Undergraduate Business Programs

USF
MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA
Talk to students and you’ll hear them describe USF as dynamic and diverse, a big university in a big city. You’ve probably wondered, though, what being part of a prestigious, top-ranked research university really means to you.

Being a nationally recognized research university means we create knowledge. Students hear about the latest developments in the field as they occur. You learn from top faculty who are passionate about their field and their students’ successes.

We emphasize analytics and creativity. We know that tomorrow’s business leaders can’t make decisions based on gut instinct. The best business professionals will be able to analyze mountains of data that is available and use it to make business decisions. Sometimes, though, there’s a danger of relying too heavily on analytics. What’s needed is the right balance, what some call a “both-brain” approach, referencing the need to balance right-brain and left-brain thinking.

Student success is why our business programs emphasize writing skills, analytical decision-making, and hands-on projects. You learn to communicate in context, in the business classroom.

You enjoy corporate connections in the classroom. Studying in a metropolitan city provides rich opportunities to integrate real-world experiences and classroom learning. Large and small businesses offer internships and part-time jobs as well as corporate guest speakers and service-learning projects.

Students enjoy the advantages of a large university as well as a small community within the business school through student organizations and special programs such as the USF Honors College, the college’s Business Honors Program, or the Bulls Business Network. Our professional advising staff focuses only on business students, providing guidance, support, and academic insight generalists simply can’t. You’re a part of the big university and our smaller community.

Students and faculty are reaching out globally through study abroad programs funded in part by passport scholarships available exclusively for business students. You learn how to communicate across global teams and discover how to work across continents.
Transforming Minds. Transforming Business.
Innovative, Student-Focused Undergraduate Programs
We Emphasize Student Success

You’ve heard it mentioned from your first moments on campus - we focus on student success here. But what does that mean?

Quite simply, it means that we do more than simply disseminate information and ask you to memorize it. We equip you with the skills and knowledge you need to take leadership positions in business and society. We do this by providing classroom opportunities to develop skills you’ll need for business – as well “beyond the books” programming to help you develop as a professional.

We offer all of this programming through the Collier Student Success Center, which is exclusively for business majors and is located in the college. Its services and programs include:

- **The Bulls Business Network** provides an avenue for students to enjoy early admission to the business school and take advantage of special registration and advising opportunities. Students are accepted into the BBN automatically based on high school GPA and test scores. Students are only eligible for the BBN during the freshman year. usf.edu/business/undergraduate/bbc/bbn.aspx

- **The Bulls Business Community** is a residential program exclusively for members of the Bulls Business Network. A living-learning residence hall with corporate tours, improvisational activities, networking and other learning opportunities not normally found in the classroom. usf.edu/business/undergraduate/bbc/

- **The Business Honors Program** is Florida’s only honors program exclusively for business majors. It blends rigorous coursework and research activities with special residential, service, international, and applied learning opportunities. Participants live on campus for two years and must meet additional admission requirements. Freshman year admission only. usf.edu/business/undergraduate/honors/program.aspx

- **The Muma Leadership Program** The Muma Leadership Program certifies students as the best of the best that the Muma College of Business has to offer. It is a two-year professional development program designed to help upperclassmen prepare to enter the workforce. usf.edu/business/undergraduate/muma-leadership.aspx

- **The Corporate Mentor Program** pairs students who are the first in their families to go to college with a mentor who shares tips and guidance for a smooth transition from student to professional life. Students meet at least once a month with a management-level professional, in the workplace, for first-hand insight into the corporate world. usf.edu/business/student-success/cmp/
A Business Communications Center helps students with the additional written and oral communication exercises that have been infused into core business courses. Students can find free, one-on-one help for business writing assignments in the BizComm Center. BizComm also offers free workshops to polish skills graduates will use in the professional world. usf.edu/business/student-success/communications-center/

Internships, Practicums, and Job Search Assistance Tampa’s location makes it easier for students to gain real-world experience through internships or practicums (internship in exchange for academic credit). There are many career advising programs available, including workshops on professionalism, corporate info sessions, and one-on-one career advising for business majors. usf.edu/business/student-success/employer-relations/

