

# MUMA COLLEGE OF BUSINESS



## Changes to Note

The USF Graduate Council approved the following on the date noted.

### Concurrent Degree Options

Business Admin: Sport Business AND Sport and Entertainment Management	MBA / MS	Update to match MBA; total 51, 12 shared	4/3/2017
Business Admin: Sport Business AND Sport and Entertainment Management	MBA / MS	Additional changes to address SACSCOC issues 33+36=69-9=60.	5/8/2017

### Majors

Accountancy	M.Acc.	Change Admission requirements, curriculum, deadlines	4/3/2017
Business Administration	DBA	Add language for Doctoral Project Course Option	5/8/2017
Business Administration	M.B.A.	Online delivery for: Cybersecurity; Compliance, Risk Mgmt, & Anti-money Laundering; Data Analytics	9/26/2016
Business Administration	M.B.A.	Change Major - add Pharmacy Specialization	3/6/2017
Business Analytics & Information Systems	M.S.	Change Major - Create regular and prof options	2/6/2017
Finance	M.S.	Change Major; add FIN 6455 to core	11/7/2016
Finance	M.S.	Change Major - additional changes - admissions	5/1/2017
Management	M.S.	<b>Add new Concentration in Human Resources (HRM)</b>	5/1/2017
Marketing	M.S.	Change Major - Admissions information	5/1/2017
Sport and Entertainment Management	M.S.	Change Major - Admissions information	4/3/2017
Sport and Entertainment Management	M.S.	Change Major; revised submission per GC request	5/8/2017

### Certificates

Compliance, Risk and Anti-money laundering	Change Certificate - pre-reqs	4/3/2017
Human Resources	New Certificate	2/5/2016
Joint SAS/USF - Analytics & Business Intelligence	Change Certificate – need to update new courses	12/5/2016
Joint SAS/USF - Analytics & Business Intelligence	Change electives and Name	4/3/2017
Project Management	New Certificate	2/5/2016

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University of South Florida  
Muma College of Business  
4202 E. Fowler Ave., BSN 3403 (loc BSN 103)  
Tampa, FL 33620

**Web address:** <http://business.usf.edu>  
**Email:** [mba@coba.usf.edu](mailto:mba@coba.usf.edu)  
**Phone:** 813-974-3335  
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**College Dean:** Moez Limayem  
**Associate Deans:** Kaushal Chari and Jacqueline Reck  
**Faculty Director:** Jerry Koehler  
**Graduate Coordinator:** Irene Hurst

**Accreditation:**

The Ph.D., D.B.A., M.B.A., M.S. in Business Analytics and Information Systems, M.S. in Management, M.S. in Finance, Master of Accountancy, M.S. in Marketing, M.S. in Entrepreneurship, M.S. in Sport and Entertainment Management and M.S. in Real Estate majors in the Muma College of Business are accredited by the AACSB International – The Association to Advance Collegiate Schools of Business. The College also is a member of the Graduate Management Admission Council (GMAC).

**Mission Statement:**

The USF Muma College of Business will provide a high-quality, diverse learning environment preparing students to contribute to and take leading positions in business and society. Our teaching, scholarship, and service will link theory and practice to benefit the University and the communities it serves.

**Degrees, Majors, and Concentrations:**

**Master of Accountancy (M.Acc.)**

Accountancy (MAC)  
Audit/Systems (AUS)  
Tax (TAX)

**Master of Business Administration (M.B.A.)**

Business Administration (full-time or part-time) (BUS)  
Data Analytics (DAT)  
Cyber Security (CYS)  
Compliance, Risk Management & Anti-Money Laundering (RAM)  
Sport Business (SEM)  
Supply Chain Management  
Executive M.B.A. (MBA)

**Master of Science (M.S.)**

Entrepreneurship in Applied Technologies (EAT)  
Finance (FIN)  
Management (MAN)  
Human Resources (HRM)  
Project Management (PMT)  
Business Analytics and Information Systems (BAI)  
Analytics & Business Intelligence (ABI)  
Information Assurance (CIA)  
Sport and Entertainment Management (SMG)

**Master of Science in Marketing (M.S.M.)**

Marketing (MKT)

**Master of Science in Real Estate (M.S.R.E.)**

Real Estate (RST) – Currently Suspended for Admissions

**Doctor of Business Administration (D.B.A.)**

Business Administration

**Doctor of Philosophy (Ph.D.)**

Business Administration (BUD)

Accounting (ACC)

Economics (ECO)

Finance (FIN)

Information Systems (IST)

Marketing (MKT)

*Also see application areas in major descriptions.*

**Accelerated Major Option**

BS/MS – Business Analytics and Information Systems

**Concurrent Degrees**

Biomedical Engineering (MSBE) / Entrepreneurship in Applied Technologies (M.S.)

Business Administration (MBA): Sport Business Concentration / Sport and Entertainment Management (M.S.)

**Graduate Certificates Offered:**

See Graduate Certificate website <http://www.gradcerts>

## **COLLEGE REQUIREMENTS**

**Non-Degree Seeking Students**

The Muma College of Business will approve, on a space available basis, non-degree seeking student status for transient students (degree-seeking students at another AACSB accredited institution) or for students with valid reasons to register in this status and who meet all admission requirements. Contact the College for additional requirements.

## ACCOUNTANCY

### Master of Accountancy (M.Acc.) Degree

#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

<b>Fall:</b>	March 1
<b>Spring:</b>	October 1
<b>Summer:</b>	February 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

<b>Minimum Total Hours:</b>	30
<b>Level:</b>	Masters
<b>CIP Code:</b>	52.0301
<b>Dept. Code:</b>	ACC
<b>Major/College Codes:</b>	MAC BA
<b>Effective:</b>	1970

**Concentrations:**

Audit/Systems (AUS)  
Tax (TAX)

**Also offered as:**

Concentration under Business Administration (Ph.D.)

#### CONTACT INFORMATION

<b>College:</b>	Business
<b>Department:</b>	School of Accountancy (ACC)
<b>Contact Information:</b>	<a href="http://www.grad.usf.edu">www.grad.usf.edu</a>

#### MAJOR INFORMATION

The objective of the Master of Accountancy (M.Acc.) Degree Program is to provide candidates with greater breadth and depth of knowledge in accountancy than is possible in the baccalaureate program. The major is designed to meet the increasing needs of business, government, and public accounting. Students entering the Accountancy major must already have the equivalent of an undergraduate degree in accounting from an AACSB accredited school. The major may also be structured to satisfy the requirements to sit for the CPA Examination in Florida.

**Accreditation:**

Accredited by the AACSB International (The Association to Advance Collegiate Schools of Business).

**Major Research Areas:** Contact department.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- 3.00 overall upper-level GPA and a 3.00 GPA in principles of financial accounting, managerial accounting, and all upper-level accounting courses (minimum of 21 hours at a U.S. AACSB accredited program within the past 5 years;  
**OR** Completion of the following six 5000 level "foundation" courses with a minimum grade of B in each course:
  - Intermediate Financial Accounting I (ACG 5103),
  - Intermediate Financial Accounting II (ACG 5113),
  - Cost Accounting and Control I (ACG 5341),
  - Accounting Information Systems (ACG 5410),
  - Auditing I (ACG 5632), and
  - Concepts of Federal Income Taxation (TAX 5001).

- Minimum GMAT score of 500 or higher, or equivalent GRE score of 305
- Applicants from countries where English is not the official language must also demonstrate proficiency in English in **one** of the following ways:
  - Score  $\geq 92$  on the internet based Test of English as a Foreign Language (TOEFL iBT) with a speaking sub-score  $\geq 26$ .
  - Score  $\geq 7.0$  on the International English Language Testing System (IELTS).
  - Score  $\geq 64$  on the Pearson Test of English Academic (PTE-A)
  - Score  $\geq 155$  on the GRE-Verbal exam
  - By earning a baccalaureate or higher degree at a regionally accredited institution in the US. Applicants who earn a baccalaureate or equivalent degree at a foreign institution where English is the language of instruction (for the institution and not just the major) may meet this requirement. However, other related factors (including test scores) will also be considered. Medium of Instruction must be documented on the transcript or on an official Certificate of Medium of Instruction from the Institution

Admission to the M.Acc. Degree Program is competitive. For full consideration, please submit your application by the deadlines shown above.

## CURRICULUM REQUIREMENTS

For the student who has the equivalent of an undergraduate major in accounting at USF (including 21-24 hours of upper-level accounting coursework taken within the last 5 years), the program consists of 30 hours. Most (24 hours) of the program is devoted to the study of accounting. The remaining six (6) graduate level hours consist of study in other business areas including economics, entrepreneurship, finance, and information systems/decision sciences. These six (6) graduate level hours are elected by the student in consultation with the M.Acc. Advisor. At least 70% of the coursework must be at the 6000 level, with 100% being graduate level.

The M.Acc. Curriculum has a set of three required common core accounting courses. Students may elect a concentration (12 hours) in either Tax or Audit/systems. If a student does not wish to elect a concentration, a student may follow the "Generalist Track" below. The sequencing of courses will be determined in consultation with the M.Acc. Advisor.

**Total Minimum hours:** **30**  
At least 21 hours must be in 6000-level courses.

### Core Requirements

Required Core Accounting Courses		6 hours
ACG 6875	Financial Reporting and Professional Issues	3
ACG 6932	Integrative Accounting Seminar	3

### GENERALIST TRACK

Accounting Electives		18 hours
<i>Select from:</i>		
ACG 6476	Contemporary Issues in Accounting Information Systems	3
ACG 6636	Contemporary Issues in Auditing	3
TAX 6065	Contemporary Issues in Taxation	3
ACG 6346	Contemporary Issues in Managerial Accounting	3
ACG 6936	Selected Topics in Accounting	3
TAX 6445	Estate Planning	3
ACG 5205	Advanced Financial Accounting	3
ACG 5675	Internal and Operational Auditing	3
ACG 5505	Governmental / Not-for-Profit Accounting	3
TAX 5015	Federal Taxation for Business Entities	3
ACG 6457	Accounting Systems Audit, Control & Security	3

TAX 6134	Advanced Corporate Taxation	3
TAX 6005	Advanced Partnership Taxation	3

**Non-accounting Electives** **6 hours**  
 Graduate level electives must be approved in advance by M.Acc. Advisor 6

### TAX CONCENTRATION

**Tax Courses** **12 hours**

**Select from:**

TAX 5015	Taxation of Business Entities*	3
TAX 6134	Advanced Corporate Taxation	3
TAX 6005	Advanced Partnership Taxation	3
TAX 6445	Estate Planning	3
TAX 6065	Contemporary Issues in Taxation	3

(\*Note: TAX 5015 may count in the M.Acc. program only if it is not counted towards the Bachelor's Degree)

**Accounting Electives** **6 hours**

**Select from:**

ACG 6476	Contemporary Issues in Accounting Information Systems	3
ACG 6636	Contemporary Issues in Auditing	3
TAX 6065	Contemporary Issues in Taxation	3
ACG 6346	Contemporary Issues in Managerial Accounting	3
ACG 6936	Selected Topics in Accounting	3
TAX 6445	Estate Planning	3
ACG 5205	Advanced Financial Accounting	3
ACG 5675	Internal and Operational Auditing	3
ACG 5505	Governmental / Not-for-Profit Accounting	3
TAX 5015	Federal Taxation for Business Entities	3
ACG 6457	Accounting Systems Audit, Control & Security	3
TAX 6134	Advanced Corporate Taxation	3
TAX 6005	Advanced Partnership Taxation	3

**Non-accounting Electives** **6 hours**  
 Electives must be approved in advance by M.Acc. Advisor 6

### AUDIT/SYSTEMS CONCENTRATION

**Audit/Systems Courses** **12 hours**

**Select two (2) courses from:**

ACG 6405	Advanced Accounting Information Systems	3
OR		
ACG 6457	Accounting Systems Audit, Control & Security	3
ACG 6636	Contemporary Issues in Audit	3
OR		
ACG 5675	Internal and Operational Audit	3

**The remaining two (2) courses should be selected from:**

ACG 6405	Advanced Accounting Information Systems	3
ACG 6457	Accounting Systems Audit, Control & Security	3
ACG 6636	Contemporary Issues in Audit	3
ACG 5675	Internal and Operational Audit	3
ISM 6930	Enterprise Resource Planning & Business Proc. Mgmt.	3
ISM 6930	Information Security & Risk Management	3

**Accounting Electives****6 hours****Select from:**

ACG 6476	Contemporary Issues in Accounting Information Systems	3
ACG 6636	Contemporary Issues in Auditing	3
TAX 6065	Contemporary Issues in Taxation	3
ACG 6346	Contemporary Issues in Managerial Accounting	3
ACG 6936	Selected Topics in Accounting	3
TAX 6445	Estate Planning	3
ACG 5205	Advanced Financial Accounting	3
ACG 5675	Internal and Operational Auditing	3
ACG 5505	Governmental / Not-for-Profit Accounting	3
TAX 5015	Federal Taxation for Business Entities	3
ACG 6457	Accounting Systems Audit, Control & Security	3
TAX 6134	Advanced Corporate Taxation	3
TAX 6005	Advanced Partnership Taxation	3

**Non-accounting Electives****6 hours**

Electives must be approved in advance by M.Acc. Advisor

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**Comprehensive Exam****Total Minimum Hours: 30**

At least 21 hours must be in 6000-level courses

**COURSES**See <http://ugs.usf.edu/course-inventory>



## BUSINESS ADMINISTRATION

### Master of Business Administration (M.B.A.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

<b>Fall:</b>	June 1
<b>Spring:</b>	October 15**
<b>Summer:</b>	No Admit

International applicant deadlines:

<http://www.grad.usf.edu/majors>

<b>Minimum Total Hours:</b>	32
<b>Level:</b>	Masters
<b>CIP Code:</b>	52.0201
<b>Dept. Code:</b>	DEA
<b>Major/College Codes:</b>	BUS BA
<b>Effective:</b>	1965

**Concentrations:**

Cyber Security (CYS)\*  
 Compliance, Risk Management and Anti-Money  
 Laundering (RAM)\*  
 Data Analytics (DAT)\*  
 Sport Business (SEM)\*\*  
 Supply Chain Management (SCMG)

*\*This concentration is currently only available online*

*\*\*Sport Business is not available in Spring*

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#### CONTACT INFORMATION

**College:** Business

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

**Other Resources:** [www.mba.usf.edu](http://www.mba.usf.edu)

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#### MAJOR INFORMATION

The Master of Business Administration (M.B.A.) is a professional degree designed to prepare graduates for managerial roles in business and not-for-profit organizations. Graduates will develop the necessary skills and problem-solving techniques that will permit them to make an early contribution to management and eventually to move into broad, general management responsibilities at the executive level. This major offers several concentrations in an online format.

