

USF Muma College of Business Undergraduate Programs



Powering *dreams*

Lead the *future* of business

WHAT'S YOUR *dream?*

The University of South Florida Muma College of Business has long prepared students to not only thrive, but lead in a constantly evolving world.

Your success becomes our success. USF became a preeminent research university through the commitment of top faculty who are passionate about their fields and find joy in helping students achieve their dreams.

Artificial intelligence and data analytics become incredible tools in the hands of those who know how to wield their resources. Here, you'll learn to blend analytics with creativity, understanding how to analyze mountains of data to inform decisions and innovate solutions.



Experience corporate connections in the heart of one of the fastest-growing metro regions in the nation, where USF unites bright minds from all walks of life to reach their professional goals.

Our welcoming business community provides fertile ground for those with the entrepreneurial drive to shape the future of business. Studying in a major metropolitan region provides rich opportunities to integrate real-world experiences and classroom learning. Large and small businesses offer a wealth of internships, part-time jobs, guest speakers and service-learning projects.

Major	Tampa	St. Pete	Sarasota-Manatee	Online	Bachelor's	Master's	Ph.D.
Accountancy & Analytics	✓	✓	✓	✓	✓	✓	✓
Advertising	✓				✓	✓	
Artificial Intelligence & Business Analytics	✓				✓	✓	✓
Business Analytics & Information Systems	✓	✓	✓		✓		
Entrepreneurship	✓	✓	✓		✓	✓	
Finance	✓	✓	✓		✓	✓	✓
Global Business	✓	✓			✓		
Hospitality & Tourism Management	Hybrid	Hybrid	Hybrid	Hybrid	✓	✓	
Information Assurance & Cybersecurity			Hybrid	Hybrid	✓	✓	
Management	✓	✓	✓		✓	✓	
Marketing	✓	✓	✓		✓	✓	✓
Personal Finance Planning	✓	✓			✓		
Risk Management & Insurance	✓*	✓*	✓	✓	✓		
Supply Chain Management	✓				✓	✓	

* Available on the Tampa and St. Petersburg campuses starting academic year 2024-25



INVESTED IN *You*

As a USF Muma College of Business student, you will experience more than top-ranked academic programs taught by world-class faculty. Regardless of your campus or major, you'll have access to business-exclusive programs to help you connect and grow.

Soft-skills certified. Hard skills can get you hired, but you'll need strong skills in communications, time management and building relationships to lead. USF's Bellini Center for Talent Development integrates employer-led workshops into your core business courses, so you will graduate with a certificate in these skills.

Professional advisors who know your name. You'll receive academic advising from experts who focus only on business students, providing guidance, support, and academic insight to achieve your goals. Advisors in the Collier Student Success Center works to help you graduate on time and make the most of your college experience to succeed after graduation. The Collier Center also coordinates a variety of undergraduate business programs, listed on the next page.

Business scholarships from a generous community. The USF Foundation awards more than \$1 million annually in donor-funded scholarships designated specifically for business students.

Find your people. Enjoy the advantages of a large university, while belonging to your own tight-knit community within the college through student organizations and special programs for business students.

- Freshmen starting in the fall become a part of the **Bulls Business Network** with early admission to the business college with special registration and advising opportunities. These students may also join one of our living-learning residence hall programs, the **Bulls Business Community** or the **Zimmerman Advertising Program**. All Zimmerman Advertising Program students study abroad and earn a master's degree with one additional year. Visit usf.to/bbn for additional details.
- Expand your horizons through **study abroad programs** exclusively for business students. You will learn how to communicate across global teams and discover how to work across continents. Passport scholarships help make these opportunities affordable for everyone.
- USF is home to the state's first and only **Business Honors Program**, affiliated with the Judy Genshaft Honors College, which blends rigorous coursework and research activities with special residential, service, international and applied learning activities. Participants live on either the St. Petersburg or Tampa campus for one year and must meet additional admission requirements upon entering as a freshman. Learn more at usf.to/bhp.
- **The Corporate Mentor Program**, based on the Tampa campus, pairs first-generation college students with a mentor who shares tips and guidance for a smooth transition from student to professional life. Students meet monthly with a management-level professional for first-hand insight into the corporate world, and become eligible for over \$100,000 in scholarships awarded each year. Visit usf.to/cmp for more information.

