b>	<b>18</b>

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 from the Economics Department Undergraduate Advisor.
3. A grade point average of 2.00 or higher must be achieved in minor coursework 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 Tampa.

## 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 select ECP 4451 Law and Economics, ECP 3413 Economics of Regulation and Antitrust and ECP

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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.

## 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 3.00 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) (CIP = 52.0801)

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 Business General Requirement section (including the state mandated common prerequisites), students must complete a minimum of 18 hours of upper-level finance courses beyond FIN 3403. At least 12 hours must be taken in residence at USF Tampa. A grade point average of 2.00 or higher must be achieved in all major course work at USF and an overall 2.00 GPA including transfer work. Students are required to earn a C- or higher in all finance courses that are counted toward the major requirements.

### Required Finance Courses:

FIN 4303	Financial Institutions and Markets	3
FIN 4414	Advanced Corporation Finance	3
FIN 4504	Principles of Investments	3
FIN 4443	Financial Policies and Strategies*	3
Additional upper-level Finance electives		<u>6-12</u>
<b>Total</b>		<b>18-24</b>

\*FIN 4443 is a capstone course that should be taken in the final semester of the major (or as close as possible).

Finance electives can be selected from among those 3000- and 4000-level classes that have FIN, REE, and RMI prefixes. At least one elective must have an FIN prefix. Independent Study (FIN 4905) and Independent Research (FIN 4915) will not be accepted as credit toward the minimum degree requirements for a major in Finance. The courses listed below are suggested electives that are relevant for students who might want to pursue careers in the

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following areas:

## Corporate Financial Management

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

## Management of Financial Institutions

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

## Investments

- FIN 3604 International Finance
- FIN 4461 Financial Statement Analysis
- FIN 4514 Advanced Investment Analysis & Management
- FIN 4934 Selected Topics in Finance\*

## Financial Services

- FIN 3604 International Finance
- FIN 4514 Advanced Investment Analysis & Management
- FIN 4934 Selected Topics in Finance\*
- REE 3043 Real Estate Decision Making
- RMI 3011 Principles of Insurance

\*Please see your academic advisor for the necessary selected topics course.

## Requirements for a Minor in Finance (for Business Majors only)

Students majoring in Business may 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
FIN 4443 Financial Policies and Strategies*	3
<b>Total Finance Hours</b>	<b>12</b>

\*FIN 4443 is capstone course that should be taken in the final semester of the minor (or as close as possible).

2. A grade point average of 2.00 or better must be achieved in the minor course work at USF and in all minor courses completed at other institutions. Students are required to earn a C- or higher in finance courses that are counted toward the minor requirements.
3. At least 9 of the required 12 credit hours must be taken in residence at USF - Tampa.

## Finance Faculty

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

## • MANAGEMENT INFORMATION SYSTEMS (ISM) (CIP = 52.1201)

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

## Requirements for the B.A./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 set of 6 required MIS courses and 3 approved MIS electives. MIS majors must earn a "C" or higher (not C-) in ISM 3011 and the six required MIS courses. Students must have a 2.00 or higher GPA in the major; they can use grade forgiveness for only one upper-level MIS course. At least 21 hours must be taken in residence at USF Tampa. A grade point average of 2.00 or higher must be achieved in all major course work at USF and an overall 2.00 GPA including transfer work.

Required MIS Courses:

- ISM 3232 Business Application Development\* 3

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ISM 3113 Systems Analysis and Design*	3
ISM 3431 Operations and supply chain processes	3
ISM 4212 Database Administration	3
ISM 4220 Business Data Communications	3
ISM 4300 Managing Information Resources	3
Plus Approved MIS Electives**	9
<b>Total Hours Required for B.A./B.S. Degree</b>	<b>27</b>

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

\*\*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 may minor in MIS. The requirements are:

1. ISM 3113 Systems Analysis and Design	3
ISM 4212 Database Administration	3
Approved MIS Elective	6
<b>Total MIS hours</b>	<b>12</b>

2. A grade point average of 2.00 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 Tampa.

### Accelerated BS/MS Program

The goal of the USF College of Business integrated undergraduate-graduate program in MIS is to provide outstanding undergraduate students an option to complete the B.S. undergraduate degree in MIS and the M.S. graduate degree in MIS in **five years** (141 total hours).

