



# Business Honors Program

## Student Handbook

# Welcome to the Business Honors Program at the University of South Florida

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Congratulations on your acceptance to the University of South Florida and the Muma College of Business and welcome to one of the most prestigious programs in USF – The Business Honors Program (BHP). We hope your experiences here will be positive and successful in inspiring your passion and cultivating your business potential.

The Business Honors Program is designed to inspire in you a passion to learn, grow and discover new business ideas, skills and solutions. You will work and study with the best professors on campus, allowing you to explore their interests, and how they go about raising questions and finding answers. We want to help you acquire critical business knowledge and analytical skills which will increase your appreciation of the business discipline and its importance in our everyday lives.

The mission of the BHP is to prepare you for a fruitful business life and to help you achieve your career goals after the completion of your undergraduate study here at USF. A business honors degree will prepare you for your next step, which could be attending graduate or professional school, starting your own business or working for a successful company. As a Business Honors student, USF will afford you unique opportunities, special programs, extracurricular activities and one of the nation's best academic and living environments.

Your pursuit of individual intellectual excellence and proprietary achievements while in the Muma College of Business at USF should be tempered with academic honesty, discipline and respectful collegiality. We trust that your talents and undeterred accomplishments will serve others as much as they do you.

Best wishes,

Dr. April Bailey  
Director, Business Honors Program  
aprilbailey@usf.edu  
Marketing Faculty  
Muma College of Business  
University of South Florida

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## INTRODUCTION

Now that you have been accepted to the Business Honors Program (BHP), our goal is to ensure you have the best experience and succeed in your academic career. This handbook serves as a guide for students and faculty in the Business Honors Program.

It will provide you with information on policies and procedures associated with the Business Honors Program and also areas of interest during your stay here at the University of South Florida. We are prepared to help and advise you on best, respectable and honorable practices in your academic, professional and personal prospects.

Please use this handbook as a guide at all times to help plan your academic work early and complete your career goals successfully. While our goal is that this handbook is as comprehensive as possible, should you have any questions, please do not hesitate to contact the Director of the Business Honors Program:

April Bailey  
Marketing Faculty  
Muma College of Business, University of South Florida  
4202 East Fowler Ave, BSN 3403  
Tampa, FL 33620-7800

## The Business Honors Program

The Business Honors Program was established to provide highly gifted, passionate and motivated students who choose to major in Business with the opportunity to develop your creativity and cultivate your potential. Our small classes emphasize the student-faculty interaction that helps you communicate and build relationships with your professors and colleagues. We have also developed a comprehensive curriculum that introduces you to the current topics in the field and provides you with critical skills needed to prepare you for your career.

Our innovative program offers both intellectual challenge and professional development and gives you the freedom to discover your passion. Admission into the Business Honors Program is based upon our assessment of your academic achievements, outstanding social achievements in high school/college, standardized test scores, and writing and speaking ability, as well as your intellectual curiosity to learn and be the best in your chosen career. This is a very selective program admitting at most 20 students each year. Each year's admitted students become a cohort who live, learn, and grow together. Retention in the Business Honors Program is based upon continued high academic achievements, active participation in the Muma College of Business and Bulls Business Community (BBC)/Zimmerman Advertising Program LLC activities and high moral standards.

## Being a Business Honors Student

Benefits and features available to you as a Business Honors student include:

1. Personalized attention and direction from the Director of the Business Honors Program
2. Corporate mentoring from a business professional
3. Business-focused study abroad program
4. Summer internship opportunities in top-rated companies
5. Small classes taught by prominent USF Muma College of Business professors
6. Learning, living and creating lasting friendships in the BBC/ZAP Living Learning Community
7. Service learning projects to promote community engagement
8. Professional and leadership training
9. Research opportunities in various business-related fields
10. Opportunity to dual enroll with the USF Honors College
11. **Priority Registration** for students who maintain **3.4 overall GPA**

### **Personalized attention and direction from the Director of the Business Honors Program**

As a Business Honors student, your success is our most important goal and ensuring you achieve your academic objective requires continued support and encouragement. The Director of the Business Honors Program will personally ensure you are provided with continued assistance, encouragement and advice as a Business Honors student.

