USF Muma College of Business

Talk to students and you’ll hear them describe USF as dynamic and diverse— a big university geographically located in three cities: Sarasota-Manatee, St. Petersburg and Tampa. You’ve probably wondered, though, what being part of a prestigious, top-ranked research business school really means to you.

- Being a preeminent 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 are able to analyze mountains of data that are available and use them 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. Studying in a major metropolitan region 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 college through student organizations and special programs such as the USF Judy Genshaft Honors College; the college’s Business Honors Program; or the Bulls Business Network, an organization for high-achieving first-year students who enjoy early admission to the business program. 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. And, while some students may prefer the larger Tampa campus, the smaller campus community environments on the Sarasota-Manatee and St. Petersburg campuses are also available.

- 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.
We Emphasize Student Success

You hear it mentioned from the beginning - we focus on student success here. But what does that mean?

Quite simply, it means that we do more than 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 as “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 regardless of campus. Its services and program include:

- **The Bulls Business Network** provides an avenue for all admitted business students who are starting classes during the fall semester to enjoy early admission to the business school and take advantage of special registration and advising opportunities. Students who are beginning classes in the fall semester 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/bbn

- **The Bulls Business Community** is a residential program located on the Tampa and St. Petersburg campuses exclusively for members of the Bulls Business Network. It's 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 Zimmerman Advertising Program** is a unique program housed on the Tampa campus that prepares future leaders for the world of advertising, both nationally and internationally. The program is highly selective, allowing 34 students per cohort to earn a bachelor's degree in business advertising and also complete a master's degree in advertising in one additional year. usf.edu/zap/

- **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 either the St. Petersburg or Tampa campus for one year and must meet additional admission requirements. Freshman-year admission only. usf.edu/business/undergraduate/honors

- **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. The Corporate Mentor Program awards over $100,000 in scholarships to participating students each year and is housed on the Tampa campus. usf.edu/business/student-success/cmp/
Innovative, Student-Focused Undergraduate Programs

The Business Communications Center helps business 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 virtually or on the Tampa campus to polish skills graduates will use in the professional world. usf.edu/business/student-success/communications-center/

Internships, Practicums and Job Search Assistance at USF’s three Tampa Bay locations make it easier for students to gain real-world experience through internships or practicums (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 Peru. There are separate programs exclusively for business majors where students can earn business credit hours that apply toward their majors. 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 help 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 $600,000 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 Accounting Society is for students interested in pursuing a degree in accounting, offering professional development and networking opportunities.

The Association for Latino Professionals in Finance offers and promotes professional development, building relationships, and connecting with timely events.

The Association of Future Professionals in Business Management is for students pursuing management positions or learning the importance of management skills in the workplace.

Alpha Kappa Psi is one of the largest business student organizations on campus. Known for developing principled business leaders, Alpha Kappa Psi's core values include brotherhood, knowledge, integrity, service, and unity.

The American Marketing Association is North America's largest marketing association. It serves individuals and organizations involved in the practice, education, and study of marketing. USF's chapter has been ranked in the top 25 worldwide for the past several years.

USF's chapter of Beta Alpha Psi, an international honors organization for financial information students and professionals, has the largest record of earning "Superior Chapter"—more than 40 years! It is also the only chapter to win the Gold Key Award. Open to top-performing upper-level students, the chapter includes brotherhood, knowledge, and networking opportunities.

The Delta Sigma Pi fosters the study of business, encourages scholarship, social activity and the association of students for their mutual advancement by research and practice.

Through the Ethics & Debate Team and building on a course on Ethics & Power, students discuss cases built from real-world and current events. They must develop a point of view and suggest a course of action.

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.

The National Association of Black Accountants is dedicated to expanding the influence of minority professionals in accounting and finance. NABA aims to develop members' professional skills, encourage and assist minority students entering the field.

The 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.

ToastaBox helps students of every background, educational 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. This organization's purpose is to provide opportunities for students who are interested in supply chain management to communicate with and learn from professionals.