The integrated B.S./M.S. program is a 141-hour undergraduate-graduate option that allows eligible students to work towards the M.S. in MIS degree requirements while completing their undergraduate B.S. degree. Students interested in this option will work closely with an advisor and a faculty member to develop an integrated plan of study.

### General Guidelines

- **Time of admission to the program:** Students will be eligible for admission to the integrated degree program at the beginning of their Senior year in MIS. Students must apply for admission consideration during their Junior year. Students will start taking courses in the graduate program in their Senior year.
- **Joint admission:** Students must apply to and meet admission requirements of the M.S. in MIS graduate program.
- **Plan of study:** In consultation with an advisor and a faculty member, students will be required to prepare a Graduate Degree Action Plan.
- **Degree Action Plan.** The plan will cover the entire time period of the program and it will be periodically reviewed with an advisor.
- **Advising:** Students will present their portfolio (see below for details) and a plan of study in person to the integrated program committee prior to being admitted to the program.
- **Tuition charges:** Students will be required to pay graduate tuition rates when taking graduate courses.

### Admission Requirements

1. Students with at least a Junior standing in their undergraduate degree program may apply for admission consideration into the integrated B.S./M.S. undergraduate/graduate program. Students will submit an **Accelerated Program Interest Form** that must be signed by the Graduate Program.
2. Students must have a minimum 3.25 GPA.
3. Interested students will be required to present a "Portfolio" of the following credentials:
  - a. Three letters of recommendation, at least two from faculty
  - b. Statement of intent—a personal statement about why the student wishes to apply for the integrated program.
  - c. Undergraduate transcripts.
  - d. Other supporting documents (e.g., projects and papers, software, work experience, internships, etc.) should be included where possible.
4. The GMAT or GRE should be taken sometime before or during the Fall semester of the Junior year of study.
5. All applicants will need to meet **any other admission requirements established** for the M.S. in MIS program.
6. The application to the integrated program will be considered as a complete package and therefore obtaining a high undergraduate GPA is not a guarantee of admission. Grades in the undergraduate MIS core courses will be taken in consideration and will have a significant impact on the M.S./MIS acceptance decision.

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## **Degree Requirements** 5-Year Plan of Study for Integrated B.S./M.S. Undergraduate-Graduate Program

With appropriate planning, a total of 12 hours of graduate credit may be taken that can be applied to both the B.S. and M.S. degrees. This will reduce the minimum total credits required for both programs from 153 (120 for B.S., 33 for M.S.) to 141 credits. Specifically:

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

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

### **First Year and Second Year**

Courses and credits as designated for Freshman and Sophomore years.

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

ISM 3232	3
ISM 3113	3
Additional UG Courses	9
ISM 4212	3
ISM 4220	3
Additional UG Courses	9

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

ISM 6436	3
UG Courses	12
ISM 4300 (B.S. Capstone)	3
ISM 6124	3
UG Courses or Graduate Electives	6

### **Fifth Year**

ISM 6225	3
ISM 6218	3
Graduate Electives	6
ISM 6155 (M.S. Capstone)	3
Graduate Electives	12

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

ISM 6145/4930	Software Testing
ISM 6156/4153	Enterprise Resource Planning
ISM 6328/4323	Information Security and Risk Management
ISM 6930/4930	Mainframe Technologies
ISM 6316/4930	Project Management

For further course information, visit: <http://www.ugs.usf.edu/sab/sabs.cfm>

## **Information Systems & Decision Sciences Faculty**

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

## • **MANAGEMENT (MAN) (CIP = 52.1201)**

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.

## **Requirements for the B.A./B.S. Degree**

Within the 120-semester-hour program listed in the Business General Requirement section (including the state

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mandated common prerequisites), students must complete 21 hours of management beyond MAN 3025. At least 15 hours must be taken in residence at USF Tampa. A grade point average of 2.00 or higher must be achieved in all major course work at USF and an overall 2.00 GPA including transfer work.

## Required Management Courses:

MAN 3240 Organizational Behavior Analysis	3
MAN 3301 Human Resource Management	3
MAN 4282 Organizational Assessment	3
MAN 4737 Integrated Management Applications	3
Plus 9 hours of other upper-level Management courses	<u>9</u>
	21

## Requirements for a Minor in Management (for Business Majors Only)

Students majoring in Business may minor in Management.