**Accreditation:**

Accredited by the AACSB International. (The Association to Advance Collegiate Schools of Business).

**Major Research Areas:**

Contact coordinator for department

## ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below. The USF MBA admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The admission committee will consider the following:

- prior college-level academic performance (bachelor's degree from a regionally accredited institution required);
- GMAT (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
  - Applicants with a USF-Tampa Bachelor's degree and a cumulative GPA of 3.5 or greater may request waiver of GMAT;
  - Applicants with five (5) or more years of managerial or professional experience may request a GMAT/GRE waiver;
- a statement of purpose;
- recommendation letters;
- relevant professional work experience
- any other information that helps in ensuring the potential success of the applicant in the program (e.g. community/volunteer service, etc.).
- For applicants whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.

## CURRICULUM REQUIREMENTS

All M.B.A. candidates must complete all degree requirements within five (5) years of beginning the major. The full time student will need at least four students can complete all work within a reasonable time—approximately three years. Part time students are encouraged to take two courses per semester and must complete 12 hours per calendar year to remain on active status as a degree-seeking student. Courses are scheduled to accommodate both full time and part time students. All courses are at the graduate level. Students entering the major are expected to have sufficient competency in mathematics (college algebra), communication skills (written and verbal), basic computer skills, high-speed internet access, and a business foundation.

**Total Minimum hours:**

**32 credit hours**

Options:

Pre-Requisites Waived:

Core – 14 hours

Concentration/Specialization – 18 hours

Total 32 hours minimum

Pre-Requisites Required:

Pre-req – 16 hours

Core – 14 hours

Electives – 18 hours

Total 48 hours minimum

**PRE-REQUISITE - BUSINESS FOUNDATION – 16 hours**

Students accepted to the MBA degree program are expected to have a common body of business knowledge as demonstrated with an undergraduate degree in business from a regionally-accredited program or completion of business foundation courses. If a student has an undergraduate degree from a regionally-accredited institution the student may request to waive foundation courses taken within the last 7 years. The foundation courses assume little or no prior knowledge in the field targeted toward MBA students without a Business degree. Students who wish to complete foundation coursework before applying to the MBA degree program and those wishing to complete only the foundation courses without applying to the MBA degree program may choose to pursue the Certificate in Business Foundations. Information about and admission requirements for the Certificate in Business Foundations is available at the Muma College of Business Website <http://business.usf.edu/>.

Students pursuing a general MBA may choose electives from among non-foundation graduate level courses offered in the college, or other colleges if an approved part of their program of study. NOTE: Foundation courses may not be counted as electives.

**Pre-Requisite Business Foundation Courses - 16 Credits**Business Decision Making

MAN 6055	2	Organizational Behavior and Leadership
ISM 6021	2	Management Information Systems

Business Measurement

ACG 6026	3	Accounting Concepts for Managers
QMB 6305	2	Managerial Decision Analysis
FIN 6406	2	Financial Management

Market Orientation

MAR 6815	2	Marketing Management
ECO 6005	3	Introduction to Economic Concepts for Managers

**Core Requirements – 14 credits minimum**

GEB 6445	2	Social, Ethical, Legal Systems
MAN 6147	2	Leadership/Management Concepts
QMB 6603	2	Operations Management and Quality Enhancement
FIN 6466	2	Financial Analysis
MAN 6726	2	Strategic Business Analysis
QMB 6358	2	Data Analytics for Business
GEB 6215	2	Communication Skills for Managers

**Students select the following options (See below for specific requirements):**

- General Electives – 19 credit hours
- General Pathway – 18 credit hours
- [Concentration in Sport Business - 19 credit hours](#)
- [Concentration in Supply Chain Management– 19 credit hours](#)
- [Concentration in Data Analytics – 18 credit hours](#)
- [Concentration in Cyber Security – 18 credit hours](#)
- [Concentration in Compliance, Risk Management & Anti-Money Laundering – 18 credit hours](#)
- Specialization in Healthcare – 19 credit hours
- Specialization in Pharmacy – 19 credit hours
- Specialization in Pharmaceutical Nanotechnology – 19 credit hours
- Specialization in other areas – 9 credit hours

**Electives - 15 credit hours minimum**

NOTE: Some elective courses may not be offered each year.  
At least one of the electives taken must be related to global issues

**OPTIONS:****General Pathway – 18 hours**

Combination of electives from Data Analytics, Cyber Security, and Compliance, Risk & Anti-Money Laundering available online – 15 credit hours

In addition, students are required to take:  
GEB 6898 3 MBA Capstone for Analytics, Compliance & Cybersecurity.

**Sport Business Concentration - 19 hours**

The MBA with a Concentration in Sport Business prepares graduates to contribute to and take leading positions in the global sport and entertainment industry. It complements the solid grounding in the applied fundamentals of accounting, finance, information systems, management and marketing provided by a recognized, high-quality MBA with coursework focused on the business of sport—human capital, organization resources and development, innovation and technology in sport, culture and business relationships, sport and law and emerging issues in global sport. Academic course work is supported by internships, mentorships, professional seminars, guest speakers, and networking opportunities to provide graduates the tools and skills to function effectively in the competitive global environment of sport and entertainment management.

The ideal degree candidate will have a passion for the business and industry rather than simply be a lover of sports. The Business Administration major with a Concentration in Sport Business is a “direct admit” major: applicants should apply via the major Website: <http://business.usf.edu/programs/graduate/sport-entertainment/> rather than to the College’s MBA Office.

**Total Minimum hours with this concentration: 33 hours****Concentration Requirements – 19 credit hours**

In addition to the 14 hours of required MBA coursework, students complete:

SPB 6719	3	Sport and Entertainment Marketing Strategy
SPB 6406	3	Sport and Entertainment Law
SPB 6816	3	Contemporary Issues in Sport & Entertainment Management
SPB 6706	3	Sport Business Analytics
SPB 6946	3	Internship in Sport and Entertainment Management
GEB 6895	4	Integrated Business Applications

**Supply Chain Management Concentration – 19 credit hours**

The Business Administration major with a Concentration in Supply Chain Management prepares graduates for careers in managing global supply chains. Supply chain management encompasses the coordination of physical, informational, and financial flows across companies in a supply chain network for the purpose of improving performance for individual companies and the supply chain as a whole. Academic coursework introduces students to supply chain processes and activities including procurement, transportation, warehousing, inventory management, and relationship management. In addition, courses provide hands-on experience with analytical models and software tools that support decision making. The Center for Supply Chain Management and Sustainability provides students with opportunities for field-based internships, participation in professional seminars, and networking with supply chain executives.

The Admissions Committee for the Business Administration major with a Concentration in Supply Chain Management will consider the strength of each applicant based on the entire completed application; outstanding qualities in one area may

compensate for a weakness in another. In addition to the Admission requirements, this concentration also requires a mandatory personal interview.

The ideal candidate will have strong quantitative analysis skills coupled with effective written and oral communication abilities.

**Total Minimum hours with this concentration: 33 hours**

**Concentration Requirements – 19 credit hours**

In addition to the 14 hours of required MBA coursework, students complete:

MAN 6596	3	Supply Chain Management
MAR 6216	3	Logistics and Physical Distribution Management
MAN 6599	3	Logistics Systems and Analytics
GEB 6895	4	Integrated Business Applications**

Plus two electives from the following list:

MAR 6936	3	Marketing Special Topics
GEB 6527	3	Lean Six Sigma
ISM 6436	3	Operations and Supply Chain Processes
ISM 6217	3	Database Administration
ISM 6156	3	Enterprise Resource Planning and Business Process Management
MAN 6448	3	Negotiating Agreement and Resolving Conflict
ESI 6324	3	Engineering the Supply Chain
CGN 6933	3	Special Topics in CEE: Green Infrastructure for Sustainable Communities

**Data Analytics Concentration- 18 credit hours**

The Business Administration major with a Concentration in Data Analytics is an online concentration that prepares graduates with the necessary skill set to draw insights from data for decision making in different functional areas of business. Courses in the concentration will provide hands-on experience with analytical tools and database software. The capstone course focuses on integrating concepts through project work and applied cases.

**Total Minimum hours with this concentration: 32 hours**

**Concentration Requirements – 18 credit hours**

In addition to 14 required hours of MBA coursework, students complete:

ISM 6136	3	Data Mining
ISM 6930	3	Statistical Programming for Business

Plus at least two electives from the following list:

MAR 6936	3	Special Topics: Marketing Analytics
ACG 5841	3	Analytics in Accounting
ISM 6217	3	Database Management

The fifth elective (3 hours) can be taken with the approval of the MBA academic advisor.

Data Analytics concentration requires the completion of the capstone course:

GEB 6898 3 MBA Capstone for Analytics, Compliance & Cybersecurity.

**Cybersecurity Concentration- 18 credit hours**

The Business Administration major with a Concentration in Cyber Security is an online concentration that prepares graduates for a career in information security management and business continuity. This concentration is fairly technical, given the nature of cybersecurity. The capstone course focuses on integrating concepts through project work and applied cases.

**Total Minimum hours with this concentration: 32 hours**

**Concentration Requirements – 18 credit hours**

In addition to 14 required hours of MBA coursework, students complete:

ISM 6328	3	Basics of Information Security and Risk Management
ISM 6225	3	Distributed Information Systems
ISM 6930	3	Special Topics: Decision Processes for Business Continuity and Disaster Recovery

Plus at least one elective from the following list:

ISM 6217	3	Database Management
CIS 5362	3	Cryptology
BUL 5832	3	Risk Management and Legal Compliance

The fifth elective (3 hours) can be taken with the approval of the MBA academic advisor.

Cybersecurity concentration requires the completion of the capstone course:

GEB 6898	3	MBA Capstone for Analytics, Compliance & Cybersecurity.
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**Compliance, Risk Management & Anti-Money Laundering - 18 credit hours**

The Business Administration major with a Concentration in Compliance, Risk Management & Anti-Money Laundering is an online concentration that prepares graduates for a career in compliance, risk management and anti-money laundering. This concentration is especially attractive to those who want to work in the financial services sector. The capstone course focuses on integrating concepts through project work and applied cases.

**Total Minimum hours with this concentration: 32 hours**

**Concentration Requirements – 18 credit hours**

In addition to 14 required hours of MBA coursework, students complete:

BUL 5832	3	Risk Management and Legal Compliance
ACG 6688	3	Forensic Accounting and Legal Compliance
ACG 6457	3	Accounting Systems Audit, Control and Security

Plus at least one elective from the following list:

ISM 6217	3	Database Management
ISM 6930	3	Decision Process for Business Continuity and Disaster Recovery

The fifth elective (3 hours) can be taken with the approval of the MBA academic advisor.

Compliance, Risk Management & Anti-Money Laundering concentration requires the completion of the capstone course:

GEB 6898	3	MBA Capstone for Analytics, Compliance & Cybersecurity
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**Healthcare Specialization – 19 credit hours minimum****Total Minimum hours with this specialization:** 33 hours

The healthcare specialization is designed to prepare graduates for roles in the business of medicine. Graduates will develop the necessary skills and problem-solving techniques that will permit them to manage healthcare practices and businesses. The specialization is meant for students enrolled in a Doctor of Medicine (M.D.) program, practicing physicians and healthcare professionals. Students select from the following electives, or other graduate course electives in Business, Medicine, or Public Health, taken with the approval of the MBA Academic Advisor.

