

COLLEGE OF BUSINESS

The College of Business offers courses of study leading to both undergraduate and graduate degrees. All degree programs offered by USFSP are fully accredited by AACSB International — The Association to Advance Collegiate Schools of Business, and the Accounting major offered by the Program of Accountancy is also separately accredited by AACSB International.

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, 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.

The College of Business is in Bayboro Station near the corner of 3rd Street South and 13th Avenue South in St. Petersburg.

Mission

The mission of the College of Business at USF St. Petersburg is to educate current and future professionals in the effective management and ethical leadership of organizations. We engage in theoretical and practical research as well as provide service to both the University and external community. We meet the demands of our diverse student population by preparing them for an increasingly global environment with both undergraduate and graduate degree programs.

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. 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 Business Calculus
 - 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 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 USFSP business degree requirements. Individual courses will be evaluated by an academic advisor and appropriately credited toward requirements in the student's program at USFSP.

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 USFSP. Normally, courses in finance, marketing, management, and accounting, as well as other business and economics courses, taken at the lower division level that are offered as upper division courses at USFSP will not be accepted for upper division credit in business or economics. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of written examinations prepared and administered by the College of Business or by 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 USFSP. 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 USFSP Office of Admissions, BAY 102, (727) 873-4142 for information regarding course transferability and degree articulation.

BACCALAUREATE LEVEL DEGREE PROGRAMS

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

Students must satisfactorily complete a minimum of 120 semester hours. Of the minimum 120, at least 60 hours must be business courses, and a minimum of 54 hours must be non-business courses (i.e., all courses not normally offered 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 2.0 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 residency requirements for graduation exceed the minimum requirements established for USFSP. Students are required to complete satisfactorily at USFSP 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	3
Total	36
2. Liberal Arts Exit Requirements*	
a. Major Works and Major Issues	6

b. Literature and Writing	<u>3</u>
Total	9
<small>*See Liberal Arts Requirements for more details</small>	
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 (60-66 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.)	18-24
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**

Student Advising and Records

The Academic Advising Center (located in Davis Hall, DAV 134) provides the following services for College of Business students:

1. Processing of student admission applications for the College of Business.
2. Academic advising and program information.
3. Orientation for undergraduate pre-business students.
4. Evaluation of undergraduate transcripts of transfer students.
5. Maintenance of academic advising records for all admitted students.
6. Certification of graduation.

Advising Office

St. Petersburg Campus: DAV 134, (727) 873-4511

Office Hours

St. Petersburg Campus: 8am-6pm Monday-Thursday. 8am-5pm on Fridays. Students are seen by appointment.

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.

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.

1. The course requirements are as follows:

ACG 2021	Principles of Financial Accounting	3
ACG 2071	Principles of Managerial Accounting	3
ECO 2013	Economics Principles: Macroeconomics	3
ECO 2023	Economics Principles: Microeconomics	3
CGS 2100	Computers in Business	3
FIN 3403	Principles of Finance	3
MAN 3025	Principles of Management	3
MAR 3023	Basic Marketing	3
GEB 4890	Strategic Mgmt/Decision Making	3
Total		27

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 credits in the minor must be earned at USF.

• ACCOUNTING (ACC)

The objective of the baccalaureate degree in Accounting is to develop responsible employees, licensed and other professionals, and leaders through accounting education and multidisciplinary learning, research, and service in a global environment. Graduating Accounting majors should demonstrate basic competencies in financial accounting and reporting, cost accounting, accounting information systems, taxation and auditing.

Students learn the knowledge and skills necessary to pursue careers in public accounting, auditing, taxation, corporate, government and non-profit organizations. The baccalaureate program also prepares students for continuing study in the USF St. Petersburg MBA Program or other venues designed to meet the Florida "5th year" education requirements necessary to become licensed as a CPA ,or prepare for other professional certifications (e.g. CIA, CMA, CFE, etc.). For further information, please check the Program of Accountancy web site or contact any accounting faculty member.

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 USFSP. In addition to the State Mandated Common Prerequisites for admission to the College of Business (or equivalents) with a grade of C or higher, students 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 for continuation in the major. Those students who fail to meet the requirements to continue in this program will be counseled into each of the other programs either in COB 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 advisors will recommend courses that will satisfy the program requirements.

Accounting majors can use the grade 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 USFSP.

• ECONOMICS (ECN)

Wants are unlimited while resources are not. Individuals and firms in a variety of circumstances across the world face versions of this basic dilemma. The study of Economics provides a clear and logical perspective for analyzing and understanding these perplexing situations. The coursework is a mixture of basic economic theory and applications of that theory to problems encountered by households, by businesses, and by societies across the globe.