International Partnerships and Study Abroad Opportunities are available and range from semester abroad programs in England, Japan, or Canada to shorter summer study abroad programs in Italy, Wales, or China. There are separate programs exclusively for business majors where students can earn business credit hours that apply toward their majors. Additionally, a partnership with the Universidad San Ignacio de Loyola allows students to work toward a USF degree, with USF faculty, in Lima, Peru. Costs and accommodations vary by location, itinerary, and coursework offerings. Aid is available for some study abroad programs. usf.edu/business/student-success/study-abroad/

Scholarships helps students focus on what matters. With more than 175 different scholarships available exclusively for business majors, the USF Muma College of Business is proud to award nearly $300,000 in scholarships each year. Some scholarships are need-based, some are merit-based; others are awarded to students studying for a particular degree or are based on student talent. usf.edu/business/undergraduate/financial-aid.aspx

The services above are open to all business majors. The USF Muma College of Business also offers services that are specific to certain majors, such as:

The Interdisciplinary Advertising Major is a collaboration between the Zimmerman School of Advertising & Mass Communications and the Muma College of Business. The business advertising major complements an existing advertising track in the mass communications major. It provides students opportunities to combine the creative aspects of advertising with business fundamentals such as finance, information systems, management, marketing and strategy. There is a residential option for advertising majors, too. usf.edu/zap/

A Student Managed Investment Fund offers motivated, well-prepared students the chance to participate in financial management strategy sessions and to make decisions while they manage real money in real time. The investment fund is governed by an advisory board comprised of financial services industry professionals. These leaders share expertise and interact with students during their presentations. usf.edu/business/departments/finance/smif/
There are more than a dozen student groups for business majors. Research shows that students who are involved devote more time and energy to academics, spend more time on campus, and have more positive interactions with faculty and staff. Studies also show that uninvolved students often neglect their studies, spend less time on campus, and rarely connect with faculty, which can lead to a lack-luster college experience.

- **The Accounting Society** is for students interested in pursuing a degree in accounting, offering students at all levels professional development and networking opportunities.

- **Beta Gamma Sigma** is the international honor society serving business programs accredited by AACSB International.

- **Delta Sigma Pi** fosters the study of business, to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice. Delta Sig promotes closer affiliations between the corporate world and business students and seeks to serve the community.

- **Enactus** is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need. Guided by academic advisors and business experts, student leaders create and implement community empowerment projects.

- **Future Business Leaders of America-Phi Beta Lambda** fosters the development of competent, aggressive business leadership while creating more interest and understanding of American business enterprise. It’s goal is to strengthen the confidence of students in themselves and their work.

- **The Graduate Business Association** strives to enhance the educational experience of all graduate business students by providing networking, career enhancement and social events.

- **The International Business Board** helps undergraduate and graduate students transition from the classroom to the field by providing them with the knowledge, perspective, skills and experience necessary for the preparation of a successful international career.

- **Student Finance Association** invites finance and investment professionals to speak on topics such as the investment environment and career prospects. Members attend dinners and events hosted by Tampa's Chartered Financial Analyst Society.

- **Toastmasters** helps students of every background, education level and economic standing become effective communicators and inspired leaders.

- **The Council of Supply Chain Management Professionals Student Roundtable** is one of the newest student organizations in the college. The purpose of this organization is to provide opportunities for students who are interested in supply chain management to communicate with and learn from professionals in order to improve their supply chain management knowledge.

- **Women in Business Society** aims to bridge the gap between the academic and business worlds in order to prepare its members for future leadership roles. Through speaking engagements and social events, members have the opportunity to enhance their business skills, build their professional network, and expand their portfolios.
Innovative, Student-Focused Undergraduate Programs

Programs of Study
A Variety of Options

To us, the business world is our classroom and USF’s undergraduate curriculum provides rich opportunities to bridge theory and practice, just as our metropolitan location provides opportunities for student internships, part-time jobs, and cooperative education experiences relevant to students’ career goals.