The Director will be available to assist you with academic, professional and personal questions. She will work closely with the Bulls Business Community and Zimmerman Advertising Program academic advisors to ensure you are enrolled in the courses needed to successfully complete your degree in a timely manner. She will act as a liaison to facilitate your study abroad, internship, and mentor assignments. You will meet with the Director during your freshman orientation week, and your business honors classes and routinely throughout your stay at USF.

### **Corporate mentoring from a business professional**

Corporate mentors encourage students in their academic pursuits and provide students with real world exposure to various business fields. Mentors from corporate business help students clarify and achieve goals, largely by sharing friendship, encouragement, and enlightenment on current and future trends in business. Mentors come from a variety of industries—both large and small companies - and from both sides of the Bay Area and throughout Florida.

Please use this opportunity to gain insightful knowledge of various trends, business ideas and areas of research that could be used in your honors thesis and in your career development.

### **Business-focused study abroad program**

The Business Honors Program participates in and offers special business-focused opportunities to study abroad each year. Depending on the location and the number of students in the study abroad program for that year, we organize special trips and programs in which business-related courses are taught in host countries' institutions by USF professors and host professors.

As a Business Honors student, you are required to participate in the study abroad program. This is normally scheduled in the summer of your freshman year. Students may choose from any study abroad destination that offers a business curriculum (language-based programs are acceptable for International Business students). Any such programs must be approved by the Director of the Business Honors Program. The Director will advise you regarding the Business Honors study abroad destination for the year and preparation details. Please note that you must be in good academic standing with the Business Honors Program in order to qualify for study abroad scholarship.

### **Summer internship opportunities in top-rated companies**

All Business Honors students are expected to participate in an internship beginning their second year at USF. Summer internship opportunities are available upon completion of the application process required for your desired company. The Director of the Business Honors Program will work with you to help identify the best opportunities to further your career goals. If your desired company has an internship opportunity available, we will work with you to ensure you are ready for the application process and requirements. Most internship opportunities for the program are available within the Tampa Bay region and Florida. We will send emails to all Business Honors students when internship positions become available. Most internship applications begin in the fall semester of your second year.

### **Small classes taught by prominent USF Muma College of Business professors**

USF has some of the best and most highly regarded professors in the world. Specially designated small class sections offered to BBC/ZAP/BHP students offer opportunities to closely interact with USF faculty who will assist students with their academic and research questions. Students are always encouraged to ask questions, complete assignments on time, study and prepare effectively before each class. The learning process is a continual one, and ensuring you have the best faculty is our major goal.

### **Learning, living and creating lasting friendships in the BBC/ZAP LLC**

As a Business Honors student, you are strongly encouraged to develop strong relationships. Business Honors students are required to live in the BBC or the ZAP LLC during your first year at USF. During this time, you will have the opportunity to forge deep and lasting friendships with other students with similar aspirations, desires to succeed, and ambition.

You can learn from your colleagues as well as from your professors. Having study groups and interacting with students in the Business Honors Program and the USF Honors College can help your learning process.

### **Service learning projects to promote community engagement**

As a Business Honors student, you will be expected to give back to your community. Your service to humanity and your community helps make the world a better place. Each cohort will propose and execute a service learning project that gives back to the community. Each cohort will govern its own project, providing opportunities for you to actively employ the various business skills you are learning. Your contribution to the community is highly valuable and shows your drive to volunteer service and community development. Your participation and involvement in the service project is very important.

### **Research opportunities associated with Business Honors Research Thesis**

As a Business Honors student, you are required to complete an honors thesis for graduation with Business Honors. Your thesis should be a research-oriented and in-depth exploration of a business topic that you are passionate about. Choose an area of research that excites and interests you and that relates to your business major. The thesis-writing process covers a two-semester sequence earning academic credit (3 credit hours for each semester). In the fall semester of your junior year, you'll complete GEB 4970, which will help you through the preliminary stages of designing your research and learning the conventions of theses and appropriate professional writing. You'll complete your thesis the second semester (enrolled in XXX 4970, the prefix depending on your major), working closely with your thesis advisor in your area of specialization. If you are dual enrolled in USF Honors College and the Business Honors Program, one thesis can be used to satisfy the requirements of both programs. The thesis forms, requirements and completion dates may differ slightly for both programs so make sure that you satisfy the requirements of both if you plan to submit one thesis. Please set up an appointment with the Honors College advisors and the Director of the Business Honors Program for guidelines prior to starting your research study so you can complete your thesis successfully.