The requirements are:

1. MAN 3240 Organizational Behavior Analysis	3
MAN 3301 Human Resource Management	3
MAN 4282 Organizational Assessment	3
MAN 4737 Integrated Management Applications	3
<b>Total Management hours</b>	<b>12</b>

2. A grade point average of 2.00 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-Tampa.

## Management and Organization Faculty

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

## • MARKETING (MKT) (CIP = 52.1401)

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 too 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..

## Requirements for the B.A./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 18 hours in marketing beyond MAR 3023. At least 12 hours must be taken in residence at USF- Tampa. A grade of "C" or higher (not C-) is required in all Marketing classes including Basic Marketing (MAR 3023) plus a 2.00 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

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MAR 4333 Electronic/Promotion Management	3
MAR 4824 Marketing Management Problems	3
Additional upper-level marketing courses	<u>3-9</u>
<b>Total</b>	<b>18-24</b>

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.

## 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 of "C" or higher (NOT C-) is required in MAR 3023 and all marketing minor coursework.
3. A grade point average of 2.00 or better must be achieved in the course work at USF and in all minor courses completed at other institutions.
4. At least 9 hours of the required 12 credit hours must be taken in residence at USF-Tampa.

### • Advertising Business Major (BAV) (CIP = 52.1499)

#### Requirements for the Zimmerman Advertising Business Major

The Advertising major in the College of Business is unique in that it is a collaborative effort of the departments of Mass Communications in the College of Arts and Science and Marketing in the College of Business. The major complements an existing Advertising track in the Mass Communications major and provides students the opportunity to combine the creative aspects of advertising with knowledge, skills, and abilities in accounting, economics, finance, information systems, management, marketing and strategy.

#### Requirements for the B.A./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 the 6-hour Mass Communications core, and the 22-hour major.

Required courses for the Advertising major:

ADV 3008 Introduction to Advertising	3
ADV 3101 Advertising Creativity	3
ADV 3300 Advertising Media Strategy	3
ADV 4800 Advertising Campaigns	3
ADV 4940 Advertising Practicum	1
MAR 3613 Marketing Research	3
MAR 3823 Marketing Management	3
MAR 4503 Buyer Behavior	<u>3</u>
<b>Total</b>	<b>22</b>

#### Residency

Six of the nine marketing hours must be taken in residency at USF Tampa. Ten of the thirteen advertising hours must be taken in residency at USF Tampa. At least a minimum of a C ( not C-) grade must be earned in each course. An overall GPA of 2.00 is required in the major for graduation.

#### Requirements for the Minor in Entrepreneurship

This is an interdisciplinary entrepreneurship minor for majors in 1) business and 2) industrial and managing systems engineering 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 team building, oral and written communication skills, analytical abilities and information technology proficiencies. These are essential entrepreneurial skills.

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## Requirements for a Minor in Entrepreneurship (for Business and Industrial Engineering majors only)

- |   |           |
|---|-----------|
| 1. ENT 4014 New Venture Formation                       | 3         |
| EIN 4933 Selected Topics: Creativity and Technology     | 3         |
| And two courses from the following:                     | <u>6</u>  |
| EIN 4933 Selected Topics: Product Development           |           |
| ENT 4424 Fundamentals of Venture Capital                |           |
| MAN 4802 Entrepreneurship and Small Business Management |           |
| MAN 4804 Small Business Management Counseling           |           |
| <b>Total</b>  | <b>12</b> |
2. A grade point average of 2.00 or better must be achieved in the 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 Tampa.

## Requirements for a minor in Entrepreneurship (for Non Business and Non Industrial Engineering majors only)

- |   |           |
|---|-----------|
| 1. ENT 3003 Principles of Entrepreneurship              | 3         |
| ENT 4014 New Venture Formation                          | 3         |
| EIN 4933 Selected Topics: Creativity and Technology     | 3         |
| And two courses from the following:                     | <u>6</u>  |
| EIN 4933 Selected Topics: Product Development           |           |
| ENT 4424 Fundamentals of Venture Capital                |           |
| MAN 4802 Entrepreneurship and Small Business Management |           |
| MAN 4804 Small Business Management Counseling           |           |
| <b>Total</b>  | <b>15</b> |
2. A grade point average of 2.00 or better must be achieved in the coursework at USF and in all minor courses completed at other institutions.
3. At least 9 hours of the required 15 credit hours must be in residence at USF Tampa.