The Wealth Management Club at the St. Petersburg campus focuses on personal financial planning, education and industry networking for all USF students and communities. Students in this club join practice cases and competitions designed by CFP holders as showcases for their future career preparation.

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.

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.

Student Organizations
A Variety of Majors

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 locations provide opportunities for student internships, part-time jobs, and cooperative educational experiences.

All students, regardless of major, complete 54 credit hours of study in the arts, humanities and sciences. This general education requirement ensures 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 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.

MAJORS: Students may pursue a major in accounting, business advertising, business analytics and information systems, entrepreneurship and innovation, finance, global business, hospitality and tourism management, information assurance and cybersecurity management, management, marketing, risk management and insurance, personal financial planning, or supply chain management. Some majors offer specific concentrations (such as cybersecurity, healthcare in business, entrepreneurship, sales, etc.). See the following page for a full list of concentrations.

Depending upon the program, most major course work requires 21-30 credit hours of specialized study. Muma College of Business residency requirements for graduation exceed the minimum requirements established by the university. Students are required to satisfactorily complete at least 50 percent (30-33 credit hours, depending on major) of required business courses and at least 15-18 credit hours in the major field at USF.

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<tr>
<th>Majors are Offered at the Following Locations</th>
<th>Tampa Bay campus</th>
<th>St. Petersburg campus</th>
<th>USF downtown campus</th>
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*Available beginning Summer 2021 Semester
Entrepreneurship: Entrepreneurs know how to do more than start a business. Innovation strategy, financial planning and even intrapreneurship within a corporation all seek professionals with an entrepreneurship education.

Bachelor’s

Master’s

PhD

Finance: Finance is the science of managing money and other assets. Finance grad 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.

Bachelor’s

Master’s

PhD

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

Bachelor’s

Business Analytics & Information Systems: The business analytics and information systems degree offers a unique blend of data and technology, while providing a strong foundation in business.

Bachelor’s

Master’s

PhD

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

Bachelor’s

Master’s

PhD

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. Students can earn a fifth-year master’s degree in the mass comm program. Students may only begin the program as freshmen.

Bachelor’s

Master’s
### About the Field

#### Information Assurance and Cybersecurity Management
- **Bachelor’s**
  - Management is the leading people and organizations to provide outcomes that are both effective and ethical.

#### Management
- **Bachelor’s, Master’s**
  - Management is the leading people and organizations to provide outcomes that are both effective and ethical.

#### Marketing
- **Bachelor’s**
  - 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.

#### Personal Financial Planning
- **Bachelor’s**
  - Personal financial planning is a targeted major. Graduates of the program are well-equipped for careers as financial advisors and wealth management experts.

#### Risk Management and Insurance
- **Bachelor’s**
  - Risk management is a great career for someone who's detail-oriented and has critical-thinking skills, a thirst for knowledge and learning, and a willingness to dig deeper to find extra answers.

#### Supply Chain Management
- **Bachelor’s**
  - Supply chain management is a new, stand-alone degree. Supply chain 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

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### About the Major

- **Bachelor’s**
  - The major presents strong practice combined with theoretical approaches to develop a solid foundation of knowledge and skills necessary for information assurance and cybersecurity professionals. The program focuses on the management of the cybersecurity function in organizations.

- **Master’s**
  - 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.

- **PhD**
  - 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

#### Information Assurance and Cybersecurity Management
- Experts in this field often serve in careers relating to cybersecurity management for corporations and other professional organizations, as well as strategic developers for online security protocols to protect an organization's information.

#### Management
- Students commonly choose careers in leadership, human resources or entrepreneurship leading, and eventually, to executive or senior management roles.

