USF MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

Florence 2016

Global Cyber Ethics

Summer A

experience,
adventure,
education,
for life.

May 15

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June 24

COST

$4890

PROGRAM OVERVIEW

The Florence Business Study Abroad program is intended to build and nurture business leaders with exceptional creativity and potential. The program will provide these future business leaders with a global perspective and an understanding of the global business environment. Students may take business electives that focus on global business from an ethical and an entrepreneurial viewpoint.

COURSE INFORMATION

- ISM 4935 Global Cyber Ethics
- GEB 2935 The Art of the Italian Family Business
- MAR 4156 International Marketing
- MAR 2931 Fashion Marketing
- MAR 3023 The Marketing Mix: Product, Price, Place and Promotion
- Italian courses, FKL's, area study courses and more!

PROGRAM INCLUDES

- Accommodations in Florence
- Airport transportation
- Business visits
- Cultural excursions
- Pre-Departure Orientation

All applications are due April 15, 2016

Advising Contact
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For More Information, Contact Us
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