For general information and requirements regarding the USF Honors College thesis, visit <http://honors.usf.edu/thesis.html>.

Prerequisites for the submission of the Business Honors thesis include:

- Completion of the Business Honors core courses with grades of C and above.
- A USF cumulative grade point average of 3.4 or above.
- Successful completion of GEB 4970
- Successful completion of XXX 4970 (your major)

## ADMISSION INTO THE BUSINESS HONORS PROGRAM

### Eligibility Requirements

Admission into the Business Honors Program is based upon our assessment of your academic achievements, outstanding social achievements in high school/college, standardized test scores, and writing and speaking ability, as well as your intellectual curiosity to learn and be the best in your chosen career. The admission requirements are based on your academic year; see Table 1.

### Expectations for non-freshman BHP entrants

- Complete all required core courses for the Business Honors Program [Professional Development I and II, Research Methods, Computational Methods].
- Participate in all Business Honors Program activities including Study Abroad, Honors Service-Learning Project, Internships, etc. as specified in the Honors Pledge.
- Live in the Bulls Business Community for your **first year** at USF.

**Table 1: Admission Requirements**

Academic Year	Requirements
Freshman	<ul style="list-style-type: none"> <li>• A high school GPA of at least 3.5 (weighted)</li> <li>• SAT/ACT score of at least 1210 out of 1600 (minimum 570 math) or ACT score of at least 25 (minimum 25 math)</li> <li>• Two academic recommendation letters</li> <li>• An academic/professional resume</li> <li>• A completed BHP application form</li> <li>• Acceptance to the Bulls Business Community</li> </ul>
Continuing Students < 45credit	<ul style="list-style-type: none"> <li>• Minimum of 24 USF credits with 3.4 GPA or above</li> <li>• Completion of Business Calculus (MAC 2233) with a C or better</li> <li>• Two academic recommendation letters</li> <li>• An academic/professional resume</li> <li>• A completed BHP application form</li> <li>• One (1) year commitment to live in the Bulls Business Community</li> </ul>
Continuing & Transfer Students ≥ 45credit	<ul style="list-style-type: none"> <li>• 3.5 cumulative and (if appropriate) USF GPA based on 45 college or university level credits. You must have successfully completed two full semesters of coursework as a degree-seeking college student.</li> <li>• Two academic recommendation letters</li> <li>• An academic/professional resume</li> <li>• A completed BHP application form</li> <li>• One (1) year commitment to live in the Bulls Business Community</li> </ul>

To be considered for admission into the Business Honors Program, you should make sure that all materials stated above are received prior to your orientation date at USF. You can pick up application forms for the Business Honors Program from the Director of the Business Honors Program or apply online at [www.bit.ly/applybusinesshonors](http://www.bit.ly/applybusinesshonors). After we access your application materials and credentials, we will invite candidates for an interview with the Director of the Business Honors Program. We will send a letter to you after the interview to inform you of your admission status.

**Note: You should understand that your participation in activities such as the study abroad program and BBC/ZAP LLC housing requirements will increase your financial costs.**



## **Bulls Business Community/Zimmerman Advertising Program LLC**

For your application to be evaluated and considered for freshman admission into the Business Honors Program, you must be accepted into the Bulls Business Community (BBC) or the Zimmerman Advertising Program LLC (ZAP). BBC/ZAP residents are all members of the Bulls Business Network, so building friendships with peers who share common interests and goals is easier.

For more information on the Bulls Business Community, please visit <http://business.usf.edu/student/bbc/index.asp> AND contact the BBC advisor:

Magdala Saint-Louis  
4202 E. Fowler Ave., BSN 3403 Tampa, FL 33620  
Phone: (813) 974-7788 or (813) 974-7746 Fax: 813-974-2797  
Email: [saintlouism@usf.edu](mailto:saintlouism@usf.edu)

For more information on the Zimmerman Advertising Program and their Living Learning Community, please visit <http://www.usf.edu/zap/> AND contact the ZAP advisor:

Carrington Price  
4202 E. Fowler Ave., BSN 3403 Tampa, FL 33620  
Phone: (813) 974-9220  
Email: [carringtonp@usf.edu](mailto:carringtonp@usf.edu)

## **Opportunity to Dual Enroll with USF Honors College**

The objectives of the USF Honors College and the Business Honors Program are the same but the programs differ in curriculum and membership. The USF Honors College is for students who have displayed academic excellence and have a strong motivation to succeed. The Business Honors Program is designed for students who possess a strong passion to learn, succeed and achieve academic and professional excellence in a business field.