## Suggested Electives:

ISM 6930	3	Special Topics: Healthcare Information Systems
ISM 6930	3	Special Topics: Healthcare Management Science
PHC 6102	3	Principles of Health Policy and Management
PHC 6161	3	Health Care Finance and Costing
PHC 6420	3	Health Care Law, Regulation and Ethics

In addition, students are required to take:

GEB 6895	4	Integrated Business Applications
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**Thesis – 6 credit hours**

Students may elect a six hour thesis in healthcare management subject to departmental approval. Thesis hours serve in lieu of elective hours.

ISM 6971	6	Thesis
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**Pharmacy Specialization – 19 credit hours minimum****Total Minimum hours with this specialization:** 33 hours

The pharmacy specialization is designed to prepare graduates for roles in managing a pharmacy business. The specialization is meant for students enrolled in the PharmD degree program, and pharmacy professionals. Students select from the following electives, or other graduate course electives in Business, Pharmacy, or Public Health, taken with the approval of the MBA Academic Advisor.

## Suggested Electives:

PHA 6261	3	Healthcare Administration and Economics
PHA 6270	3	Healthcare and Medication Safety
ISM 6930	3	Special Topics: Healthcare Information Systems
ISM 6930	3	Special Topics: Healthcare Management Science
PHC 6102	3	Principles of Health Policy and Management
PHC 6161	3	Health Care Finance and Costing
PHC 6420	3	Health Care Law, Regulation and Ethics

PHA 7626 Advanced Pharmacy Practice Experiences (6 hours) could count for six credit hours of electives with the approval of the MBA Academic Advisor, when practice experiences involve significant exposure to the business of pharmacy.

In addition, students are required to take:

GEB 6895	4	Integrated Business Applications
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**Pharmaceutical Nanotechnology – 19 credit hours minimum****Total Minimum hours with this specialization:** 33 hours

The pharmaceutical nanotechnology specialization is designed for graduate students pursuing a M.S. in Pharmaceutical Nanotechnology who want to earn a MBA degree. Students select from the following electives, or other graduate courses in Business, Pharmacy or Public Health, taken with the approval of the MBA Academic Advisor.

## Suggested Electives:

PHA 6222	3	Pharmacy Practice Management
EIN 6935	3	Technology Venture Strategies

ENT 6016	3	New Venture Formation
EIN 6116	3	Business Plan Development
ISM 6930	3	Special Topics: Healthcare Information Systems
ISM 6930	3	Special Topics: Healthcare Management Science
PHC 6102	3	Principles of Health Policy and Management
PHC 6161	3	Health Care Finance and Costing
PHC 6420	3	Health Care Law, Regulation and Ethics

PHA 7001 Graduate Program Internship in Pharmacy (6 hours) could count for six hours of electives with the approval of the MBA Academic Advisor, when practice experiences involve significant exposure to the business of pharmacy.

Students must have a minimum of 60 total combined graduate hours after the shared courses are applied for MBA and MS in pharmaceutical nanotechnology programs.

In addition, students are required to take:

GEB 6895 4 Integrated Business Applications

#### **Practicum Option - 3 hours**

The practicum option requires investigation of business issues. The project typically occurs in the student's place of employment and is jointly supervised by a faculty member and a manager in the company. Three credits could be earned by taking one of the following: ACG 6905, FIN 6906, ISM 6905, GEB 6117, MAR6907, or MAN 6905 as part of the practicum option. The practicum option would count for three hours of MBA electives.

#### **Thesis Option – 6 credit hours**

Students may elect a 6 hour thesis in any of the areas of the business disciplines subject to departmental approval. Thesis hours serve in lieu of elective hours.

ISM 6971 2-6 Thesis

#### **Comprehensive Exam**

The successful completion of GEB 6895 (or GEB 6898) capstone course – Integrated Business Applications serves in lieu of the Comp Exam.

Other Options:

#### **Concurrent Degrees**

Students in the Morsani College of Medicine M.D. Program and the Muma College of Business MBA Program may participate in a Concurrent Degree option whereby they may complete the requirements for both the MD and the MBA. No courses are shared, but students in the MD degree program may opt to complete the MBA with a healthcare specialization with approval from both majors.

#### **Suggested Schedule for M.D. students**

Students joining the M.D. program could earn an M.D. degree, an M.B.A. degree as well the Business Foundations Certificate in five years, if they successfully complete courses as per the following schedule.

Year 1- M.D. Courses

Summer 1- Business Foundation Courses

Year 2- M.D. Courses

Summer 2- Business Foundation Courses; Earn Business Foundations Certificate

Year 3- M.D. Courses

Summer 3 – M.D. Courses

Year 4- M.B.A. Courses

Summer 4 – M.B.A. Courses; Earn M.B.A. Degree

Year 5- M.D. Courses; Earn M.D. Degree

#### **Suggested Schedule for PharmD students**

Students admitted to the PharmD degree program could earn a PharmD, an M.B.A. degree as well the Business Foundations Certificate in four years, if they successfully complete courses as per the following schedule:

Year 1 PharmD Courses

Summer 1 Business Foundation Courses



Year 2	PharmD. Courses
Summer 2	Business Foundation Courses; Earn Business Foundations Certificate
Year 3	PharmD Courses; students will complete two (2) M.B.A courses in lieu of PharmD elective courses
Summer 3	PharmD Courses
Year 4	PharmD Courses; Earn PharmD Degree
Summer 4	M.B.A. Courses
Year 5	M.B.A. Courses; Earn M.B.A. Degree

## COURSES

See <http://ugs.usf.edu/course-inventory>

## BUSINESS ADMINISTRATION: SPORT BUSINESS CONCENTRATION SPORT AND ENTERTAINMENT MANAGEMENT

### Concurrent Degrees:

Master of Business Administration (M.B.A.) and Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

Refer to individual Majors for deadlines

**Minimum Total Hours:** 33/36  
**Level:** Masters  
**CIP Code:** 52.0201 /31.0504  
**Dept. Codes:** DEA  
**Major/College Codes:** BUS/BA, SEM/BA

#### CONTACT INFORMATION

**College:** Business

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

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#### MAJOR INFORMATION

The Concurrent Degree option prepares graduates to contribute to and take leadership positions in the global sport and entertainment industry.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to each major. For admission to the MS in Sport and Entertainment Management, students must complete the coursework for an MBA with a concentration in Sport Business. Refer to individual major listings for specific requirements.

#### CURRICULUM REQUIREMENTS

Refer to individual major listings for specific requirements.

The Business Administration major with a Concentration in Sport Business is a 33 credit hour program comprising 18 hours of advanced tools and 15 hours of sport and entertainment-focused coursework. The MS in Sport and Entertainment Management is a 36 credit hour program. The two programs share the following courses:

SPB 6719 Sport and Entertainment Marketing Strategy	3
SPB 6406 Sport and Entertainment Law	3
SPB 6706 Sport Business Analytics	3

All 60 hours of coursework in both programs are required to earn both degrees; there are no electives.

Course sequence

Students must consult with the Graduate Program Director for advising on the required course sequence.

#### COURSES

See <http://ugs.usf.edu/course-inventory>

## BUSINESS ADMINISTRATION

### Doctor of Business Administration (D.B.A.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**  
**Spring:** October 15  
 Spring admission only

International applicant deadlines:  
<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 72  
**Level:** Doctoral  
**CIP Code:** 52.0201  
**Dept. Code:** DEA  
**Major/College Codes:** BUD BA  
**Effective date:** Summer 2014

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#### CONTACT INFORMATION

**College:** Business  
**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

#### MAJOR INFORMATION

The DBA degree program offered by the Muma College of Business provides its graduates with the skills needed to conduct rigorous research with the objective of applying the findings to real-world decision-making in industry and government. The Program provides for intellectual growth as students work closely with faculty in seminars, research projects, and other assignments that develop their research skills and ability to communicate their findings to a broad audience of both practitioners and researchers. It also offers students the opportunity to develop a portfolio of skills that, when combined with the extensive experience that they bring into the program, uniquely qualifies them to serve in clinical faculty positions.

The curriculum is designed to build upon the breadth of business understanding that they have previously achieved as successful executives. This is achieved by offering substantive coverage of a broad variety of qualitative and quantitative research techniques and by allowing students the flexibility to focus more deeply on their personal areas of interest during the dissertation phases of the program. The degree conferred is a Doctor of Business Administration (DBA), a terminal degree so-named to differentiate it from the Ph.D. degree that specifically focuses on preparing students for an academic research career within a specific discipline. Students will complete the 3-year program in a cohort with other executives. Classes are scheduled all day for two consecutive days approximately one weekend a month for six 5-month semesters. Each semester is divided into 2 quarters, with a one-month break between semesters. Face-to-face classes are heavily supplemented by online activities between face-to-face classes. The weekend format allows participants to continue carrying their careers while they master a range of applied research skills.

#### Accreditation:

Accredited by the AACSB International –The Association to Advance Collegiate Schools of Business.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- master's degree or under exceptional circumstances, candidates with an undergraduate degree from a regionally accredited, or equivalent, institution with a minimum US GPA of 3.00 or equivalent. In some situations, additional preparatory course work may be required.
- at least 12 years of work experience, at least 5 of which must be at a senior managerial or executive level
- personal statement
- interview

## CURRICULUM REQUIREMENTS

**Minimum Hours:**

**72 hours post-bachelors**

**Core – 33 credit hours**

**Publication courses – 9 credit hours**

**Issue courses – 10 credit hours**

**Dissertational Proposal I- 4 credit hours**

**Dissertation or Doctoral Project – 16 credit hours**

### Core Requirements

**33 Credits**

These courses are offered during the first four semesters of the program and have a substantial distance-learning component between class meetings. They fall into three categories.

The first are designed to develop the student's quantitative and qualitative research skills, and to provide opportunities to practice these skills in real world contexts. These required courses consist of:

GEB 7557	Research and Writing Skills for Doctoral Students	3 credits
QMB 6375	Applied Linear Statistical Models	3 credits
QMB 7565	Introduction to Research Methods	3 credits
QMB 7566	Applied Multivariate Statistical Methods	3 credits
GEB 7911	Qualitative Research Methods in Business	3 credits

The second category is intended to provide students with exposure to research in the multi-disciplinary topics that represent the current areas of focus of the Muma College of Business. These required courses consist of:

MAN 6726	Strategic Business Analysis	3 credits
ISM 7406	Business Analytics	3 credits
GEB 7298	Creativity and Innovation	3 credits
GEB 6457	Ethics, Law and Sustainable Business Practices	3 credits

The final category is proposed by faculty members based upon their areas of interest and expertise as well as student interests. Two of the following courses would be offered so as to provide exposure to a variety of research-related topics and activities.

ACG 7936	Seminar on Special Topics in Accounting	3 credits
FIN 7930	Selected Topics in Finance	3 credits
ISM 7930	Selected Topics in MIS	3 credits
MAN 6930	Selected Topics	3 credits
MAR 7931	Seminar on Selected Marketing Topics	3 credits

### Publication Courses

**9 Credits**

These courses are offered during the first three semesters of the major and have a substantial distance learning and collaboration component between class meetings, with members of the cohort being required to peer review each other's work and make revisions. They represent an extension of previous courses, and require the students to create publishable documents, such as journal, conference and book chapter submissions. Depending upon the particular publication project, each course will have one of the following designations:

ACG 6915	Directed Research	3 credits
GEB 6930	Selected Topics	3 credits
FIN 7915	Directed Research	3 credits
ISM 7931	Directed Research	3 credits
MAN 6911	Directed Research	3 credits
MAR 6916	Directed Research	3 credits

**Issues Courses****10 Credits**

These courses are offered starting in the fourth semester of the major, and are intended to run in parallel with proposal and dissertation activities. Although meeting according to the same schedule as regular courses, issues courses offer fewer credits than regular or publication courses, and therefore have commensurately reduced outside workloads to avoid interfering with the dissertation process. Members of the cohort select the topics from a list of proposals made by faculty members and other members of the cohort. Students may also elect to facilitate issues courses under the direction of a faculty supervisor, who acts as the instructor of record. Depending on the topic being taught, these courses may be any of the following:

ACG 7939	Executive Issues in Accounting	2 credits
FIN 7939	Executive Issues in Finance	2 credits
GEB 7939	Executive Issues in Business	2 credits
ISM 7939	Executive Issues in MIS	2 credits
MAN 7939	Executive Issues in Management	2 credits
MAR 7939	Executive Issues in Marketing	2 credits
QMB 7939	Executive Issues in Operations Research and Operations Management	2 credits

With the approval of the DBA Major Committee, students may be permitted to substitute up to four (4) credits of independent study/directed research (e.g., ACG 7906, FIN 7906, GEB 7906, ISM7931, MAN 7905, MAR 7910) for selected issues courses during their final year of the major.