Discover your professional passion



Academic Foundations

The business world is our classroom, and USF's undergraduate curriculum provides rich opportunities to bridge theory and practice. All students, regardless of major, complete 54 credit hours of study in the arts, humanities and sciences, which ensures that students gain a broad-based understanding of the global societal environment and develop critical thinking and communication skills. Students also complete 36 credit hours in core business courses.

Students then choose a business major from one of the following schools:

- **The Baldwin Group School of Risk Management and Insurance:** risk management and insurance
- **Kate Tiedemann School of Business and Finance:** finance and personal financial planning
- **Lynn Pippenger School of Accountancy:** accountancy and analytics
- **School of Hospitality & Tourism Management:** hospitality management
- **School of Information Systems and Management:** artificial intelligence and analytics in business, information systems, information assurance and cybersecurity management, and management (human resources and project management)
- **School of Marketing and Innovation:** advertising, entrepreneurship and innovation, global business, marketing, and supply chain management

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

LYNN PIPPENGER
SCHOOL OF

Accountancy



Major: Accountancy and Analytics
Degrees: Bachelor's, master's and doctoral
Locations: All campuses and online

The Lynn Pippenger School of Accountancy has special AACSB accreditation and provides a high-quality, diverse learning environment that focuses on innovation and critical thinking skills, preparing students to impact both our profession and society.

This program provides students with the accounting knowledge and data analytics skills to thrive in a technology-intensive world. Graduates will be well-prepared to pursue a master's degree and careers in industry, government, nonprofit organizations and public accountancy. As one of the top programs in the nation, USF prepares students for private or public accounting, auditing, taxation, accounting information systems or consulting.

Who hires USF accounting graduates?

BDO • CBIZ • Citi • Coca-Cola Enterprises • Deloitte EY • Grant Thornton • Jabil • KPMG • Lockheed Martin • MetLife • PwC • Rivero Gordimer & Co. • RSM • Verizon

KATE TIEDEMANN SCHOOL
OF BUSINESS AND

Finance



Majors: Finance and Personal Financial Planning
Degrees: Bachelor's, master's and doctoral
Locations: All campuses

The Kate Tiedemann School of Business and Finance provides a broad, analytical program for students focused on careers in finance. USF is a member of the CFA Institute's University Affiliation Program, and its bachelor's program in personal financial planning prepares graduates for the CFP certification.

Students manage two investment funds valued at about \$1.2 million, and the Bloomberg labs provide students with practical, hands-on experience in investment management. Finance students can pick concentrations in real estate, investments, corporate finance, or fintech to jump-start their careers.

Who hires USF finance graduates?

Ballast Point Ventures • Bank of America • GTE Financial • Franklin Templeton • Goldman Sachs • JPMorgan Chase • Merrill Lynch • Northwestern Mutual • Raymond James Financial

SCHOOL OF
INFORMATION
SYSTEMS AND

Management



Majors: Artificial Intelligence/Business Analytics, Information Assurance/Cybersecurity Management, and Management
Degrees: Bachelor's, master's and doctoral
Locations: All campuses and hybrid

The School of Information Systems and Management offers nationally ranked bachelor's, master's and doctoral degrees, and its graduates serve in leadership roles around the nation. Beyond the majors, the program offers concentrations in business intelligence and health care analytics. The management program offers concentrations in human resources and project management, and prepares students for careers as general managers, human resources and related roles.

Who hires USF AI/analytics and management graduates?

BDO • CBIZ • Citi • Coca-Cola Enterprises • Deloitte • EY • Grant Thornton • Jabil • KPMG • Lockheed Martin • MetLife • PwC • Rivero, Gordimer & Co. • RSM • Verizon • KnowBe4 • ReliaQuest • Fintech • TechData • First Command • Connectwise • Nielsen • Tampa International Airport • TECO

SCHOOL
OF

Marketing AND INNOVATION



Majors: Advertising, Entrepreneurship/Innovation, Global Business, Marketing, and Supply Chain Management
Degrees: Bachelor's, master's and doctoral
Locations: All campuses

Nothing is more fundamental to business than marketing, and USF provides a strong launching point for successful careers for several paths into this dynamic field. In addition to the majors listed above, the School offers minors in marketing and entrepreneurship/innovation, as well as concentration programs in sales/business development, digital marketing, entrepreneurship, and sport and entertainment management.