We strongly encourage all students in the Business Honors Program to also join the USF Honors College and reap the enormous benefits of being Honors students in both programs. Students not initially admitted to the Honors College will receive admission to the college upon selection for the BHP. All Honors College students, regardless of the time of acceptance, are required to attend the Honors College Overview during their regularly scheduled USF Orientation. If students are admitted to the Honors College after their USF Orientation, a makeup session will be held and students will be notified of the date, time and location.

Contact the Dean or one of the advisors in the Honors College at:

USF Honors College  
4202 E. Fowler Ave., ADM 241 Tampa, FL 33620-6912  
Phone: (813) 974-3087 Fax: (813) 974-5801 Email: [ContactUs@honors.usf.edu](mailto:ContactUs@honors.usf.edu)  
Website: <http://honors.usf.edu>

## **BUSINESS HONORS PROGRAM COURSES**

The core curriculum for the Business Honors Program consists of four courses which fulfill most of the Muma College of Business requirements for foundation of knowledge and business skills. Business Honors courses may replace, or are taken in addition to, courses in your major program, minor program courses, and study abroad program. Therefore, for most business majors, participation in the Business Honors Program will not generally increase a student's academic workload. Our philosophy is to reward academically superior students, like you, with new challenges and alternative approaches to learning presented by some of the best faculty at the Muma College of Business.

You will take one Business Honors Program course each semester (fall and spring) of your first 3 years. See Table 2 for a listing of typical course requirements for each semester. These classes are like those of small colleges, with enrollment of



usually 15 to 20 students. Many of the faculty team-teach, giving you even more opportunity for one-on-one contact and access to a wider variety of teaching styles.

## The Business Honors Program Core Courses

### Honors Professional Development I - GEB 2098

This is an introduction to the different departments, career interests and core business disciplines available at the Muma College of Business at USF. It introduces current topics in the business field. This course is taught in the fall semester of your first year. **(1 credit hour)**

### Honors Professional Development II - GEB 2099

Ten “must read” real-world business cases anchor this course. Students will explore past and current problems in the business field and the solution and strategies taken to solve them. The cases will instill a foundation for you to evaluate and understand experiences of top-rated companies across the world. This course is taught in the spring semester of your first year. **(1 credit hour)**

### Business Honors Advanced Statistics - QMB 3253

Students need a strong understanding of statistical methods to conduct research effectively as well as critically analyze business issues. This course teaches students the various statistical methods and the techniques used to evaluate a research study and determine its results. This course is taught in the fall semester of your sophomore year. ***This course replaces the Business Economics Statistics I (QMB 2100) and Business Economics Statistics II course (QMB 3200).*** **(3 credit hours)**

### Speaker Series – GEB 4935

In this course senior-level business leaders from the Tampa-bay area will discuss a wide range of business related topics. Past guest speakers have included Pam Muma, Fiserv Inc.; Elizabeth Ericksen, SEC Reporting Manager; and Oscar Horton, President of Tampa-based Sun State International Trucks LLC. **(1 credit hour)**

### Honors Thesis – GEB 4970 and XXX 4970 (the Xs will refer to your major)

Business Honors students are expected to enroll in 6 credit hours of thesis work. The hours include time to conduct your individual thesis research, write the resulting findings and publicly present a thesis related to your business major. Your Business Honors thesis may satisfy your USF Honors College thesis requirement. **(6 credit hours)**

Business Honors Program Four-Year Plan

**Table 2: Research**

		Business Honors Research
Year 1	Fall	GEB 2098 Professional Development I (1 Credit)
	Spring	GEB 2099 Professional Development II (1 Credit)
	Summer	Study Abroad (Complete 9 Credit Summer Requirement)
Year 2	Fall	QMB 3253 BH Advanced Statistics (3 Credit)
	Spring	GEB 4935 Speakers Series (1 Credit)
	Summer	Internship 1
Year 3	Fall	GEB 4970 Thesis Hours (3 Credit) (offered only in the Fall)
	Spring	XXX 4970 Thesis Hours (3 Credit) (Thesis presentation)
	F+Sp	Toast Masters