**Dissertation Proposal Course****4 Credits**

The proposal course is offered during the student's fourth semester. It requires the student be matched to a four (4) person Dissertation Committee and submit a dissertation proposal for approval by the Committee. For the purpose of the DBA degree program, the course requirements for both dissertation and doctoral project proposals are the same. Prior to the proposal course, students will take the university-mandated qualifying exam, whose results will be assessed by the DBA Committee. Proposal courses are graded Pass/Fail, and must be passed.

GEB 7981	Dissertation Preparation	4 credits
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**Qualifying Exam and Doctoral Candidacy**

Per University Policy, students must be enrolled in a minimum of 2 graduate credit hours in the semester of the exam. For DBA students, this requirement will be met as part of the normal course load. Before a student enrolled in the DBA degree program can be admitted to doctoral candidacy, the following University requirements must be met:

- appointment of a Dissertation Committee,
- attainment of an overall and degree program Grade Point Average (GPA) of 3.00 at USF at the time of candidacy. (All "I" and "M" grades, including "IF" and "MF", must be cleared before candidacy may be finalized.)
- successful completion of a qualifying examination
- certification by the Dissertation Committee that the above qualifications have been successfully completed.

**Dissertation/Doctoral Project****16 Credits**

Students are required to complete a dissertation or doctoral project, as approved by his or her committee.

**Dissertation**

Dissertation courses are offered every quarter throughout the student's last year, upon satisfactory completion of at least 44 course credits, four (4) proposal credits, and Admission to Doctoral Candidacy. These courses require the student to work towards the completion of the Dissertation approved by his or her committee.

Because the DBA degree is designed to be responsive to the needs of the Candidate, there is some flexibility in the form that the Dissertation can take—subject to approval by the Committee. University policy allows for two variations in the format:

1. A traditional research dissertation
2. Collection of articles/papers

The Candidate will meet with members of the Committee during each residency of the final year of the major, and will present his or her dissertation to the Committee in the final semester of the major. Upon successful completion of the dissertation defense presentation, the Dissertation Committee will then approve the awarding of the Degree, subject to all remaining curriculum/program requirements being met, including submission of the Dissertation to the Office of Graduate Studies.

Dissertation courses are graded Pass/Fail, and must be passed. The sixteen (16) dissertation credits can be earned by taking one or more of the following courses:

ACG 7980	Dissertation in Accounting
FIN 7980	Dissertation
GEB 7980	Dissertation
ISM 7980	Dissertation
MAN 7980	Dissertation
MAR 7980	Dissertation

### **Doctoral Project**

Or, a student may opt to complete a doctoral project in lieu of the Dissertation. Examples that could be approved might include:

1. a practice-focused book submitted for publication,
2. a write-up of a substantial work-related project in which the principles of evidence-based research were applied
3. a portfolio of related research products/activities that demonstrate knowledge creation or innovative application in a given area. Such a portfolio might include journal, book, magazine articles, conference papers and presentations.

Students completing the Doctoral Project earn their required 16 credit hours by taking courses specifically designated as doctoral project courses by the program. In the event such courses are not available in the catalog, special topics courses designated "Selected Topics: Doctoral Project" may be substituted. These courses are graded Pass/Fail, and must be passed. Confirmation of successful completion of the Doctoral Project must be submitted to the Office of Graduate Studies.

### **External Activity Requirements**

In addition to the major's course requirements, each student is required to participate in three external activities that involve meeting with academics and/or doctoral students from other institutions. Examples of such activities could include academic conferences, workshops, colloquiums, doctoral symposiums or academic association annual or regional meetings. At least one of these should include a substantial proportion of international attendees.

### **Grading Requirements**

Proposal, Dissertation, and Directed Research courses are graded Pass/Fail, and must be passed. Students must complete all remaining courses with a grade of "B" or better. This is in addition to the University requirement for a 3.00 GPA overall and in the major. Should a student fail to pass or complete a course with the required grade, the DBA Degree Program Committee may offer an alternative activity as a substitute.

### **Other Requirements**

As a result of the program's cohort structure, normally all doctoral coursework must be completed at the University of South Florida within the DBA degree program. Students seeking to transfer from other majors should contact the DBA Academic Graduate Director prior to applying. All program requirements will normally be completed in three (3) years, as part of a cohort. In the event of unavoidable interruptions to a student's progress, the student may petition the DBA Graduate Committee for an extension up to a maximum of five (5) years from the student's original starting date. Any student not completing all program requirements within the five (5) year time period will be dropped from the program and the student would need to re-apply for admission to the major in the event he or she wishes to continue.

## **COURSES**

See <http://ugs.usf.edu/course-inventory>

## BUSINESS ADMINISTRATION

### Doctor of Philosophy (Ph.D.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**
**Fall:** January 2

Fall admission only

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 90  
**Level:** Doctoral  
**CIP Code:** 52.0201  
**Dept. Code:** DEA  
**Major/College Codes:** BUD BA  
**Approved:** 1986

**Concentrations:**

Accounting  
 Economics – being terminated  
 Finance  
 Information Systems  
 Marketing

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#### CONTACT INFORMATION

**College:** Business

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)


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#### MAJOR INFORMATION

The Ph.D. degree program offered by the Muma College of Business provides its graduates with preparation for careers as college and university professors and as research and staff personnel in industry and government. The doctoral degree program provides for intellectual growth as students work closely with faculty in seminars, research projects, and other assignments which develop their teaching and research skills. The curriculum offers breadth of understanding of the integral components of business administration as well as depth of field specialization sufficient to permit the student to make a meaningful contribution to their discipline. The program is sufficiently flexible to allow each student to build upon his or her strengths and to accommodate students with various levels of preparation in a wide variety of fields, and in areas outside the college. However, the degree conferred is Ph.D. in Business with a concentration in one of the departmental areas.

**Accreditation:**

Accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- Competitive based on GPA, GMAT or GRE
- personal statement
- recommendations
- interview
- International applicants from non-English-speaking countries must also have a TOEFL score of 550 or higher on the written version, a minimum score of 213 on the computer-based test or a 79 on the internet-based test.

## CURRICULUM REQUIREMENTS

### Total Minimum Hours: 90

A minimum of 90 semester hours beyond the bachelor's degree is required. This includes 21 hours of dissertation. A minimum of 45 hours of coursework must be completed at the University of South Florida.

### Foundation Courses

These courses are designed to develop an appreciation of the institution of business and to help students see how their areas of specialization fit into this general picture. With the approval of the student's major committee, a student may satisfy these requirements in any of the following ways:

- A. By completing an undergraduate degree in business at an AACSB accredited institution, with an average of "B" or better in the last 60 hours, no more than 5 years prior to admission to the Ph.D. program.
- B. By completing an M.B.A. degree at an AACSB accredited institution, no more than 5 years prior to admission to the Ph.D. program
- C. By completing one approved course with a grade of "B" or better in each of the functional areas: Accounting, Finance, Information Systems, Management, and Marketing. All graduate-level courses at the 6000 level or above, with the exception of specific "tool" courses (e.g. statistics), will count toward this requirement.
- D. By successfully petitioning the doctoral Committee to accept previous academic work (e.g., specialized Masters programs in business, degrees granted more than 5 years ago, etc.) in fulfillment of all or part of this requirement. Such a petition must be initiated during the first semester of the major.

### CORE REQUIREMENTS

The core courses are designed to provide a strong background in Economics and to develop the student's quantitative and statistical research skills. These courses are required of all students in the major. The College will waive a course only if the student has passed the same or equivalent course with a grade of "B" or better within the preceding five years.

The Economics requirement can be met by completing two graduate level economics courses that have been approved by the student's major committee.

Students are required to take a one credit hour research skills course, QMB 7555, Research and Writing Wklls for Doctoral students, in the first semester of the Program. Following this introductory course, the quantitative and statistical coursework is to be determined by the student's program committee in consultation with the student. A three course series is required. An appropriate sequence should be chosen from the following:

ECO 6424	Econometrics I	3
ECO 6425	Econometrics II	3
ECO 7426	Econometrics III	3
ECO 7427	Econometrics IV	3
QMB 6375	Applied Linear Statistical Models	3
QMB 7565	Introduction to Research Methods	3
QMB 7566	Applied Multivariate Statistical Methods	3

Any substitution of appropriate mathematics, statistical and quantitative coursework must be approved by the Doctoral Program Committee, preferably at the time of acceptance, or definitely before the student takes a substitute course. In addition, students are required to take an additional research elective approved by their advisory committee. Should a student earn a grade of "C" or lower in the core courses, the case will be brought before the Doctoral Committee for review. After reviewing the case, the Committee will take one of the following steps:

- a. Require the student to pass an examination that covers the material relevant to the subject. A student who fails the exam on the first attempt may retake it within one year. A student who fails the exam on the second attempt will be subject to dismissal.
- b. Require the student to retake the course. If the student retakes the course and fails to receive a grade of "B" or better, the student is subject to dismissal.



**Concentration Field**

All students will take at least five (5) courses at the 6000 or 7000 graduate level in an area designated as the student's Concentration. Students are encouraged to identify courses in the concentration field that will provide experience in applying current research techniques to problems in that field. To accomplish this, the student may propose a combination of formal classroom courses and independent directed-research courses. This combination may include a year-long research seminar in which the groundwork is laid for the student's dissertation. The specific agenda of courses will be determined by the student's program committee. The following fields are offered: Accounting, Economics, Finance, Information Systems, Management (inactive) and Marketing. Courses taken as part of the Foundation or Core sections may not be counted as part of the hours required for a concentration field.

**Support Field (9 hours)**

The support area will consist of a minimum of three graduate level courses (9 hours) from one or more of the fields listed under the concentration field, or elsewhere in the university. The support field and the concentration field cannot be taken in the same department. Courses within the support field can be selected to complement the concentration field and in special cases may include courses outside the Muma College of Business. The nature and number of the support area courses will be determined by the Student's Program Committee in consultation with the Ph.D. coordinator of the support field department. Courses taken as part of the Foundation or Core courses may not be counted as part of the 9 hours required for support fields.

**CONCENTRATIONS**

Students select one of the following concentrations:

**Accounting Concentration Requirements**

The Accounting concentration emphasizes:

- The mastery of one or more specialized areas of accounting, such as accounting information systems, auditing, or financial accounting
- The development of requisite skills to engage in respected applied, practical and scholarly research
- The development of effective teaching skills

The concentration requires meeting the Muma College of Business foundation course requirements and completing 41 hours of coursework. The 41 hours of coursework include:

- 17 credit hours of core requirements related to economics and research methods
- 15 credit hours of accounting courses
- 9 credit hours in a support field

**Economics Concentration – *Being terminated.*****Finance Concentration Requirements**

In addition to the required core and foundation courses, the curriculum will normally include the following courses:

FIN 6804	Theory of Finance	3
FIN 7808	Advanced Micro Finance	3
FIN 7817	Financial Markets	3
FIN 7930	Selected Topics in Finance	3, 3 (Two Semesters)
FIN 7935	Finance Research Seminar	3

Courses taken as part of the Foundation or Core sections may not be counted as part of the hours required for the concentration.

**Support Field (9 hours):**

Those who elect Finance as a support field will establish their support field curriculum in consultation with their major advisors and a representative from the Finance department. Normally, a support field in Finance would require the following three courses:

FIN 6804 Theory of Finance	3
FIN 7817 Financial Markets	3
FIN 7808 Advanced Micro Finance	3

**Comprehensive Qualifying Exam:**

Upon completion of all coursework, students must pass a comprehensive written examination. The student's performance on this exam should reflect familiarity with the literature, current issues and problems related to these fields. A student who fails the field exam may retake it within one year. A second failure disqualifies the student from continuing in the Ph.D. degree program. If the degree is not conferred within 5 calendar years of the comprehensive qualifying examination, a second and different examination must be taken. Students passing the comprehensive qualifying examination are eligible for admission to candidacy for the Ph.D. degree program.

**Dissertation:**

21 credit hours of dissertation are required for the degree.

**Residency Requirements:**

Ph.D. students in the College are required to complete a minimum of 15 credit hours per calendar year. Failure to meet this requirement will result in the student being placed on conditional status.

**Information Systems Concentration Requirements**

ISM 6124 Advanced Systems Analysis and Design\*  
 ISM 6218 Advanced Databases Management\*  
 ISM 6225 Distributed Information Systems\*  
 ISM 6930 Computational Methods in Business  
 ISM 7910 MIS Research Seminar I  
 ISM 7911 Seminar in Technical IS Research  
 ISM 7912 Seminar in MIS Organizational Research  
 One additional ISM course at the 6000 level or higher. \*\*

*\*Note: This requirement can be waived if a student has taken these or equivalent graduate courses in a prior major and earned a B or higher. Waiver requests for any of the courses listed above should include a copy of the course syllabus and should be submitted to the department's Ph.D. Coordinator.*

*\*\*Note that any of the three courses taken to satisfy the foundational course requirement in Information Systems can also satisfy this requirement.*

**Support Field (9 hours):**

Students take 3 graduate courses outside of the concentration area. Courses may be taken outside of the Muma College of Business, but should complement the concentration subject area.