All students, regardless of major, complete 54 credit hours of study in the arts, humanities, and sciences. This general education requirement insures that students gain a broad-based understanding of the global societal environment and provides the opportunity to develop critical thinking and communication skills. Students also complete at least one business or non-business (general education) course that deals primarily with contemporary global topics.

In addition to general education requirements, students complete a 36 credit hour business core designed to address a common body of knowledge required for successfully assuming management responsibilities across disciplines in both the for-profit and not-for-profit sectors.

MAJORS: Students may pursue the general business degree or major in accounting, advertising, finance, management, marketing, business analytics and information systems, international business. Marketing students may opt to specialize in supply chain management, too.

Depending upon the program, major course work requires 18-30 credit hours of specialized study. College of Business residency requirements for graduation exceed the minimum requirements established by the University. Students are required to satisfactorily complete at least 50% (30-33 credit hours, depending on major) of required business courses and at least 12-18 credit hours in the major field at USF.

MINORS: Students can choose to minor in accounting, economics, entrepreneurship, finance, international business, management, business analytics and information systems, or marketing.

CERTIFICATES: We offer two certificate programs. First, for non-business majors, a general business certificate allows them to master business basics without pursuing a full business minor. For business majors, the Muma Leadership Program is a two-year professional development series where students can
**Accounting**

Accounting assists businesses, governments, and individuals by determining, analyzing, and communicating their financial state.

**Degrees at USF**

Bachelor’s, Master’s, PhD

**About the Major**

This major provides students with accounting and business knowledge that will serve as a basis for careers in industry, government, non-profit organizations and public accountancy. It often leads to CPA or other professional certifications.

**Potential Careers**

One of the top programs in the nation, USF prepares students for private or public accounting, auditing, taxation, accounting information systems, or consulting.

**Who hires USF accounting grads?**

- Citi
- Coca-Cola Enterprises
- Deloitte
- Ernst & Young
- Grant Thornton
- Jabil
- KPMG
- Lockheed Martin
- MetLife
- PricewaterhouseCoopers
- Rivero Gordimer & Co.
- Verizon

**Advertising**

Advertising is the act of getting the word out to consumers about a product or service. While advertising is a part of marketing, they are actually two distinct disciplines.

**Degrees at USF**

Bachelor’s, Master’s

**About the Major**

The business advertising major complements an advertising track in mass communications. It combines the creative aspects of advertising with a solid business background. There is an opportunity for students to earn a fifth-year master’s degree in the mass comm program. Students may only begin the program as freshmen.

**Potential Careers**

Potential careers include account management, media buying, creative, strategic planning, traffic, direct marketing, or other specialized fields.

**Where do grads work?**

Advertising agencies are not the only place to find work. Ad majors are needed in all kinds of businesses, from non-profits looking for donations to corporations looking for profits. Companies hiring USF ad grads include ChappellRoberts, Publix Supermarkets, Cox Media Group, 22 Squared, and Zimmerman Advertising.

**Finance**

Finance is the science of managing money and other assets. Finance grads understand the function and applications of financial markets and the acquisition and allocation of funds for public and private sectors in domestic and international organizations.

**Degrees at USF**

Bachelor’s, Master’s, PhD

**About the Major**

The program is designed to give students flexibility, up-to-date knowledge, and strong decision-making/analytical skills related to the management of money and other assets.

**Potential Careers**

USF’s program prepares graduates for financial management careers such as banking, corporate finance, financial services, wealth management, and investments.

**Where do USF finance majors land jobs?**

- Ballast Point Ventures
- Bank of America
- GTE Financial
- Franklin Templeton
- Goldman Sachs
- JPMorgan Chase
- Merrill Lynch
- Northwestern Mutual
- Raymond James
- T. Rowe Price
- Wells Fargo

**Business Analytics & Information Systems**

The business analytics and information technology degree offers a unique blend of data and technology while providing a strong foundation in business.

**Degrees at USF**

Bachelor’s, Master’s, PhD

**About the Major**

The program prepares students to enter the rapidly changing world of business analytics and information systems. Different from a computer science degree, which focuses on programming and computing, the business analytics and information systems degree gives students a strong foundation in business and prepares them for a variety of positions in the technology industry.