### Marketing Faculty

*Chairperson:* M. B. Stamps; *Professors:* D. J. Ortinau, P. J. Solomon, J. R. Stock; *Associate Professors:* D. Biswas, A. Kumar, B. Lafferty, M. B. Stamps, S. Varki; *Assistant Professor:* A. Crzig, J. Mena; *Instructors:* A. Magi, C. Osborne, V. B. Panzer, J. M. Solomon.

### Center for Entrepreneurship Faculty

Director: M. Fountain; Assistant Professor: S. Lux, L. Zhang ; Instructor: S. Budd.

## • INTERNATIONAL BUSINESS (ITB) (CIP = 52.1101)

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

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

The IB program is unique in that it combines preparation in business administration with language training, area studies, and a meaningful overseas work or study experience. The curriculum includes, in addition to the general education and liberal arts requirements, a strong grounding in business core courses, an 18-hour major in international business and area studies subjects, a concentration in a functional area of business, training in a foreign language and overseas academic or business experience. International students, who have completed at least the equivalent of a high school education in their native country, are advised to pursue another business major. At a minimum, international students, who have completed at least the equivalent of a high school education in their native country, may not study the area of their origin as part of the International Business major. A minimum of 120 hours is required to complete a B.A. in International Business. At least 12 hours must be taken in residence at USF Tampa.

### International Business Major (18)

#### Business Courses

- |  |   |
|--|---|
| FIN 3604 International Finance or ECO 3703 International Economics | 3 |
| ISM 4382 Global Information or MAR 4156 International Marketing or | 3 |
| MAN 4600 International Management                                  |   |

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MAN 4631 Capstone Course	3
<b>Total</b>	<b>9</b>

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## Area Studies Courses (9)

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

## Business Concentration (12)

Students will choose one from the following disciplines:

### Economics

ECO 3703 International Economics  
Plus 9 hours of upper-level Economics Coursework

### Marketing

MAR 3823 Marketing Management  
MAR 4156 International Marketing  
Plus 6 hours of upper-level Marketing Coursework

### Finance

FIN 4504 Principles of Investments  
FIN 4303 Financial Institutions and Markets  
FIN 4414 Advanced Corporation Finance  
FIN 3604 International Finance

### Management

MAN 3240 Organizational Behavior Analysis  
MAN 3301 Human Resource Management  
MAN 4282 Organizational Assessment  
MAN 4600 International Management

### Information Systems

ISM 3113 Systems Analysis and Design  
ISM 4212 Database Design and Administration  
ISM 4382 Global Info Systems  
Plus 3 hours of upper-level ISM Coursework

## Foreign Language Above First Year (9)

Foreign Language(s) selected should support the study abroad 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 an advisor once a decision has been made to pursue this major.

**Please note:** Courses used to satisfy a major in accounting, economics, finance, information systems management or marketing may not be used to satisfy the concentration requirement for the ITB major. Courses used for the concentration for the ITB major cannot be used for a major.

## Minor in International Business

### Students Majoring in Business

To qualify for the minor in International Business, students with a major in one of the degree programs in Business must successfully complete a minimum of 12 hours of international business or related course work. 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-Tampa. A grade point average of 2.00 or higher must be achieved in minor course work taken at USF, as well as in any transfer work applicable to the minor. Courses used in a major cannot be used in the minor. Competency to effectively communicate in a foreign language is strongly advised.

### Non Business 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) and complete at USF a minimum of 9 semester credit hours selected from a set of approved upper-level international business courses. A grade point average of 2.00 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 minimum of 18 hours must be taken in residence at USF Tampa.

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  
FIN 3604 International Finance  
ISM 4382 Global Information Systems  
MAN 4600 International Management

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MAN 4631 Global Perspectives and Management Choices

MAR 4156 International Marketing

## Certificate in National and Competitive Intelligence

The Certificate Program in National and Competitive Intelligence is designed to promote students' analytical capabilities, not only improving their competitiveness in the employment process, but also giving them solid intellectual foundations for demanding professional careers. The program specifically helps prepare students for careers in government, especially intelligence positions, as well as analytical executive positions in the banking, insurance, and the pharmaceutical industries. The flexible program includes workshops and seminars which each student can fit with his or her major course of study. Those who complete the certificate program should be able to effectively gather, analyze, and evaluate information and present conclusions both orally and in writing.