**Comprehensive Qualifying Exam:**

Upon completion of all coursework, students must pass a comprehensive examination in the concentration area. The student's performance on this exam should reflect familiarity with the literature, current issues, and problems related to these fields.

There are two parts to the comprehensive examinations following the completion of coursework:

- A written examination and
- An oral presentation and successful defense of the student's "second year research paper."

Students will be considered to have passed the comprehensive exam if they pass the written exam and successfully present and defend the "second year research paper."

### Marketing Concentration Requirements

Students will be required to successfully complete a minimum of 6 doctoral-level Marketing seminars. Typically, one doctoral seminar will be offered in the Fall semester and two seminars will be offered in the Spring semester. The six required courses may be selected from the following list:

- MAR 7555 Consumer Behavior Theory
- MAR 7635 Advanced Marketing Research: Design and Technique
- MAR 7667 Marketing Models and Strategy Applications
- MAR 7787 Marketing Theory and History
- MAR 7910 Independent Study in Marketing (S/U only)
- MAR 7930 Advanced Seminar in Marketing
- MAR 7931 Seminar in Selected Marketing Topics including:
  - Buyer-Seller Interaction
  - Marketing Channels, Logistics and Supply Chain Management
  - Marketing Management
  - Marketing Strategy
  - Readings in Marketing
  - Sales Management

MAR 7980 Dissertation Research (S/U only)

In addition, students will complete a "Pro-Seminar" every Fall semester of the first year of the major.  
Note: The Professional Seminar does not count as one of the six required Ph. D. seminars.

### Comprehensive Qualifying Examinations:

Upon completion of all coursework, students must pass the equivalent of a comprehensive examination in the concentration area. The student's performance on these "exams" should reflect familiarity with the literature, as well as with current issues and problems related to these fields. A student who fails either of the exams may retake it within one year. A second failure disqualifies the student from continuing the Ph.D. degree program. If the degree is not conferred within 5 calendar years of the comprehensive qualifying examination, a second and different examination must be taken. Students passing the qualifying examination are eligible for admission to candidacy for the Ph.D. degree program.

The decision to administer a separate comprehensive exam for a support area will be made by the department in which the support area is taken. In the event that an interdisciplinary support area is selected, any department represented by six (6) or more semester hours may require a qualifying examination. In the event that no single department represents six semester hours or more, the student's graduate committee will solicit input from the faculty teaching the courses in the support area. If a majority of those polled take the position that a separate comprehensive examination in the support area is not appropriate, the exam will not be administered. If a separate comprehensive examination is not administered in a support area, material from the support area will be integrated into the comprehensive exam in the concentration area.

### Dissertation:

21 hours of dissertation are required for the degree.

### Residency Requirement:

Ph.D. students in the College are required to complete a minimum of 15 hours per calendar year. Failure to meet this requirement will result in the student being placed on conditional status.

## COURSES

See <http://ugs.usf.edu/course-inventory>

## BUSINESS ADMINISTRATION (SATURDAY MBA)

### Master of Business Administration (M.B.A.) Degree

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#### DEGREE INFORMATION

**Closed for new admissions**

Minimum Total Hours: 48  
Level: Masters  
CIP Code: 52.0201  
Dept. Code: DEA  
Major/College Codes): MBS BA

Also offered as: See listing under MBA Program

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#### CONTACT INFORMATION

College: Business

Contact Information: [www.grad.usf.edu](http://www.grad.usf.edu)

Other Resources:

**THIS PROGRAM IS BEING DISCONTINUED**

## BUSINESS ANALYTICS AND INFORMATION SYSTEMS

### Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

**Fall:** June 1  
**Spring:** October 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 33  
**Level:** Masters  
**CIP Code:** 11.0501  
**Dept. Code:** QMB  
**Major/College Codes:** BAI BA  
**Approved:** 2002

**Concentrations:**

Analytics and Business Intelligence (ABI)  
 Information Assurance (CIA)

**Also offered as:**

Track under Business Administration (Ph.D.) and  
 application area in Business Administration (M.B.A.)

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#### CONTACT INFORMATION

**College:** Business  
**Department:** Information Systems/Decision Sciences (QMB)

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

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#### MAJOR INFORMATION

The Master of Science (M.S.) in Business Analytics and Information Systems (BAIS) meets the needs of the marketplace for expertise in analytics, information technology and management. Highly qualified individuals with motivation for leadership in information technology and analytics are encouraged to apply for admission to this program. The major meets the needs of organizations in information services, software development, management consulting, and other sectors where data analytics is used in industry. An Advisory Board consisting of senior business analytics and information systems executives works closely with the department to ensure that the program stays relevant and maintains high standards.

The major is offered in two forms – an on-campus option and a weekend executive option.

The on-campus option is designed for students who need flexibility in their course work. Students will work with faculty to design the most effective course sequence and optional thesis/practicum /independent studies to meet the major curriculum requirements and accomplish their career goals.

Alternately, the weekend executive option is intended for full-time working Information Technology/Information Systems/Business professionals who will pursue this degree while remaining employed. The weekend executive option is offered on a cohort basis with a pre-determined set of courses and independent study options selected by faculty based on market needs and student profiles. Students will benefit from an accelerated curriculum with a managerial and leadership approach. To get the full benefit, applicants are expected to have a minimum of 5 years of relevant work experience.

**Accreditation**

Accredited by the AACSB International – The Association to Advance Collegiate Schools of Business.

## ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below. Students are admitted to the M.S./BAIS program based on the evaluation of their application in its entirety, including:

- bachelor's degree with a 3.00 GPA,
- GMAT, GRE or other standardized scores for graduate programs (e.g. MCAT, LSAT).
  - For students with 5 years or more of relevant full-time work experience in Information Technology/ Information Systems/ Business Analytics in U.S., the requirement of standardized scores may be waived.
  - Students requesting such waivers should provide information justifying such waivers based on the above criteria. Additional documentation may be sought when deemed appropriate by the program.
- Language proficiency scores (for international students only) (e.g. TOEFL with a minimum score of 79) using TOEFL or IELTS or other standardized English tests as accepted by Graduate Admissions.
- letters of recommendations,
- statement of purpose, and
- relevant work experience.

## CURRICULUM REQUIREMENTS

The major requires 33 hours of coursework and may be taken either full-time or part-time. Full-time students with appropriate prerequisites may be able to complete the major in one full year (3 semesters) of study. Part-time students and full-time students who need prerequisites will typically need from 1 ½ to 3 years to complete the degree.

### Prerequisites

Incoming students are expected to have the following as prerequisites:

- 1) One semester of a high-level, object oriented programming language (e.g., C#, C++, Java) or substantial programming experience;
- 2) One semester of *Information Systems Analysis and Design* or equivalent experience;
- 3) One semester of *Database Systems* or equivalent experience;
- 4) A course in Statistics or equivalent professional qualification or experiences
- 5) A course in economics, or equivalent professional qualification or experiences and
- 6) A course in financial accounting.

These required prerequisite courses may be taken concurrently with courses in the M.S./BAIS major. Prerequisite courses do not count toward the 33 credit hours of course requirements in the M.S./BAIS major.

### Students have the choice of two options:

#### On-Campus Option:

Designed for students who need flexibility in their course work, students will work early in the first semester with their major advisor to complete a formal Major Curriculum of Study meeting the Major Curriculum Requirements that will define a coherent sequence of courses to accomplish the student's objectives. Students have choice of electives as well as the option to complete a master's thesis or practicum project, depending upon the availability and approval of a faculty sponsor.

#### Executive Weekend Option:

Intended for full-time working Information Technology/Information Systems/Business professionals who will pursue this degree while remaining employed. Offered on a cohort basis, students will meet the Major Curriculum Requirements through a pre-determined set of courses, electives, and independent study options selected by faculty and noted on the formal Major Curriculum of Study, based on market needs and student profiles. Students will benefit from an accelerated curriculum with a managerial and leadership approach. To get the full benefit, applicants are expected to have a minimum of 5 years of relevant work experience.

**Total Minimum Hours:**

**33 credits**

Core – 12 credits

Capstone – 3 credits

Concentration or Electives – 18 credits

#### Technical Core – 12 credits

The following four courses provide an understanding of the state-of-the-art in research and practice in technical areas of Information Systems Management.

ISM 6124	3	Advanced Systems Analysis and Design
ISM 6218	3	Advanced Database Management
ISM 6225	3	Distributed Information Systems
ISM 6436	3	Operations and Supply Chain Processes

#### Capstone Course - 3 credits

ISM 6155 3 Enterprise Information Systems Management

This course is considered to be the capstone of the M.S./BAIS major and as such it must be taken during one of the last two semesters of the student's major.

#### CONCENTRATION OPTIONS:

Students select from the following concentrations or complete 18 hours of electives.

#### ANALYTICS & BUSINESS INTELLIGENCE CONCENTRATION – 18 hours

In addition to the Technical Core and Capstone courses, students must complete the following:

##### Required courses – 12 credits

Students will have to complete four out of the following seven courses:

ISM 6136	3	Data Mining*
ISM 6218	3	Advanced Database Management
ISM 6208	3	Data Warehousing
ISM 6137	3	Statistical Data Mining*
QMB 7566	3	Applied Multivariate Statistical Methods
ISM 6930	3	Statistical Programming for Business Analytics*
ISM 6930	3	Big Data and Ecommerce

In addition, graduate students who take the required four courses for this concentration and earn an average GPA of 3.00 or higher in these courses, will receive a SAS approved Certificate in Analytics and Business Intelligence, when they use a SAS analytics package as part of some of these courses.

Specifically, graduate students will need to use, among other tools, SAS Enterprise Miner or an equivalent SAS analytics package in the Data Mining, Statistical Data Mining and Statistical programming for Business Analytics courses. If students take at least one of the courses marked with a \* as part of the analytics and business intelligence concentration, they will receive a SAS approved Certificate in Analytics and Business Intelligence.

##### Electives – 6 credits

To complete the Analytics and Business Intelligence concentration, students will need to meet the 33 credit hour requirement for the MS in BAIS degree program by taking graduate level electives for the program. Other electives from across the campus may also be taken to meet the 33 credit hour requirement with prior approval of the academic advisor of the program.

#### INFORMATION ASSURANCE CONCENTRATION – 18 hours

In addition to the Technical Core and Capstone courses, students must complete the following:

##### Required courses – 6 credit hours

ISM 6328	3	Information Security & Risk Management
ISM 6930	3	Selected Topics: Decision Analysis for Business Continuity and Disaster Recovery

**Electives – 6 credits**

Any two elective courses from the set of courses listed below

ISM 6145	3	Seminar on Software Testing
ISM 6316	3	Project Management
ISM 6124	3	Advanced Systems Analysis and Design
ISM 6218	3	Advanced Database Management
ISM 6266	3	Software Architecture

**Electives – 6 credits**

To complete the Information Assurance concentration, students will need to meet the 33 credit hour requirement for the MS in BAIS degree by taking graduate level electives for the major. Other electives from across the campus may also be taken to meet the 33 credit hour requirement with prior approval of the academic advisor of the program.

**Electives - 18 credits**

Up to eighteen graduate level credits may be selected from additional Information Systems courses or (with prior approval by the academic advisor) other areas of specialization such as areas of Management, Decision Sciences, Computer Science, Logistics, etc. Existing Course Offerings:

ISM 6124	3	Advanced Systems Analysis and Design
ISM 6266	3	Software Architecture
ISM 6145	3	Seminar on Software Testing
ISM 6155	3	Enterprise Information Systems Management
ISM 6218	3	Advanced Database Management
ISM 6225	3	Distributed Information Systems
ISM 6305	3	Managing the Information System Function
ISM 6442	3	International Aspects of Information Science
ISM 6405	3	Information and Business Intelligence
ISM 6485	3	Electronic Commerce
ISM 6905	1-6	Independent Study
ISM 6930	1-6	Selected Topics in Management Information Systems
ISM 6316	3	Project Management
ISM 6136	3	Data Mining
ISM 6208	3	Data Warehousing
ISM 6056	3	Web Application Development
ISM 6156	3	Enterprise Resource Planning & Business Process Management
ISM 6328	3	Information Security and Risk Management

In addition, the following Special Topics are being offered:

ISM 6930	Selected Topics: Multimedia Applications
ISM 6930	Selected Topics: Mainframe Technologies
ISM 6137	Statistical Data Mining

**Thesis Option - 6 hours**

The master's thesis option requires six credits of ISM 6971, which count as six of the 18 BAIS elective credits. The thesis must make a well-defined contribution to the research and development in an area of Information Systems.

ISM 6971	2-6	Thesis: Masters
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**Practicum Option – 1-6 hours**

The practicum option requires an investigation of a new information technology artifact. The project typically occurs in the student's place of employment and is jointly supervised by a faculty member and a manager in the company. One credit of ISM 6905 would be taken for each semester that the student works on a project. The practicum would count for one to six hours of the 18 hours of BAIS electives.