### Jobs

- **Bachelor’s**
  - Who hires USF information assurance and cybersecurity management grads?
  - KnowBe4 • ReliaQuest
  - Fintech • TechData

- **Master’s**
  - Who hires USF management grads?
  - AAA-The Auto Club Group • First Command
  - Connectwise • Fintech • Gerdau Ameristeel
  - Nielsen • Tampa Bay Federal Credit Union
  - CSX • CH Robinson • Target

- **PhD**
  - Who hires USF personal financial planning grads?
  - Fidelity • Financial Steward Associates (Boulder, CO)
  - Raymond James Financial • Northwestern Mutual
  - Merrill Lynch • Allegiant Private Advisors
  - Moisand Fitzgerald Tamayo, LLC

- **Supply Chain Management**
  - Who hires USF supply chain management grads?
  - CSX • CH Robinson • Target • Total Quality Logistics
  - TechData • PLS • Port Tampa Bay

### Concentrations

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### Pre-Med Dual Degree with Biomedical Sciences
- Because graduates will have a blend of knowledge from the business analytics & information systems and biomedical sciences degree, they will be equipped to enter fields focused on data and technology, the sciences healthcare, or careers that blend those ideas together.

- **Bachelor’s**
  - Graduates of this dual-degree program will have earned two bachelor’s degrees: one in biomedical sciences and one in business analytics and information systems. They will be educated about the business of medicine, which is useful to both physicians and administrators in the healthcare sector.

- **Master’s**
  - Graduates of the program could strive for business analytics & information systems careers or they can pursue careers as physicians, in healthcare administration or a blend of data and healthcare, such as an analyst job working for a hospital or a pharmaceutical company.

- **PhD**
  - Graduates of this dual-degree program typically pursue a medical degree.
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. All freshmen beginning classes in the fall semester are also fully admitted to the Muma College of Business.

- Apply to USF and declare a business major.
- Determine if you meet criteria for Bulls Business Network admission. Freshmen beginning classes in the fall automatically meet these requirements. Students beginning in the spring and summer must meet additional academic criteria.
- If you meet BBN criteria, complete the Bulls Business Community or ZAP application, should you choose this residential benefit that is available on the Tampa and St. Petersburg campuses.
- Complete the FAFSA as early as possible to be considered for need-based aid.
- Accept admission invitation and pay deposit.
- Prior to orientation, submit all required student health records and forms to avoid registration holds.
- Attend the earliest possible orientation for academic advising and class scheduling.
- Send your final high school transcripts to USF.
- Attend Welcome Business Bulls event during the first week of class.
TRANSFER STUDENTS

The Muma College of Business is an upper-level, predominantly limited access college, which means that some majors have admission requirements in addition to those of the university in general. Visit business.usf.edu for requirements.

- Review prerequisites to determine which courses should be taken at the community college level to be on track once admitted.
- Determine if you meet admission requirements for the college.
- Apply to USF and request official transcripts for all colleges/universities attended.
- Complete FAFSA as early as possible to be considered for need-based aid.
- Register for earliest possible USF orientation session.
- Prior to orientation, meet with a college advisor for transcript(s) evaluation.
- Prior to orientation, submit all required student health records and forms to avoid registration holds.
- Attend a USF orientation session, followed by academic advising.
- Register for classes.
- 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.
- Get involved in New Student Connections programs.

INTERNATIONAL STUDENTS

- Review the international admissions website to understand USF’s admissions process.
- Determine if you meet admission requirements for the college.
- Apply to USF and request official transcripts for all colleges/universities attended.
- Submit transcripts, mark sheets, grade reports, diplomas or certificates, national standardized examination results, or other academic course work.
- 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.
- 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 (Glo-Bull Beginnings Week) 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.

CONTACT US. Unsure where to call? Find answers:

- Academic Advising (Business Majors): (813) 974-4290
- Academic Advising (Non-Business Majors): (813) 974-2645
- Admissions (Undergraduate): (813) 974-3350
- Bulls Business Community: (813) 974-3074
- Bulls Business Network: (813) 974-3074
- Business Honors Program: (813) 974-3074
- Corporate Mentor Program: (813) 974-4290
- Employer Relations: (813) 974-8155
- International Admissions: (813) 974-8884
- Scholarships: (813) 974-3051
- Zimmerman Advertising Program: (813) 974-3074