	<b>Summer</b>	Internship 2 (optional)
<b>Year 4</b>	<b>Fall</b>	Meet with academic advisor for graduation check
	<b>F+SP</b>	Confirm all BHP graduation requirements have been met

## BUSINESS HONORS PROGRAM PLEDGE

To remain eligible for the Business Honors Program and graduate with Business Honors, you are required to do all of the following:

- Maintain at least a 3.40 USF GPA each year and make positive progress in fulfilling all degree requirements
- Make a commitment to live in the Bulls Business Community (BBC) during your first year at USF
- Successfully complete Professional Development I and II courses in your first year
- Successfully complete Business Honors Advanced Statistics and other coursework as required
- Attend one semester of Speaker Series lectures
- Assist and participate actively in the Business Honors Program Service-Learning project
- Participate in the Business Honors Program Study Abroad program
- Participate actively in your BHP Alumni and Corporate Mentor Internship programs
- Regularly attend and participate in Business Honors Program and BBC/ZAP LLC activities throughout your academic stay at USF
- Complete the Business Honors Thesis before graduating from USF

**Note: You should understand that your participation in activities such as the study abroad program and BBC/ZAP LLC housing requirements will add financial costs.**

## Student Progress Reports

At the beginning of each fall semester BHP students are required to complete a Student Progress Report. The purpose of this document is to record your progression toward your degree requirements and ensure that you are adhering to the program requirements as listed in the Business Honors Pledge.

## Academic Performance

You are required to maintain a satisfactory academic record and meet the obligations of all the courses in which you are enrolled. As a Business Honors student, you must maintain a minimum USF GPA of 3.4 each semester. A student who fails to meet the GPA requirements stated in the Business Honor Pledge will automatically be put on **BUSINESS HONORS ACADEMIC PROBATION**. You may be given two academic semesters to improve your USF GPA. If your GPA does not meet the minimum requirements at the end of this period, you will be dropped from the Business Honors Program and its associated programs.

Honors students who have not met the non-academic criteria outlined in the Business Honors Program Pledge signed on the application form will be placed on probation for one semester. Students failing to satisfactorily address the deficiency will be notified and become ineligible to continue in the Business Honors Program. **Please note, students are not eligible to receive a study abroad scholarship if they are on Business Honors academic probation at the time of the study abroad trip.**

## Bulls Business Community/Zimmerman Advertising Program LLC

You are required to live in the Bulls Business Community or the ZAP LLC for the first year at USF. These communities offer a chance for you to live and learn in an enhanced environment. You will be expected to take an active role and regularly attend BBC/ZAP events and activities. Living in the BBC/ZAP LLC is a privilege, **NOT A RIGHT**. The expectation is that you are an engaged and active member of the BBC/ZAP and that your citizenship will be assessed to

determine if you are eligible to return to the BBC/ZAP as a mentor. As a BHP student, you are expected to be a positive role model for other BBC/ZAP and Muma College of Business students and thus your citizenship should exceed those of other BBC/ZAP residents.

If for any reason you should be denied residency in the BBC/ZAP you can no longer meet the requirements for graduation with Business Honors and will immediately be removed from the program.

## **BUSINESS HONORS THESIS**

The Business Honors Program features a required completion of an honors thesis within the Muma College of Business. It emphasizes critical thinking, writing and independent creative work. Research on the thesis should be academically rewarding and an exciting experience. Your thesis must be related to your business major. We strongly encourage you to select a topic which widens your curiosity, allows you to be creative and excites and satisfies you. Work which merely treads old ground or involves an uncritical restatement of previous work is unacceptable. The thesis is an academic exercise in which one applies critical thinking, investigates current scholarship, and engages in valid reasoning. A thesis may take many forms, such as the traditional in-depth critical analysis of a topic, or the discussion and results of your research/experiment in your major-related subject. If you would like to see sample theses prior to beginning work, the USF Honors College and the library have copies of previously submitted theses for examination; see [http://honors.usf.edu/Honors\\_Theses.asp](http://honors.usf.edu/Honors_Theses.asp).