**Research/Project Option – 1-3 hours**

The research/ project option requires working on an BAIS related project that involves research or community engagement. The project is supervised by a faculty member. One to two credits of ISM 6905 would be taken for each semester that the student works on a project. The research/ project option would count for one to three hours of the 18 hours of BAIS electives.



**Comprehensive Exam**

In lieu of a comprehensive exam, assessments comprising the capstone course (ISM 6155) fulfill the requirements for the comprehensive assessment in the program.

**Graduate Certificate Options**

Note that students in the Program can also obtain graduate certificates in (1) Compliance, Risk and Anti-Money Laundering and/or (2) Information Assurance by selecting elective courses suitably.

**COURSES**

See <http://ugs.usf.edu/course-inventory>

## Accelerated B.S./M.S.

The goal of the USF Muma College of Business integrated undergraduate-graduate program in BAIS is to provide outstanding undergraduate students an option to complete the B.S. undergraduate degree in BAIS and the M.S. graduate degree in BAIS in **five years** (141 total hours).

The integrated B.S./M.S. program is a 141-hour undergraduate-graduate option that allows eligible students to work towards the M.S. in BAIS degree requirements while completing their undergraduate B.S. degree. Students interested in this option will work closely with an advisor and a faculty member to develop an integrated plan of study.

### General Guidelines

- **Time of admission to the accelerated program:** Students will be eligible for admission to the accelerated major at the beginning of their Senior year in BAIS. Students must apply for admission consideration during their Junior year. Students will start taking courses in the graduate program in their Senior year.
- **Joint admission:** Students must apply to and meet admission requirements of the M.S. in BAIS graduate major.
- **Plan of study:** In consultation with an advisor and a faculty member, students will be required to prepare a *Graduate Degree Action Plan*. The plan will cover the entire time period of the major and it will be periodically reviewed with an advisor.
- **Advising:** Students will present their portfolio (see below for details and a plan of study in person to the integrated program committee prior to being admitted to the major.
- **Tuition charges:** Students will be required to pay graduate tuition rates when taking graduate courses.

### Admission Requirements

1. Students with at least a Junior standing in their undergraduate degree program may apply for admission consideration into the integrated B.S./M.S. undergraduate/graduate major. Students will submit an *Accelerated Program Interest Form* that must be signed by the Graduate Director.
2. Students must have a minimum 3.25 GPA.
3. Interested students will be required to present a “portfolio” of the following credentials:
  - a. Three letters of recommendation, at least two from faculty
  - b. Statement of intent—a personal statement about why the student wishes to apply for the integrated program.
  - c. Undergraduate transcripts.
  - d. Other supporting documents (e.g., projects and papers, software, work experience, internships, etc.) should be included where possible.
4. The GMAT or GRE should be taken sometime before or during the Fall semester of the Junior year of study.
5. All applicants will need to meet **any other admission requirements established** for the M.S. in BAIS program.
6. The application to the accelerated program will be considered as a complete package and therefore obtaining a high undergraduate GPA is not a guarantee of admission. Grades in the undergraduate BAIS core courses will be taken in consideration and will have a significant impact on the M.S./BAIS acceptance decision.

### Degree Requirements

5-Year Plan of Study for Accelerated B.S./M.S. Undergraduate-Graduate Major:

With appropriate planning, a total of 12 hours of graduate credit may be taken that can be applied to both the B.S. and M.S. degrees. This will reduce the minimum total credits required for both programs from 153 (120 for B.S., 33 for M.S.) to 141 credits. Specifically:

- 9 hours of graduate credit can be taken in place of the 9 hours of elective undergraduate credits. The student must earn a minimum grade of B in each graduate course that is to be counted for both degrees.
- The graduate level Operations and Supply Chain Processes course ISM 6436 can be taken in place of the comparable undergraduate course ISM 3431.

A comprehensive plan of study to complete the integrated B.S./M.S. program will be developed with the guidance of an advisor and a faculty member. A possible plan of study could be as follows. Summer sessions may also be included in the study plan.

#### First and Second Year

Courses and credits as designated for Freshman and Sophomore years.

#### Third Year (Apply for Admission to Integrated B.S./M.S. Program)

ISM 3232	3
ISM 3113	3
Additional UG Courses	9

ISM 4212	3
ISM 4220	3
Additional UG Courses	9

#### Fourth Year (Student accepted in M.S./BAIS Program)

ISM 6436	3
UG Courses	12

ISM 4300 (B.S. Capstone)	3
ISM 6124	3
UG Courses or Graduate Electives	6 hours

#### Fifth Year

ISM 6225	3
ISM 6218	3
Graduate Electives	6

ISM 6155 (M.S. Capstone)	3
Graduate Electives	12

The following courses are suggested specialization elective courses, cross-listed between the graduate and undergraduate catalog:

ISM 6145/4930	Software Testing
ISM 6156/4153	Enterprise Resource Planning
ISM 6328/4323	Information Security and Risk Management
ISM 6930/4930	Mainframe Technologies

## COURSES

See <http://ugs.usf.edu/course-inventory>

## ENTREPRENEURSHIP IN APPLIED TECHNOLOGIES

### Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

Fall: June 1  
Spring: October 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 30  
**Level:** Masters  
**CIP Code:** 52.0701  
**Dept. Code:** MAN  
**Major/College Codes:** EAT BA  
**Approved:** 2005

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#### CONTACT INFORMATION

**College:** Business  
**Department:** Marketing (MKT)

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

**Other Resources:**  
[www.entrepreneurship.usf.edu](http://www.entrepreneurship.usf.edu)  
[entrepreneurship@usf.edu](mailto:entrepreneurship@usf.edu)

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#### MAJOR INFORMATION

The Center for Entrepreneurship at the University of South Florida, in partnership with the Colleges of Business and Engineering, Morsani College of Medicine and the Patel College of Global Sustainability, has established a novel, innovative, and unique major in interdisciplinary Entrepreneurship in Applied Technologies. The Master's of Science Degree Program in Entrepreneurship in Applied Technologies is a 30 credit-hour major and consists of courses that will consolidate the Entrepreneurship education and training for successful opportunity recognition and development, technology and market assessment, technology commercialization, new venture formation, and new venture financing into a single interdisciplinary program curriculum utilizing faculty and courses in the Colleges of Business, Engineering, Medicine, and Global Sustainability.

The major is designed such that a student may complete it in a concentrated 12-month period of study or in an 18-month period. In addition, the Masters of Science Degree in Entrepreneurship is designed so that it can be completed as part of a concurrent degree in with a traditional M.A., M.S., M.B.A., M.D., or Ph.D. program. Concurrent degrees include the following: Master in Business Administration (MBA), Biotechnology (M.S.), Information Systems (M.S.), Public Health (MPH), Global Sustainability (M.S.) Environmental Science (M.S.), Civil Engineering (M.S.and Ph.D.), Industrial Engineering (M.S.), Medicine (M.D.), and Biomedical Engineering (M.S. B.E. & Ph.D). The concurrent degrees must be completed by the student within a 5-year period following initiation.

**Accreditation:**

Accredited by the the Association to Advance Collegiate Schools of Business

## ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- Bachelor's degree or equivalent from a regionally accredited university
- "B" (3.0 on a 4.0 scale) average in all upper division work
- Two (2) letters of recommendation
- Letter of interest
- Statement of purpose
- Personal interview
- GRE, GMAT may be required on individual basis; MCAT or LSAT may be substituted
- Competence in Statistics, Accounting, and Finance must be demonstrated

## CURRICULUM REQUIREMENTS

### Total Minimum Hours:

**30 credit hours**

Core requirements – 15 credits

Electives – 15 credits

### Program of Study

Course Requirements – Graduation will require successful completion of the 30 hour curriculum, with a minimum GPA of 3.00 (no grades below "C"), within a five (5) year period.

Stipends – N/A

### Core Requirements - 15 hours

**Must complete all five courses. \*Crosslisted course, choose 1**

ENT 6016	New Venture Formation (3)	*or	EIN 6935	Technology Venture Strategies	(3)
ENT 6116	Business Plan Development (3)	*or	EIN 6324	Technical Entrepreneurship	(3)
ENT 6126	Strategic Entrepreneurship (3)	*or	EIN 6936	Strategies in Entrepreneurship Tech	(3)
ENT 6186	Strategic Market Assessment (3)	*or	EIN 6935	Strategic Market Assessments	(3)
ENT 6415	Venture Capital & Private Equity (3)	*or	EIN 6934	Venture Capital & Private Equity	(3)

### Electives -15 hours

Select five (3hr) courses

ENT 6606	Product Development	*Or	EIN 6934	New Product Development
ENT 6930	Special Topics Entrepreneurship	*Or	MAN 6930	Special Topics in Management
ENT 6947	Advanced Topics in Entrepreneurship			
MAN 6930	Global Entrepreneurship			
EIN 5201	Creativity in Technology			
EIN 6430	Overview of Regulated Industries			
GEB 6457	Ethics, Law & Sustainable Business Practices			
GMS 6095	Principles of Intellectual Property			
GMS 6436	Introduction to Biotechnology			
GMS 6873	Biomedical Ethics			
GMS 7930	Principles of Biochemistry and Genetics			
MAN 6456	Improvisation in Organizations			
ENT 6155	Mergers and Acquisitions: An Entrepreneurial Perspective			

Or other graduate courses which may be approved by the Graduate Director

## COURSES

See <http://ugs.usf.edu/course-inventory> or <http://ce.usf.edu> or <http://www.entrepreneurship.usf.edu>

## ENTREPRENEURSHIP IN APPLIED TECHNOLOGIES AND BIOMEDICAL ENGINEERING

### Concurrent Degrees:

Master of Science (M.S.) and Master of Science in Biomedical Engineering (M.S.B.E.)

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#### DEGREE INFORMATION

Refer to individual majors for deadlines

**Minimum Total Hours:** 33/30  
**Program Level:** Masters  
**CIP Code:** 14.0501 / 52.0701  
**Dept. Codes:** ECH / MAN  
**Program (Major/College):** EBI EN / EAT BA

#### CONTACT INFORMATION

**Colleges:** Engineering and  
Business  
**Departments:** Chemical Engineering  
Center for Entrepreneurship  
**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)  
**Other Resources:** [www.entrepreneurship.usf.edu](http://www.entrepreneurship.usf.edu)  
[entrepreneurship@usf.edu](mailto:entrepreneurship@usf.edu)

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#### MAJOR INFORMATION

The M.S. Biomedical Engineering (BME) And M.S. Entrepreneurship In Applied Technologies (EAT) Concurrent Degrees is designed to prepare students who can effectively function in the complex world of Biotechnology companies ("Biotechs"). The program's objectives are to provide a strong Biomedical foundation for technical product development and research and development along with the skill set to effectively participate in the entrepreneurship, venture capital, business, and financial aspects of Biotechs. Students will pursue appropriate coursework within both The College of Engineering and The Center For Entrepreneurship, double counting a total of nine credit hours.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for each major. Students must satisfy the requirements for the two degrees separately. No Letters Of Recommendation are required. Refer to the individual majors for the specific requirements for each degree.

#### CURRICULUM REQUIREMENTS

##### Course requirements:

**Common Courses** (counted towards both the BME and EAT degrees)

BME 6000	Biomedical Engineering	(3)
GMS 7930	Principles of Intellectual Property	(3)
EIN 6934	New Product Development	(3)
		<i>9 hrs total</i>

**Biomedical Engineering** (30 hrs required)

GMS 7930	Anatomy & Physiology for Bioengineers	(3)
PHC 6051	Biostatistics II	(3)
ECH 6971	Master's Thesis	(6)
Approved BME electives		(9)
Common BME/EAT courses		(9)
		<i>30 hours total</i>

**Entrepreneurship in Applied Technologies** (30 hrs required)

EIN 6154	Technical Entrepreneurship	(3)
EIN 6934	Technology Venture Strategies	(3)
EIN 6935	Strategic Marketing Assessments	(3)
EIN 6936	Venture Cap & Private Equity	(3)
GMS 7930	Bio Medical Ethics	(3)
EIN 6430	Overview of Regulated Industries	(3)
EIN 6936	Strategies in Entrep Technology	(3)
Common BME/EAT courses		(9)
		<i>30 hrs total</i>

**COURSES**

See <http://ugs.usf.edu/course-inventory> or <http://ce.usf.edu> or <http://www.entrepreneurship.usf.edu>

## ENTREPRENEURSHIP IN APPLIED TECHNOLOGIES AND BIOTECHNOLOGY

### Concurrent Degrees:

Master of Science (M.S.) Degree and Master of Science in Biotechnology (M.S.)