**Potential Careers**

Potential career paths include network administrator, systems analyst, database administrator or a myriad of consultant roles.

**Which companies hire USF Business Analytics & Information Systems majors?**

- DTCC
- FedEx
- IBM
- JPMorgan Chase
- Microsoft
- Nielsen
- PricewaterhouseCoopers
- TechData
International Business

The study of international trade, culture, and language, this program combines preparation in business administration with language training, cultural studies, and a meaningful overseas work or study experience. Students gain an understanding of the economic and financial differences in global environments.

 Degrees at USF
Bachelor’s, Master’s

 About the Major
Students learn business techniques, discuss corporate social responsibility, and learn how to integrate a concern for the natural environment into their business practices. An emphasis on leadership skills is integrated in the program. Sustainability is a key focus area.

 Potential Careers
Students commonly choose careers in leadership, human resources, or entrepreneurship leading, eventually, to executive or senior management roles.

 Where do international business majors work?
Catalina Marketing
Citigroup
Melitta
T. Rowe Price
Tech Data

Management

Management is the leading of people and organizations to produce outcomes that are both effective and ethical.

 Degrees at USF
Bachelor’s, Master’s

 About the Major
Marketing is the process of successfully selling products or services to the consumer from start to finish. This includes market research, product development, pricing, sales strategies, distribution, advertising and public relations.

 Degrees at USF
Bachelor’s, Master’s, PhD

 About the Major
Marketing is the analysis and facilitation of exchange relationships, including the core functions of product development, distribution, pricing, and promotion. Skillsets emphasized at USF include market analysis, segmentation, sales, and communication.

 Potential Careers
Career routes are varied for marketing graduates. Some opt for professional sales opportunities while others focus on product management, marketing research, promotions, advertising, or strategic planning roles.

 What firms hire USF marketing grads?
Cox Media Group
Catalina Marketing
Kraft Corporation
Nielsen
Proctor & Gamble
Tech Data
Verizon

Supply Chain

Supply chain management is a concentration in the marketing major. Supply chains and logistics covers everything it takes to get products from point A to point B. Supply chain management involves coordinating and integrating these flows both within and among companies.

 Degrees at USF
Bachelor’s (as marketing major)
Master’s (as MBA concentration)

 About the Major
Supply chain management concentration includes courses in operations, supply chain management, logistics management, and international marketing, in addition to marketing courses.

 Potential Careers
Supply chain management entry-level job titles include supply chain analyst, logistics analyst, warehouse operations supervisor, customer service supervisor, fulfillment supervisor, and procurement support.

 Where do supply chain management grads work?
CSX
CH Robinson
Target
Total Quality Logistics
Tech Data
PLS
Port Tampa Bay
Next Steps

So you want to become a business major at USF. Now what? Processes vary for incoming freshmen, transfer students, and international students. Abbreviated lists of next steps for each of these groups are detailed on the following pages. Go Business Bulls!

INCOMING FRESHMEN

Most students join the Muma College of Business as juniors, but the Bulls Business Network provides an opportunity for top students to join based on an evaluation of high school grades and standardized test scores, as well as rigor of high school course work.

Apply to USF and declare a business major.
https://secure.vzcollegeapp.com/usf/default.aspx?cid=87&lid=1

Determine if you meet criteria for Bulls Business Network admission.
usf.edu/business/undergraduate/bbc/bbn.aspx

If you meet BBN criteria, complete the Bulls Business Community application, should you choose this residential benefit.
usf.edu/business/undergraduate/bbc

Complete FAFSA as early as possible to be considered for need-based aid.
usfweb2.usf.edu/finaid/quickinfo/fafsa.aspx

Accept admission invitation and pay deposit.
usfweb2.usf.edu/admissions/deposit.htm

Prior to orientation, submit all required student health records and forms to avoid registration holds.
shs.usf.edu

Attend earliest possible orientation for academic advising and class scheduling.
usf.edu/orientation/fys/index.aspx

Send final high school transcript to USF.