Who hires USF marketing graduates?

Amazon • Cox Media Group • Catalina Marketing • Kraft • Nielsen • Disney • Bloomin' Brands • Proctor & Gamble • Tech Data • Unilever • CSX • CH Robinson • Target • Total Quality Logistics • ChappellRoberts • PPK Advertising • Publix • Coca-Cola • 22 Squared • Zimmerman Advertising • PepsiCo • Nike • Apple • ADP • Universal • Bristol-Myers Squibb • Citi • FedEx • Amgen

SCHOOL OF Hospitality AND TOURISM MANAGEMENT



THE BALDWIN GROUP SCHOOL OF RISK MANAGEMENT AND

Insurance



Degrees: Bachelor's and master's in hospitality management

Locations: All campuses (hybrid)

A degree from USF's School of Hospitality and Tourism Management, recognized by the Accreditation Commission for Programs in Hospitality Administration (ACPHA), offers a specialized curriculum of core and major courses that provides the foundation for leadership roles in elite hotels, resorts, airlines, cruise lines, theme parks, top-tier restaurants, private clubs and tourist attractions in the world.

USF's Management in Training cooperative learning program blends academic and practical learning to prepare you to lead in this rewarding field. With a 100% student retention rate, the program offers exclusive industry partnerships and provides hands-on experiences at prominent Tampa Bay attractions, restaurants, and renowned hotel brands. This comprehensive approach fosters a dynamic education journey.

Who hires USF hospitality graduates?

Ritz Carlton Boutique Hotels • Busch Gardens • Cheesecake Factory •
The Walt Disney Company • Hilton Hotels • Mainsail • Marriott Hotels •
McKibbon Hospitality • Ocean Properties • Season's 52 Restaurants • Aramark

Major: Risk Management and Insurance

Degrees: Bachelor's

Locations: Sarasota-Manatee (hybrid); coming soon to Tampa and St. Petersburg during 2024-25 academic year

Pursuing a major in risk management and insurance from USF provides you with the skills necessary for a successful career as a risk professional. Core career paths include broker/agent, underwriter, claims management, risk management, reinsurance and wholesaler. Specialized careers include catastrophe modeling, insurtech, data analytics, investigation, risk consulting and litigation management.

Whether you major or minor, this high-demand field offers an impressive array of career opportunities with quick upward mobility. Graduates can expect excellent compensation in roles that are critical to safeguarding individuals, businesses, and communities. As a risk professional, you serve as a critical role in problem-solving to protect people, businesses and communities, making the work highly meaningful.

Connect through student organizations



Did you know that students who participate in student organizations report having a more positive and successful college experience? Beyond the hundreds of groups available at the university, the Muma College of Business is home to dozens for business majors, including several that have earned national recognition:

- Accounting Society
- Association of Future Professionals in Business Management
- Alpha Kappa Psi business fraternity
- Association for Information Systems
- American Marketing Association
- Beta Alpha Psi finance honor society
- Beta Gamma Sigma AACSB honor society
- Delta Sigma Pi business fraternity
- Ethics & Debate Team
- Enactus (student entrepreneurship)
- Financial Planning Association
- Gamma Iota Sigma risk management and insurance organization
- Green & Gold Capital Group
- Hospitality Financial and Technology Professionals student chapter
- Hospitality and Tourism Club
- Management Information Systems Society
- National Association of Black Accountants



USF is the only Beta Alpha Psi chapter to win the Gold Key Award and has the longest record of earning Superior Chapter status.

- Phi Chi Theta business fraternity
- Professional Sales Club
- Real Estate Society
- Student Finance Association
- Student Investment Club
- Toastmasters
- Council of Supply Chain Management Professionals Student Roundtable
- Wealth Management Club (St. Petersburg campus)
- Women in Business Society



USF's American Marketing Association chapter has ranked in the top 25 for the last several years.



One of the nation's fastest-growing metro areas



Artificial intelligence and analytics for all students



Top-ranked for entrepreneurship



Robust corporate connections and internships



Exclusive business study abroad programs



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SOUTH FLORIDA
Muma College of Business

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