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### DEGREE INFORMATION

Refer to individual majors for deadlines

**Minimum Total Hours:** 33/30  
**Level:** Masters  
**CIP Code:** 14.0501 / 52.0701  
**Dept. Codes:** ECH / MAN  
**Major/College:** EBI EN / EAT BA

### CONTACT INFORMATION

**Colleges:** Medicine and Business  
**Department:** Biotechnology  
Center for Entrepreneurship

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)  
**Other Resources:** [www.entrepreneurship.usf.edu](http://www.entrepreneurship.usf.edu)  
[entrepreneurship@usf.edu](mailto:entrepreneurship@usf.edu)

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### MAJOR INFORMATION

Contact Department for information

### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for each major. Students must satisfy the requirements for the two degrees separately. Refer to the individual major listings for the specific requirements for each degree.

### CURRICULUM REQUIREMENTS

Refer to the individual major listings for the specific requirements for each degree.

### COURSES

See <http://ugs.usf.edu/course-inventory> or <http://ce.usf.edu> or <http://www.entrepreneurship.usf.edu>



## ENTREPRENEURSHIP IN APPLIED TECHNOLOGIES AND GLOBAL SUSTAINABILITY

### Concurrent Degrees:

**Master of Arts in Global Sustainability (M.A.) Degree and Master of Science in Entrepreneurship in Applied Technologies (M.S.)**

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### DEGREE INFORMATION

Refer to individual Majors for deadlines

<b>Minimum Total Hours:</b>	30/30
<b>Program Level:</b>	Masters
<b>CIP Code:</b>	30.3301/52.0701
<b>Dept Codes:</b>	GRS & MAN
<b>Program (Major/College):</b>	GBS/CS & EAT/BA

### CONTACT INFORMATION

<b>Colleges:</b>	Business and Global Sustainability
<b>Departments:</b>	Center for Entrepreneurship and School of Sustainability
<b>Contact Information:</b>	<a href="http://www.grad.usf.edu">www.grad.usf.edu</a>
<b>Other Resources:</b>	<a href="http://www.patel.usf.edu">www.patel.usf.edu</a> <a href="mailto:patel@usf.edu">patel@usf.edu</a> <a href="http://www.entrepreneurship.usf.edu">www.entrepreneurship.usf.edu</a> <a href="mailto:entrepreneurship@usf.edu">entrepreneurship@usf.edu</a>

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The Concurrent Degrees in Global Sustainability and Entrepreneurship combines two existing majors which allows students to attain two Master's degrees simultaneously rather than in a sequential effort. The time commitment will be about three years with a total of 51 credit hours between the two majors (9 hours are shared). The combination of a Master's in Global Sustainability with a Master's in Entrepreneurship provides students with a comprehensive understanding of concepts, tools, and skills of sustainability, and students will be able to apply these areas in a problem solving context. Students shall have the opportunity to focus on the areas of green technology and development, transport, energy, and sustainable enterprise.

### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for each major. Students must satisfy the requirements for the two degrees separately. Refer to the individual major listings for the specific requirements for each degree.

### CURRICULUM REQUIREMENTS

Listed below are the 9 hours of shared courses. Please refer to the specific major listings for full requirements. All graduation requirements of the individual majors apply.

**Common Courses** (9 credits may be counted toward both the GS and EAT degrees)

ENT 6016 New Venture Formation	3
ENT 6116 Business Plan Development	3
GMS 6095 Principles of Intellectual Property	3
ENT 6186 Strategic Market Assessment	3
ENT 6947 Applied Topics in Entrepreneurship	3
ENT 6606 Product Development	3
ENT 6415 Venture Capital and Private Equity	3

All Dual Master's in Global Sustainability and Entrepreneurship students must complete ENT 6016 (New Venture Formation), ENT 6186 (Strategic Market Assessment) and ENT 6947 (Applied Topics in Entrepreneurship).

#### Internship

All Concurrent Degree Global Sustainability and Entrepreneurship students must complete a six (6) credit hour internship.

**COURSES** See <http://ugs.usf.edu/course-inventory>

## EXECUTIVE M.B.A. PROGRAM

### Master of Business Administration (M.B.A.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

Fall: June 1

**Minimum Total Hours:** 48

**Level:** Masters

**CIP Code:** 52.0201

**Dept. Code:** DEA

**Major/College Codes:** MBA BA

**Approved:** 1982

**Application tracks:** Management

Finance

**Also offered as:**

Business Administration (M.B.A.)

#### CONTACT INFORMATION

**College:** Business

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

**Other Resources:**

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#### MAJOR INFORMATION

The weekend Executive M.B.A. is a lock-step, 20-month, AACSB accredited program designed to meet the unique needs of both mid-career managers who have demonstrated the potential to reach senior management positions, and senior managers who desire to significantly increase their personal and organizational effectiveness. The major provides an opportunity to broaden and enrich management skills, to extend knowledge of modern business techniques, and to further develop understanding of the social, political, and economic forces that shape the business environment and influence decision making. Classes are scheduled all day on two Saturdays and one Friday a month for four semesters. The weekend format allows participants to continue carrying their careers while they master a range of managerial skills.

**Accreditation:**

AACSB International –The Association to Advance Collegiate Schools of Business.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below. The weekend Executive MBA requires the submission of a preliminary application and personal interview prior to official graduate studies application. Please see the website for application forms or contact the Exec MBA office.

- Must have a 3.00 upper-level GPA
- GMAT (may be waived)
- 5 years of management/professional experience
- Interview
- Statement of corporate approval
- International applicants from non-English-speaking countries must also have a TOEFL score of 550 or higher on the written version, a minimum score of 213 on the computer-based test or a 79 on the internet-based test.

## CURRICULUM REQUIREMENTS

**Total Minimum Hours: 48**

### Executive MBA Curriculum \*

ACG 6026	Accounting Concepts for Managers	3
MAN 6055	Organizational Behavior & Leadership	2
GEB 6445	Social, Ethical, Legal Systems	2
QMB 6305	Managerial Decision Analysis	2
ECO 6005	Introduction to Economic Concepts	3
FIN 6406	Financial Management	2
MAR 6158	International Marketing	3
MAR 6815	Marketing Management	2
MAN 6911	Direct Research	2
FIN 6605	International Financial Management	3
GEB 6930	Electives (chosen by program)	1-3 varies
MAN 6448	Negotiating Agreement and Resolving Conflict	3
QMB 6603	Operations Management	2
ISM 6021	Management Information Systems	2
FIN 6515	Investments	3
GEB6865	Business Problems Analysis	3
MAN 6305	Human Resource Management	3
MAN 6774	Executive Leadership	3

\*Specific courses subject to change

During the interim summer session, each student participates in the annual ten-day Overseas Study Module, which involves on-site study of international business practices. A different country/region is selected each year. Past modules have included visits to such cities as Moscow, London, Zurich, Geneva, Brussels, Tokyo, Beijing, Shanghai, Mexico City, Buenos Aires, Rio de Janeiro, Hong Kong, Milan, and Paris.

## COURSES

See <http://ugs.usf.edu/course-inventory>

## FINANCE

### Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

<b>Fall:</b>	June 1
<b>Spring:</b>	October 15
<b>Summer:</b>	February 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

<b>Minimum Total Hours:</b>	30
<b>Level:</b>	Masters
<b>CIP Code:</b>	52.0801
<b>Dept. Code:</b>	FIN
<b>Major/College Codes:</b>	FIN BA
<b>Approved:</b>	2006

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#### CONTACT INFORMATION

<b>College:</b>	Business
<b>Department:</b>	Finance (FIN)
<b>Contact Information:</b>	<a href="http://www.grad.usf.edu">www.grad.usf.edu</a>

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#### MAJOR INFORMATION

The M.S. in Finance offers a curriculum that concentrates on both finance and economics concepts. Students who complete the M.S. in Finance will be better prepared to succeed in careers in the financial world, especially in positions that require specialized knowledge about various finance topics.

**Accreditation** - AACSB International -The Association to Advance Collegiate Schools of Business.

**Major Research Areas:** Finance

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- GMAT score of 550 or higher (or equivalent GRE score)
- Undergraduate upper-level GPA of 3.00 or higher
- International applicants from non-English-speaking countries must also have a TOEFL score of 550 or higher on the written version, a minimum score of 213 on the computer-based test or a 79 on the internet-based test.
- Applicants with lower GMAT (GRE) scores may be admitted if the application as a whole convinces the committee that the applicant warrants an admission to the major.

#### CURRICULUM REQUIREMENTS

A student who does not have an undergraduate degree in business must complete the following tools before taking courses for which they are prerequisites

Pre-requisite Tools Courses - 10 hours

ACG 6026	3*	Accounting Concepts for Managers
ECO 6005	3*	Introduction to Economics Concepts for Managers
FIN 6406	2	Financial Management
QMB 6305	2	Managerial Decision Analysis

Students must successfully (a grade of A or B) complete equivalent courses in each of these areas prior to taking MSF courses. Tools course can be waived, with the permission of the program director, if the student earned an A or B in these courses or equivalent courses at an AACSB accredited institution within five years of entering the MSF major.

**Total Minimum Hours****30 hours****Core Finance - 15 hours**

FIN 6416	3	Advanced Financial Mgmt
FIN 6465	3	Financial Statement Analysis
FIN 6515	3	Investments
FIN 6455	3	Financial Modeling and Analytics

FIN 6425 3 Financial Policy

(FIN 6445 must be taken at the end of the program after the other core courses are completed.)

Core finance courses may be waived for students who graduated with finance majors from AACSB accredited programs within five years of entering the M.S. in Finance major. Only courses with the same content as the core finance courses can be used to satisfy the M.S. in Finance course requirements, and students must have earned grades of A or B to have such courses waived. Advanced finance courses must be substituted for waived courses.

**Advanced Finance Electives - 15 hours**

To satisfy the 15 hours of electives, students can complete any of the graduate courses offered in the Department of Finance or approved graduate courses offered in the Economics Department or other Departments at Muma College of Business (a list of approved courses will be posted each year). Students can satisfy up to six credit hours of electives by taking graduate courses offered in other departments and colleges as long as the courses are approved in advance.

**Comprehensive Exam****Additional Information Regarding Curriculum**

Leadership, teamwork, communication skills and organizational change are emphasized. Much of the curriculum is delivered through case studies, class discussion, exercises, group projects, video taped role-playing, simulations, and prominent guest speakers from the local business and non-profit community. Emphasis is placed on student participation and teamwork. All courses include writing, presentation, and critical thinking skills.

**COURSES**

See <http://ugs.usf.edu/course-inventory>

## MANAGEMENT

### Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

Fall Deadline: June 1  
 Spring Deadline: October 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 30  
**Level:** Masters  
**CIP Code:** 52.0101  
**Dept. Code:** QMB  
**Major/College Codes:** MAN BA  
**Approved:** 1970

**Concentrations: p**

Human Resource (HRM)  
 Project Management (PMT)

#### CONTACT INFORMATION

**College:** Business  
**Department:** Information Systems and  
 Decision Sciences

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

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#### MAJOR INFORMATION

Contemporary organizations widely recognize the strategic impact of project management. Project Management provides a system for aligning strategic and business goals that focus on meeting client expectations and producing desired outcomes. The foundation of this program is project management theory, project applications, manager skills and methods, and the tools required to successfully manage and navigate organization projects.

The purpose of this major is to provide management leaders with principles of project management; leadership and strategic analysis; creativity and analytics; organizational behavior, decision making, design and change; collaboration; agile development and scrum methodology. The major specifically focuses on project management leadership requirements, such as facilitating teamwork in diverse groups; empowering others; recognize and adapt to the constraints and opportunities of a global economy, and develop centers of excellence.

This dynamic, well-focused, progressive program provides a broad range of project management concepts and skills. Much of the curriculum is delivered through case studies, class discussion, exercise, group project, videotaped role-playing, simulations, and prominent guest speakers from local and national business and non-profit organizations. Emphasis is placed on student participation and teamwork. All courses include writing, presentations, critical thinking, analytics and creativity.

**Accreditation:** AACSB International -The Association to Advance Collegiate Schools of Business.

## ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

The MS in Management admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The committee will consider the following:

- Prior college-level academic performance (bachelor's degree from a regionally accredited institution required);
- GMAT, (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
  - Applicants with a USF-Tampa Bachelor's degree and a cumulative GPA of 3.50 or greater may request waiver of GMAT;
  - Applicants with three (3) or more years of managerial or professional experience may request a GMAT/GRE waiver;
- A statement of purpose,
- Recommendation letters,
- Resume,
- Relevant professional work experience
- Any additional information that helps to ensure the potential success of the applicant in the major
- For applicants whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.

## CURRICULUM REQUIREMENTS

**Total Minimum Hours - 30 credit hours**

*Common Core Courses -14 hours*

*Concentration or Electives- 12 hours*

*Additional Electives – 4 hours minimum*

*Optional Practicum – 1-3 hours*

The major requires a minimum of 30 hours of coursework and may be taken either full-time or part-time. Early in the first semester, a student and the program advisor will work together to complete a formal Program of Study that will define a coherent sequence of courses to satisfy the students objectives. Students may choose the concentration or the general path with completion of electives.

### Common Core Courses – 14 credit hours

#### Core - 11 credit hours

The following four courses provide a solid understanding of state-of-the-art research and practice covering the primary areas in the domain of Management.