Attend Welcome Business Bulls event during the first week of class.
newstudent.usf.edu/index.php/first-year/wow
TRANSFER STUDENTS

The Muma College of Business is an upper-level, limited access college, which means that it has admission requirements in addition to those of the university in general. Requirements include at least a 2.5 GPA and a minimum of 60 hours. Requirements are detailed in the USF catalog.

- Review prerequisites to determine which courses should be taken at the community college level to be on track once admitted. usf.edu/business/undergraduate/requirements-general.aspx
- Determine if you meet admission requirements for the college. usf.edu/business/undergraduate/requirements.aspx
- Apply to USF and request and submit official transcripts for all colleges/universities attended. https://secure.vzcollegeapp.com/usf/default.aspx?cid=87&amp;tid=1
- Complete FAFSA as early as possible to be considered for need-based aid. usfweb2.usf.edu/finaid/quickinfo/fafsa.aspx
- Register for earliest possible USF orientation session. usf.edu/orientation/
- Prior to orientation, meet with a college advisor for transcript(s) evaluation. usf.edu/business/undergraduate/advising/index.aspx
- Prior to orientation, submit all required student health records and forms to avoid registration holds. shs.usf.edu
- Attend USF orientation session, followed by academic advising. usf.edu/orientation/transfer/index.aspx
- Register for classes. usfweb2.usf.edu/oasis/mainoasis_stu.htm
- After the AA degree is posted, send final transcripts to USF (this is not an automatic process; you must request these from prior institutions).
- Attend Welcome Business Bulls event during the first week of class. newstudent.usf.edu/index.php/first-year/wow
- Get involved in New Student Connections programs. newstudent.usf.edu/index.php/transfer
INTERNATIONAL STUDENTS

- Review the international admissions website to understand USF’s admissions process. usf.edu/admissions/international/intl-freshman/my-application/index.aspx
- Determine if you meet admission requirements for the college. usf.edu/business/undergraduate/requirements.aspx
- Apply to USF and request and submit official transcripts for all colleges/universities attended. https://secure.vzcollegeapp.com/usf/default.aspx?cid=87&ltid=1
- Submit transcripts, mark sheets, grade reports, diplomas or certificates, national standardized examination results, or other academic course work. usf.edu/admissions/international/intl-freshman/my-application/index.aspx
- Include a certified English translation for all documents not written in English. If you need assistance translating your documents into English, we recommend using the American Translators Association (http://www.atanet.org/) to find a certified translator.
- Freshman applicants are also required to submit official SAT or ACT scores. View the full list of documents on the international admissions website.
- Once admitted, register for the USF orientation session exclusively for international students and submit all required health records and forms before travelling. Plan to arrive at USF at least two weeks prior to the official start of the semester. usf.edu/orientation/

CONTACT US. Unsure where to call? Find answers at usf.edu/business/contacts/index.aspx

Academic Advising (Business Majors) (813) 974-4290 usf.edu/business/undergraduate/advising/
Academic Advising (Non-Business Majors) (813) 974-2645 ugs.usf.edu/academicadvising/index.htm
Admissions (Graduate) (813) 974-8800 usf.edu/admissions/graduate/index.aspx
Admissions (Undergraduate) (813) 974-3350 usf.edu/admissions/
Bulls Business Community (813) 974-4290 usf.edu/business/undergraduate/bbc/index.aspx
Bulls Business Network (813) 974-4290 usf.edu/business/undergraduate/bbc/bbn.aspx
Business Honors Program (813) 974-9224 usf.edu/business/undergraduate/honors/
Corporate Mentor Program (813) 974-2011 usf.edu/business/student-success/cmp/
Employer Relations (813) 974-8155 usf.edu/business/student-success/employer-relations/
International Admissions (813) 974-8884 usf.edu/admissions/international/index.aspx
Scholarships (813) 974-3051 usf.edu/business/undergraduate/financial-aid.aspx
Zimmerman Advertising Program (813) 974-9224 www.usf.edu/zap/