### Certificate Requirements:

The requirements for the undergraduate certificate are:

1. Minimum of four (4) semesters of instruction in one foreign language, and passing a foreign language proficiency test in the subject matter. Students who are proficient in a foreign language may take a foreign language proficiency examination as administered by the University.
2. Satisfactory completion of at least one professional writing course;
3. Satisfactory completion of at least one international relations course;
4. Satisfactory completion of at least two courses in college/major departments that promote analytic skills and critical thinking;
5. Satisfactory completion of a 4-day summer seminar organized by the Program Director;
6. Minimum completion of 24 credits-18 hours must be completed on the Tampa campus.
7. Satisfactory completion of all coursework for the certificate with a grade of C or better, C- is not sufficient.
8. Only degree-seeking undergraduate students may apply for this certificate.

1. **Foreign Language Proficiency:** (minimum 4 semesters of language study, or proficiency)

Students must pass an exam administered by the World Languages Department to determine if the student has the equivalent of two years of language instruction in any foreign language. The placement exam will be administered after a student has taken language instruction at USF or for students who claim foreign language proficiency upon enrolling at USF. Those students who want to pursue additional training in a "hard" language (Chinese, Arabic, for example) are eligible for some funding support under this program. Interested students should submit a language-study proposal to the Director of the Program.

2. **Professional Writing:** (3 credit hour minimum)

The certificate program places a heavy emphasis on developing writing skills. Certificate holders must have satisfactorily completed one of the following professional writing courses:

ENC 3242	Technical Communication for Majors	3
ENC 3250	Professional Writing	3
ENC 3310	Expository Writing	3
PHC 4720	Foundations of Professional Writing in Public Health	3

3. **International Relations:** (3 credit hour minimum)

Certificate holders must have satisfactorily completed one of the following international relations courses:

CPO 2002	Introduction to Comparative Politics	3
INR 3102	American Foreign Policy	3
CPO 4930	Comparative Govmnt and Politics of Selected Countries/Areas3	

4. **Analytical Skills and Critical Thinking Courses:** (6 credit hour minimum)

Certificate holders must satisfactorily complete courses in their majors/minors that promote analytical skills and critical thinking. The Program Director, in consultation with the Dean of the College or Department of a requesting student, can include proposed courses (such as independent study) to fulfill this requirement; course approval will be made on a case-by-case basis. The Analytical Skills and Critical Thinking requirement should be met by taking the appropriate courses for your major.

AMS 4935	Senior Seminar in American Studies	3
CEG 4850	Capstone Geotechnical/Transportation Design	3
CES 4740	Capstone Structural/Materials Design	3
CIS 4250	Ethical Issues and Professional Conduct	3
CWR 4812	Capstone Water Resources/Environmental Design	3
ECH 4615	Product and Process Design	3
EEL 4914	Senior Project Design	3
EIN 4891	Capstone Design	3
EML 4551	Capstone Design	3

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MAN	4631	Global Perspectives and Management Choices	3
GEB	4890	Strategic Management and Decision Making	3
HIS	4936	Pro-Seminar in History	3
HSC	46341	Critical Issues in Public Health	3
MHS	4731	Writing for Research and Publication in Behavioral and Community Sciences	3

5. **Workshops and Seminars:** (2 credit hour minimum)

The Program Director will conduct workshops (one-day) and seminars (four consecutive days during the summer break). Students pursuing a certificate must participate in one workshop prior to registering for a seminar. The workshops will be conducted frequently during the academic year and the four-day seminar will be offered during the summer months (ideally, one in June, one in July and one in August). Satisfactory completion of the seminar constitutes a 2-credit course. The seminars may be repeated for credit.

### 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.

**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 international professional accounting, finance, and information systems honors organization 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.

**Delta Sigma Pi** - Fosters the study of business and a close association between students and the business world. Delta Sigma Pi is a coed, professional business fraternity.

**Economics Scholar Society** – To promote and develop the application of economic concepts within the student body and provide a social basis for interaction.

**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 honor society promoting outstanding achievements in economics and the establishment of closer ties between students and faculty.

**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.