The thesis for the Business Honors Program builds and strengthens valuable business skills:

GEB 4970, the first of the two thesis courses, will use critical thinking and in-depth study skills – selecting a research topic, identifying a business problem or prospect, developing your thesis statement and writing a proposal. You will receive a letter grade for this course.

During the second semester of the thesis, your thesis advisor will assist you in completing data collection, interpreting your findings and detailing solutions.

Throughout both semesters you will polish your organizing, writing, and communicating skills – writing a literature review, drafting and refining, and dealing with peer review as well as faculty feedback.

One honors thesis may satisfy requirements for both the Business Honors Program and USF Honors College. Please schedule an appointment with your Honors College advisor and the Director of the Business Honors Program to ensure the respective requirements for both programs are completed.

## **General Guidelines**

The Business Honors thesis requires in-depth knowledge of interests that are related to your program of study. You will need to make a commitment to spend extended time researching your topic's background, designing the study, analyzing the results, and writing the paper or preparing the final business case. Issues and ideas related to your business discipline and/or your program of study are good places to start.

The Honors thesis differs from the typical undergraduate paper or project in that the thesis will include a statement explaining the significance of the topic to professionals in the field. What are the broader questions that underlie and are raised by the topic? How does the topic contribute to related fields of scholarly inquiry? In what way might the ideas or findings from the study be applied beyond the theoretical description of the business discipline/your program of study? The specific question to be addressed by this statement will depend on the topic and should be identified and discussed with your thesis advisor.

The thesis project itself should include at least the following five phases:

1. Exploration – Developing an idea from your course/program of study, reading or discussion with your thesis advisor
2. Integration – Developing a proposal with your thesis advisor and submission of the thesis application and prospectus to the Director of the Honors Program
3. Progression and Computational Analysis – Data gathering and computational analysis
4. Documentation – Preparing the thesis report
5. Presentation and critique of project – Presenting your thesis (performance, findings, result exhibition, etc.) with discussion and questions

Two weeks before you present your thesis in your junior year at either the Muma College of Business Research Symposium in the Fall or the Office of Undergraduate Research Colloquium in the Spring, the semi-final Thesis Report needs to be uploaded on Canvas. The final Thesis Report and the Thesis Approval form must be submitted to the Director of the Honors Program by email ([aprilbailey@usf.edu](mailto:aprilbailey@usf.edu)) before your Thesis presentation.

Quality and completeness of research are the major concerns for your finished thesis. It should reflect a significant time commitment, be of high quality and demonstrate personal intellectual growth.

A well-researched project should adhere consistently and correctly to a documentation style (MLA or APA) appropriate for the field of study. You **must** include a bibliography or a works-cited page for any type of research project.

The year of study will begin in the fall of your junior year (or the fall of the year prior to graduation.)

**Note: All forms can be collected from the Director of the Business Honors Program and via the ORG Canvas page.**

### **Thesis prospectus**

By the completion of GEB 4970, you will establish the specific nature of the thesis with your thesis advisor. Prior to the 8th week of the first semester of your junior year or the first semester of your thesis work if earlier, please present to the Director of the Business Honors Program these two documents: the Prospectus Approval form signed by your thesis advisor and a three-to-four page prospectus. **The prospectus** includes:

1. Your name and email address
2. Thesis advisor's name
3. The name of your reader (another faculty member, PhD candidate or business expert)
4. The exact title of the thesis
5. A statement of the work to be undertaken and its importance
6. A narrative giving the rationale for this work
7. A brief literature review
8. A proposed work schedule
9. Preliminary bibliography

### **Thesis presentation**

You will present your thesis before the end of the semester during which you complete it. You are required to present your thesis at the Muma College of Business Research Symposium or the Undergraduate Research Colloquium. You must deliver your thesis and any supporting material in semi-final, professional form to the Business Honors Program Director and your thesis advisor at least two weeks before the presentation to give them adequate time to review the submission. Submit the completed Thesis Approval form signed by your thesis advisor, along with the printed copy of the final thesis

report, to the Director of the Business Honors Program via the ORG Canvas page before the day of your thesis presentation.