The general applicability of Economics is one reason why it is a popular major. Students also frequently choose Economics as a minor; its logic and applications combine well with topics in other disciplines. Economics training enhances logical reasoning and analytical skills, skills that are useful in a wide variety of occupational fields in business and government. A degree in Economics is also excellent preparation for further study, especially in law or business. See an Economics faculty member or a campus advisor 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:

ECP 3703 Managerial Economics	3
ECO 3203 Intermediate Macroeconomics	3
15 hours of upper-level economics courses (may include FIN 3233)	<u>15</u>
Total	21

Students must obtain a grade of "C-" or higher in ECO 3101 Intermediate Price Theory, may be substituted for ECP 3703 to enroll in any course for which ECO 3101 or ECP 3703 is a prerequisite. Students cannot take both ECO 3101 and ECP 3703 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 USFSP. 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 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 and FIN 3233)	<u>12</u>
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 academic advisor in DAV 134.
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.

• 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 USFSP. 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	<u>9-15</u>

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
- FIN 4934 Financial Options & Futures
- 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 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	<u>3</u>
Total Finance Hours	12
2. A grade point average of 2.0 or better must be achieved in the minor course work at USFSP 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 USFSP.

• INFORMATION SYSTEMS

Success in today's fast paced business environment requires a solid understanding of information systems and the ability to use information technology to solve business problems. The Information Systems major provides students with an in-depth understanding of the many business applications of information and communication technologies, preparing them for careers in:

- programming
- business analysis
- systems development
- database or network administration
- systems support
- website development

Unlike many information technology programs, which are designed to develop only technical skills, the IS major focuses on the intersection of business and technology, developing graduates who are well-versed in the language of business, have strong communication skills, and know how to select, develop, implement, and manage new and emerging information technologies. Additionally, the IS major provides students

seeking more general business careers with a set of highly marketable skills they can apply in any facet of business.

Core courses in the IS degree program are designed to develop students' information technology skills as well as their understanding of how technology is used to support managerial decision making and transform business operations. A variety of electives enable students to choose an area of specialization, learn about global information systems, or further develop their technical 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 set of 5 required ISM courses and 3 approved ISM electives. ISM majors must earn a "C" or higher (not C-) in the five required ISM courses and must have a 2.0 or higher GPA in the major; they can use grade forgiveness for only one upper-level ISM course. At least 15 hours must be taken in residence at USFSP. 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 ISM 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 ISM Electives**	<u>9</u>
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 ISM courses.

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

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

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

- 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.
- At least 9 hours of the required 12 credit hours must be taken in residence at USFSP.

• MANAGEMENT AND ORGANIZATION (MAN)

The purpose of the Management bachelor's degree program is to educate students in the fundamental skills, knowledge, and practice of the management of people and organizations and provide business professionals with important skills and knowledge needed to advance in the workplace.

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 USFSP. 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
MAN 3301	Human Resource Management	3
MAN 4600	International Management	3
Additional upper-level management courses		<u>9-15</u>
Total		18-24

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 4600	International Management	3
Additional upper-level management course		<u>3</u>
Total Management hours		12

- 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 USFSP.

• **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 too much of the challenge and too much of the dynamic nature of marketing.

The Marketing program at USF St. Petersburg 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 USFSP. 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 USFSP 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	18-24

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 of "C" or higher (not C-) is required in all Marketing minor coursework.
3. 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.
4. At least 9 hours of the required 12 credit hours must be taken in residence at USFSP.

• **INTERNATIONAL BUSINESS (ITB)**

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 selected from a set of approved upper-level international business courses (see below). A minimum of 9 semester hours of the minor course work must be taken at USFSP. 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 USFSP 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 minor:

ECO 3703	International Economics
ECO 4713	International Macroeconomics
ECO 4704	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.

Beta Alpha Psi – This international accounting honor society recognizes excellence and complements members' formal education by providing interaction and networking among students, faculty, and professionals, while fostering lifelong growth, service and ethical conduct.

Beta Gamma Sigma is a business honor society that recognizes the most academically outstanding business students from institutions accredited by AACSB International. It was founded in 1913 and the membership roster now includes business personnel, executives, directors, CEO's, CFO's and presidents from some of the world's largest companies

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

The **STUDENT BUSINESS ORGANIZATION** is a student organization for students to learn more about the various business professions. Members are provided with valuable skills not taught in the classroom along with opportunities to network between themselves, the University, and the local and regional business communities.

BUSINESS FACULTY

Program of Accountancy

Professors: J. A. Fellows, G. H. Lander; *Associate Professor:* G. Kearns; *Assistant Professor:* K. Barker;
Instructors: S. Danese, J. Jewell; *Director of POA:* D. Walker

Economics

Professors: T. Carter; *Assistant Professor:* R. Smith, *Instructors:* A. Criss, J. Gum, R.L. Moss

Finance

Associate Professors: G. Patterson, T. Shank; W. Guan; *Instructor:* M. Schmidt

Information Systems & Decision Sciences

Associate Professors: A. Watkins; *Assistant Professors:* C. Davis

Management

Professor: G. Franklin; *Associate Professor:* , S. Geiger, D. Marlin;
Assistant Professors: S. Segrest

Marketing

Associate Professors: K. Braunsberger; T. Ainscough, M. Lockett, P. Trocchia