MAN 6055	2	Organizational Behavior and Leadership
MAN 6289	3	Organizational Change and Development
MAN 6380	3	People Analytics
ISM 6316	3	Project Management

#### Core Capstone Course – 3 credit hours

This course is considered to be the capstone of the M.S. in Management program and as such it must be taken during one of the last two semesters of the student's program. It integrates the topics covered in the four other core courses.

MAN 6950	3	Capstone Experience in Leading Organizations
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#### Concentrations

Students may select from one of the following Concentrations:

**Project Management Concentration (12 credit hours)****Select from the following:**

MAN 6448	3	Negotiating Agreement and Resolving Conflict
MAN 6607	3	Managing International Cultural Differences
MAN 6340	3	Managing Creative Projects
MAN 6160	3	Principles of Collaboration
MAN 6570	3	Contract Management
ACG 6026	3	Accounting Concepts for Managers

**Human Resources Concentration (12 credit hours)**

MAN 6305	3	Human Resource Management
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And three of the following courses:

MAN 6448	3	Negotiating Agreement and Resolving Conflict
MAN 6601	3	International Management
MAN 6607	3	Managing International Cultural Differences
MAN 6149	3	Leadership and Teams
MAN 6204	3	Organization Design and Structure

**Electives— 4 credit hours minimum**

Elective courses may be selected from additional management courses or (with prior approval by the academic advisor) other areas of specialization such as sociology, information systems, psychology, or communication. The following courses are potential electives, depending on semester and offerings.

ACG 6026	3	Accounting Concepts for Managers
FIN 6406	3	Financial Management
GEB 6445	2	Social, Ethical, Legal Systems
GEB 6457	3	Ethics, Law, and Sustainable Business Practices
ISM 6156	3	Enterprise Resource Planning & Business Processes Management
ISM 6328	3	Information Security and Risk Management
ISM 6436	3	Operations and Supply Chain Processes
MAN 6147	2	Leadership/Management Concepts
MAN 6149	3	Leadership and Teams
MAN 6160	3	Principles of Collaboration
MAN 6204	3	Organization Design and Structure
MAN 6256	3	Politics and Control in Organization
MAN 6305	3	Human Resource Management
MAN 6340	3	Managing Creative Projects
MAN 6448	3	Negotiating Agreement and Resolving Conflict
MAN 6570	3	Contract Management
MAN 6601	3	International Management
MAN 6607	3	Managing International Cultural Differences
MAN 6726	3	Strategic Business Analysis
MAN 6905	3	Independent Study
MAN 6905	1-3	Independent Study
MAR 6216	3	Logistics and Physical Distribution Management
MAR 6936	3	Selected Topics: Logistics Systems & Analytics
QMB 6305	3	Managerial Decision Analysis

**Practicum Option (1 to 3 hours.)**

The practicum option requires students to work on an applied project related to management / project management. Typically this can occur at the student's place of employment and is jointly supervised by a faculty member and a manager in the company. One credit of MAN 6905 would be taken for each semester to a maximum of three credits over three semesters. The practicum would count for 1-3 hours of electives.

**Comprehensive Exam****COURSES**

See <http://ugs.usf.edu/course-inventory/>



## MARKETING

### Master of Science in Marketing (M.S.M.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**

**Fall:** June 1  
**Spring:** October 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 33  
**Level:** Masters  
**CIP Code:** 52.1401  
**Dept. Code:** MKT  
**Major/College Codes:** MKT BA  
**Approved:** 2007

**Also offered as:**

Concentration under Business Administration (Ph.D.)

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#### CONTACT INFORMATION

**College:** Business  
**Department:** Marketing (MKT)

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

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#### MAJOR INFORMATION

Contact department for information

**Accreditation**

Accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below. The MS in Marketing admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The admission committee will consider the following:

- Prior college-level academic performance (bachelor's degree from a regionally accredited institution required);
- GMAT (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
  - Applicants with a USF-Tampa Bachelor's degree and accumulative GPA of 3.50 or greater may request waiver of GMAT;
  - Applicants with Three (3) or more years of managerial or professional experience may request a GMAT/GRE waiver;
- A statement of purpose;
- Recommendation letters;
- Relevant professional work experience;
- Any additional information that helps to ensure the potential success of the applicant in the major
- For applicants whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.

## CURRICULUM REQUIREMENTS

Total Minimum Hours: 30 credit hours

Core classes – 15 hours

Specialization – 9 hours

Electives – 6 hours

### Prerequisites

During the first year of the major, students who are unable to waive the prerequisites will be required to take:

MAR 6815	2	Marketing Management
QMB 6305	2	Managerial Decision Analysis

These courses may be waived if taken within the last five years from an AACSB accredited program.

### Core Course Requirements (15 hours)

MAR 6936	3	Selected Topics: Creativity in Marketing
MAR 6936	3	Selected Topics: Marketing Analytics
MAR 6936	3	Selected Topics: Consumer Behavior Insights
MAR 6936	3	Selected Topics: Digital Marketing
MAR 6816	3	Marketing Strategy

### Specialization in the MS (9 Hours)

Take three courses in any area of specialization:

#### Marketing Analytics

MAR 6646	3	Research for Marketing Managers
MAR 6936	3	Selected Topics: Data Visualization
MAR 6936	3	Selected Topics: Logistical System Analytics
ISM 6217	3	Database Administration
ISM 6316	3	Project Management
SPB 6706	3	Sports Business Analytics

#### Digital Marketing and Brand Management

MAR 6936	3	Selected Topics: Digital Media and E-Commerce
MAR 6936	3	Selected Topics: Brand Management
MAR 6336	3	Promotion Management
MAR 6936	3	Selected Topics: Digital Marketing
MAR 6936	3	Selected Topics: New Product Development
MAR 6936	3	Selected Topics: Innovations in Marketing

#### Supply Chain Management

MAR 6216	3	Logistics & Physical Distribution Management
MAR 6936	3	Selected Topics: Supply Chain Management
MAR 6936	3	Selected Topics: Logistical Systems and Analytics

Two electives from the following list or from any of the specializations above:

MAR 6936	3	Marketing Selected Topics
GEB 6527	3	Lean Six Sigma
ISM 6217	3	Database Administration
ISM 6156	3	Enterprise Resource Planning & Business Process Management
MAN 6448	3	Negotiating Agreement & Resolving Conflict
ESI 6324	3	Engineering the Supply Chain

**Electives (6 hours)**

Electives will be chosen based on mutual agreement by the Director and the student. These courses may be a combination of COB courses and courses outside the College. Electives to be considered include:

GEB 6527	3	Lean Six Sigma
GEB 6224	3	Improvisation in Business Organizations
MAR 6936	3	Selected Topics: Sales Force Management
MAR 6936	3	Selected Topics courses offered periodically

Courses from other specializations

Outside electives – any 6000 level graduate course for 3 hours (e.g., appropriate courses from Anthropology, Psychology, etc.)

**Practicum****Comprehensive Exam**

MAR 6816, Marketing Strategy course, is the capstone course in the MS program. Students will be required to do one or more comprehensive case analyses in this course that will test their ability to integrate and synthesize various facets of marketing.

**Other Requirements**

To be granted an M.S. in Marketing degree, a student must have completed all of the required and elective courses with a GPA of 3.00 or higher.

**COURSES**

See <http://ugs.usf.edu/course-inventory>

## REAL ESTATE

### Master of Science in Real Estate (M.S.R.E.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**  
 This Degree Program is Currently Suspended for  
 Admissions - Effective Fall 2014

**Minimum Total Hours:** 34  
**Level:** Masters  
**CIP Code:** 52.1501  
**Dept. Code:** FIN  
**Major/College Codes:** RST BA  
**Approved:** 2009

#### CONTACT INFORMATION

**College:** Business  
**Department:** Finance (FIN)

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

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#### MAJOR INFORMATION

Contact department for information.

##### Accreditation

Accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major.

#### CURRICULUM REQUIREMENTS

##### Total Minimum Hours: 34

##### Prerequisites/Tools Courses

**12 hours**

A student who does not have an undergraduate degree in business will have to complete the following courses before taking courses in the MSRE major (semester credit hours are in parentheses):

ACG 6025	Financial Accounting	2
ACG 6075	Managerial Accounting and Control	2
ECP 6702	Managerial Economics	2
ECO 6708	Global Economic Environment of Business	2
FIN 6406	Financial Management	2
QMB 6305	Managerial Decision Analysis	2

Students must successfully (a grade of A or B) complete equivalent courses in each of these areas prior to taking M.S.R.E. courses. These courses should have been completed in an AACSB accredited program within five years of entering the M.S.R.E. major.

<b>Required Core/Courses</b>	<b>25 hours</b>
FIN 6416 Advanced Financial Management	3
REE 6045* Real Estate Decisions	2
REE 6207* Real Estate Finance	2
REE 6737* Real Estate Development	3
REE 6305 Real Estate Investment	2
GIS 5049 GIS for Non-Majors	3
CGN 6933 Green Infrastructure and Sustainable Community	3
URP 6232 Research Methods for Urban & Regional Planning	3
ARC 5931 The City	3

Core finance and real estate courses may be waived for students who graduated from AACSB accredited programs within five years of entering the M.S.R.E. major and took courses with substantively the same content. Only courses with the same content as the core finance courses can be used to satisfy the M.S.R.E. course requirements, and students must have earned a grade of A or B to have such courses waived. Advanced finance elective courses with the same total credit hours must be substituted for waived courses.

<b>Advance Elective Courses</b>	<b>9 hours</b>
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Students can select any three (a minimum of nine hours) of the following courses:

FIN 6515	Investments	3
FIN 6246	Advanced Money and Capital Markets	3
FIN 6418	Working Capital Management	3
FIN 6605	International Finance	3
REE 6938	Selected Topics in Real Estate	2-4
ECP 6614	Urban Economics	3
CGN 6933	Global Warming	1-4
TTE 5501	Transportation Planning and Economics	3
PAD 6336	Community Development Programs	3
GEO 6627	Site Feasibility Analysis	3
GEO 6605	Contemporary Urban Issues	3
EVR 6934	Management of Florida Landforms	
GEO 6116	Perspectives of Environmental Thought	3
GEO 6209C	Global Sustainability Development	3
ARC 6397	Introduction to Urban Design Theory, Methods & Processes	3
ARC 5931	Special Studies in Architecture	1-5

**Total program** **34 hours**

## COURSES

See <http://ugs.usf.edu/course-inventory>

## SPORT AND ENTERTAINMENT MANAGEMENT

### Master of Science (M.S.) Degree

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#### DEGREE INFORMATION

**Priority Admission Application Deadlines:**
**Fall:** June 1

Fall Admission Only

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 36  
**Level:** Masters  
**CIP Code:** 31.0504  
**Dept. Code:** MKT  
**Major/College Codes:** SMG /BA  
**Approved:** 2014

#### CONTACT INFORMATION

**College:** Business  
**Department:** Marketing

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)


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#### MAJOR INFORMATION

**Accreditation**

Accredited by the the Association to Advance Collegiate Schools of Business (AACSB)

**Major Research Areas**

Sport Management, Entertainment, Sport Business Analytics, Sport Marketing, Sport and Social Issues, American Sport Industry, Global Sport Industry, Sport Law, Sport and Entertainment Finance

#### ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements for admission to the major, listed below.

- Personal Interview with a committee of program faculty
- Personal Statement addressing career focus and aspirations
- Admission to and completion of the USF MBA or other MBA with a Concentration in Sport Business
- Minimum of 3.00/4.00 average for all graduate work completed

#### CURRICULUM REQUIREMENTS

**Total Minimum Hours - 36**

Course Requirements	30
SPB 6719 Sport and Entertainment Marketing Strategy*	3
SPB 6406 Sport and Entertainment Law*	3
SPB 6706 Sport Business Analytics*	3
SPB 6605 Sport and Social Issues	3
SPB 6116 Sport and Entertainment Finance	3
SPB 6735 Global Environment of Sport	3
SPB 6807 Social Media in Sport	3
SPB 6608 Issues in the American Sport Industry	3
SPB 6715 Sales and Fundraising in the Sport Industry	3
SPB 6930 Sport Business Project I	3

Students complete the three courses indicated with an asterisk as part of the requirements for the MBA with a Concentration in Sport Business. Because these nine hours of coursework are “shared” by the two majors, the 36 credit-hour MS in Sport and Entertainment Management requires an additional 24 hours to complete.

**Comprehensive Exam****Internship - 6**

SPB 6946 Internship in Sport and Entertainment Management II  
SPB 6946 Internship in Sport and Entertainment Management III  
Option to complete thesis in lieu of internship.

**Sequence**

Students should consult with the Graduate Director for advising on course sequencing requirements.

**Concurrent Degree Option**

This major is also offered as a concurrent degree option with the MBA in Business Administration with a concentration in Sport Business. Refer to the Concurrent Degree listing for information on the requirements.

**COURSES**

See <http://ugs.usf.edu/course-inventory>