You will be given a separate letter grade for the semester in which the prospectus is approved and the semester in which the progress report from the thesis advisor is submitted. When your thesis advisor approves your thesis in its final form, he or she will recommend one of the grades as indicated in Table 4.

**Table 3: Thesis Grade Scale**

<b>Letter Grade</b>	<b>Description</b>
"A"	Excellent performance
"B"	Good performance
"C"	Passing (but student is ineligible to graduate with the Business Honors Program distinction)
"D" or "F"	Unacceptable

To graduate with Honors, you must finish all course work towards the degree prior to or in the semester the graduation ceremony occurs. The Business Honors Research Thesis must be completed, approved in the final form, and turned in to the Director of the Business Honors Program. If you have credits still to be taken or if your thesis is not approved, you may walk through graduation and not be honored, or wait until the next graduation ceremony to be honored.

## Two Sample Formats for Honors Theses

The BHP thesis is flexible, so yours may not follow exactly any of the following three types of theses (argument for a solution to a problem, empirical research, or informational). Your faculty advisor can help you shape your research appropriately.

### **Sample: argument for solution to a problem**

#### **Title page**

#### **Abstract**

#### **Introduction**

States nature of problem/issue

Provides some context: why is this issue significant?

What is the current state, and what is the history which led to this status? If you are adding knowledge by making the issue local, this section would add the background and context of the local component.

#### **Problem section**

Explains exactly what specific research question your thesis is answering. Breaks the problem down into various components, each of which you examine in some detail. Your list of developmental questions should suggest categories of information that you need to provide.

#### **Method**

If you have surveyed or interviewed stakeholders, this section would develop what their information contributes to our understanding of the problem. You'd tell your reader how you went about collecting/generating the new information.

- Explain your tools for generating new information (survey, interview, etc.)
- Describe your subjects and how you selected whom to interview or to give the survey to
- Describe the procedures you used to collect the data
- Provide and discuss your results

#### **Solution/call to action**

If you are proposing a solution to a problem, here you would briefly review potential solutions and explain why you are rejecting solutions that you feel won't work. For solutions which would work, explain how and what each solution would realistically require.

#### **Conclusion**

A conclusion points the way forward. You've explained why a problem exists and what we should do about it. Without just repeating ideas you've already covered or restating the bottom line, what final thoughts do you want your reader to take away? You might consider what else remains to be done about this issue. You might suggest what additional research will help us understand or achieve.

#### **References/Bibliography**

Full set of works cited in the paper

## **Sample: empirical**

### **Title page**

### **Abstract**

### **Introduction**

States nature of problem/issue

Provides some context: why is this issue significant?

### **Literature review**

Explains what we already know about the field/issue, what previous researchers have learned. (Here's where your annotated bibliography materials may be helpful.) This section provides the context for you to make the case in the next section that *your research adds knowledge to the field*. One way to do that is to demonstrate how the existing knowledge plays out locally or regionally.

### **Problem section**

Explains what specific research question your thesis is answering and shows how it extends what you discussed in the lit review.

### **Methods**

Appropriate for experimental designs or in research in which you generate some of the data. Explains whichever pieces fit your research:

- Identify variables you studied
- Explain your tools for collecting information (survey, interview, experimental trial, etc.)
- Describe your subjects and how you selected whom to interview or give the survey to
- Describe the procedures you used to collect the data or to analyze the results

### **Results**

Presents the results but does not yet interpret their significance. Groups the results into meaningful categories, provides tables, etc.

### **Discussion**

Interprets the data in light of the research question you posed. How is the data significant, what does it help us understand? Here you may also discuss any future research that would continue to expand what we know about this issue, or acknowledge limits to what your own study can claim.

### **References/Bibliography**

Full set of works cited in the paper



## BUSINESS HONORS PROGRAM -PROSPECTUS APPROVAL

Please type or print the information requested on this form.

### Student's information

Name: \_\_\_\_\_ USF ID: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Title of thesis: \_\_\_\_\_

Semester in which work is to be started: \_\_\_\_\_

Semester in which work is to be completed: \_\_\_\_\_

When do you plan to graduate? \_\_\_\_\_

(Month & Year)

Is this thesis being submitted for satisfaction of both the Honors College and Business Honors Program?

Yes  No

Thesis advisor's name: \_\_\_\_\_

Thesis advisor's U-number: \_\_\_\_\_

Department: \_\_\_\_\_

Phone: \_\_\_\_\_

Mail: \_\_\_\_\_

- I understand that by registering for Honors Thesis that I am registering for a 3 hour course, which is equal to 9 hours of effort each week.

\_\_\_\_\_  
*Student's signature*

- Prospectus approved by: \_\_\_\_\_ / \_\_\_\_\_  
*Thesis advisor's name Date*

\_\_\_\_\_  
*Director, Business Honors Program Date*

- Date prospectus submitted: \_\_\_\_\_

The public presentation of your thesis will occur prior to the final day of the semester in which the thesis is completed.

## BUSINESS HONORS PROGRAM - THESIS APPROVAL FORM

Student name: \_\_\_\_\_ USF ID: \_\_\_\_\_

I plan to graduate: \_\_\_\_\_ / \_\_\_\_\_  
(Month/Year)

All thesis presentations will take place on the last day of the semester (Friday prior to final exam week).

### Thesis details

Title of thesis: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thesis approved (following presentation/defense):

\_\_\_\_\_  
Thesis advisor - print & sign / Date

\_\_\_\_\_  
Thesis reader - print & sign / Date

\_\_\_\_\_  
Director, Business Honors Program - print & sign / Date

Grade: \_\_\_\_\_

- A = Superior
- B = Excellent
- C = Passing but NOT Honors
- D or F = Unacceptable

Acknowledgment of receipt of thesis in final form.

\_\_\_\_\_  
Thesis advisor / Date

A copy of thesis submitted to Director, Business Honors Program: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

A copy of thesis submitted to the Muma College of Business Library: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

## **OTHER RESEARCH OPPORTUNITIES**

### **Office of Undergraduate Research**

One of the top three research institutions in Florida, USF provides students with the benefits of resources available only to premier institutions. The Business Honors Program is one of the most selective programs at USF, offering its students the means to maximize and cultivate their potential. Our full commitment to undergraduate instruction is enhanced by a firm commitment to the creation of new knowledge. USF has the requisite research environment, including extensive libraries, well-equipped laboratories and sophisticated computer capabilities, all on-campus facilities. Numerous USF faculty members are nationally and internationally recognized in their fields and are capable of serving as academic mentors and research advisors.

As a student at USF and in the Business Honors Program, you have the opportunity to engage in collaborative learning experiences with faculty and graduate students. You can participate in a world of discovery with active participation in the learning process. Through research projects, you will gain the skills necessary for exploration, problem solving and oral and written expression that can serve you well for a lifetime of learning, work and pleasure. Participation in the research process allows you to appreciate business disciplines and develop solutions for difficult business problems.

The Office of Undergraduate Research in LIB107 at the University Library is available to assist with your research. We recommend that you begin your research during your first USF year.

### **Undergraduate Research Scholars Program**

The University of South Florida believes it is important that all students understand the complex activity of research and wishes to stimulate your interest in becoming an active participant in the research process. The Undergraduate Research Office provides assistance to students who have an interest in pursuing research and offers a unique opportunity to become involved in the Undergraduate Research Scholars Program.

As a USF Undergraduate Research Scholar, you would enroll in “Discovery: People, Processes and Problems” during your first semester at USF. “Discovery” begins by broadly defining research as the systematic investigation of a phenomenon or problem. Then, faculty from the natural, social, and health sciences, from engineering, business, education, humanities, the fine arts and other fields, will “tell their stories,” explaining how they became interested in doing research and offering examples of problems and questions they have examined. You will interact closely with these professors during the semester. The culminating “Discovery” experience will be the development, in collaborative groups, of a research proposal that defines a problem or question and maps out a strategy for responding to the issue.

During and following the “Discovery” semester, you will be assisted in identifying potential undergraduate research opportunities that will allow you to work with a professor on his/her research projects in future semesters. In the semesters following "Discovery", Undergraduate Research Scholars will have the opportunity to work with USF's senior researchers as these professors investigate issues that excite them. Receptions bring students together to discuss topics of mutual interest and to learn from and interact with research faculty.

## **CONTACT INFORMATION**

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<http://business.usf.edu/programs/honors/>