



Alignment of Degree Programs

CIP Code & Title: 52.0101 Business, General

Level: Bachelor's

Area of Strategic Emphasis: None

PROGRAM DESCRIPTION:

The General Business Studies major provides students with substantial preparation in core areas of business and prepares them for positions in a business world that is increasingly interdisciplinary and values cross-functional abilities.

CURRICULUM:

A. Student Learning Outcomes:

Goal 1: Discipline Specific Content Knowledge and Skills

- 1a. Outcome: Students will use business knowledge related to specific disciplines to analyze business problems and derive creative solutions to business problems.

Goal 2: Communication Skills

- 2a. Outcome: Students will demonstrate effective communication skills.

Goal 3: Critical Thinking Skills

- 3a. Outcome: Students will analyze business problems and create solutions to business problems.

Goal 4: Other

- 4a. Outcome: Students will demonstrate competencies of business professionals.

B. Admission Standards for the Program:

B1. Limited Access:

Students who transfer to the USF Muma College of Business must meet the following admission guidelines below:

1. Minimum of 60 semester hours of college credit earned.
2. Minimum cumulative grade point average of 2.50 on all college-level work and a minimum of 2.00 on all credit attempted at USF, including any prior to renewal.

3. Completion of all state mandated prerequisite courses with a grade of C- or better in each course and an overall 2.00 GPA in all seven (7) courses. The courses are:
 - a. Financial Accounting: ACG X021/ACG X022 (or ACG X001 & ACG X011)*
 - b. Managerial Accounting: ACG X071 (or ACG X301)*
 - c. Computers in Business: CGS X100 (or acceptable substitute)
 - d. Principles of Macroeconomics: ECO X013
 - e. Principles of Microeconomics: ECO X023
 - f. Elementary Calculus: MAC X233 or MAC 2230
 - g. Statistics: QMB X100 or STA X023 or STA X122

*Accounting majors must earn a C not C- in ACG 2021 & ACG 2071.

B2. University Admissions:

Admission to the University is based on the University's Undergraduate Admission Requirements that may be found by clicking on the following urls:

- **Freshman:** <https://www.usf.edu/admissions/freshmen/admission-information/requirements-deadlines.aspx>
- **Transfer:** <https://www.usf.edu/admissions/transfer/admission-information/index.aspx>
- **International:** <https://www.usf.edu/admissions/international/admission-information/index.aspx>

C. Graduation Requirements for the Program:

Satisfactory completion of the following requirements:

- General Education Program (36 credit hours), including State Core General Education Requirements;
- State Computation (6 credit hours);
- State Communication (6 credit hours, in addition to ENC 1101 and ENC 1102);
- Minimum of 120 unduplicated credit hours;
- A minimum adjusted grade point average (GPA) of 2.0 on all coursework taken at USF and an overall 2.0 GPA average on all college-level coursework;
- Major and college requirements in a chosen degree program;
- Nine credit hours of coursework taken during the summer term(s) (if entered USF with less than 60 credit hours);
- Registration and successful completion of at least thirty (30) of the last sixty (60) credit hours;
- 42 credit hours of upper-level coursework;
- Civics Literacy;
- Foreign language admissions coursework.

D. Curricular Framework:

D1. State Mandated Common Prerequisites:

State Mandated Common Prerequisite	Credits	USF Course	Credits
Financial Accounting:	3	ACG 2021 Principles of Financial	3

ACG X021 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)*		Accounting (3)	
Managerial Accounting: ACG X071 Managerial Accounting or ACG X301*	3	ACG 2071 Principles of Managerial Accounting (3)	3
Computers in Business: CGS X100 Computers in Business or CGS X100C or CGS X530 or CGS X570 or CGS X060 or CGS X531 or CGS X000 or ISM X000 or CGS X518	3-4	CGS 2100 Computers in Business (3)	3
Principles of Macroeconomics: ECO X013 Principles of Macroeconomics	3	ECO 2013 Economic Principles (Macroeconomics) (3)	3
Principles of Microeconomics: ECO X023 Principles of Microeconomics	3	ECO 2023 Economic Principles (Microeconomics) (3)	3
Elementary Calculus: MAC X233 Elementary Calculus or MAC X230	3-4	MAC 2233 Business Calculus (3)	3
Statistics I: STA X023 Introductory Statistics or QMB X100 or STA X122	3	QMB 2100 Business and Economic Statistics I (3)	3
Total Credit Hours	21-23	Total Credit Hours	21

*Accounting majors must earn a C not C- in ACG 2021 & ACG 2071.

D2. Required Courses: (36 credit hours)

D2a. Supporting Required Courses: 3 courses; 9 credit hours

A minimum grade of C- in each Supporting course is required.

- SPC 2608 Public Speaking (3) or COM 3110 Communications for Business and Professions (3)
- ENC 3250 Professional Writing (3) or ENC 3310 Expository Writing (3)
- Contemporary International Topics Course (3)

D2b. Business Foundation Courses (required of ALL Business majors): 9 courses; 27 credit hours

A minimum grade of C- in each Foundation course with an overall 2.0 GPA is required.

- BUL 3320 Law and Business I (3)
- FIN 3403 Principles of Finance (3)
- GEB 3033 Business Workplace Skills and Best Practices (3)
- ISM 3011 Information Systems in Organizations (3)
- QMB 3200 Business and Economic Statistics II (3)
- MAN 3025 Principles of Management (3)
- MAN 4504 Operations Management: A Systems Approach (3)
- MAR 3023 Basic Marketing (3)
- GEB 4890 Strategic Management and Decision Making (3)

D2c. Major Core Courses: 3 courses; 9 credit hours

Students must complete three (3) upper-level courses from at least one of the following Business areas: Accounting, Business Analytics and Information Systems, Entrepreneurship, Finance, Management, or Marketing.

- Accounting Area: Nine (9) credit hours of earned ACG 3000-4999 coursework.
- Business Analytics and Information Systems Area: Nine (9) credit hours of earned ISM 3000-4999 coursework.
- Entrepreneurship Area: Nine (9) credit hours of earned ENT 3000-4999 coursework.
- Finance Area: Nine (9) credit hours of earned FIN 3000-4999 coursework.
- Management Area: Nine (9) credit hours of earned MAN 3000-4999 coursework.
- Marketing Area: Nine (9) credit hours of earned MKT 3000-4999 coursework.

D3. Major (Restricted) Electives: (9 credit hours)

D3a. Non-Business Course Electives: 3 courses; 9 credit hours

As part of the General Business Studies major, students may choose to apply three (3) upper-level courses outside the Business area. The upper-level courses do not have to be from a specific discipline, however only two (2) of the three (3) courses may fulfill other degree requirements.

D4. Sequenced Course of Study:

- An exclamation mark (!) is indicated for any course and/or placeholder that must be taken in sequence and/or in the semester listed.
- Course Type refers to how the course is utilized in the degree program, e.g., Supporting, Major Core, Business Foundation, etc. It also includes “placeholder” information such as: Civics Literacy Test, Apply for Graduation.
- General Education Course Type refers to the General Education core area the course meets.

D4a. 8-Semester Plan for FTIC Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	ENC 1101		No	Yes	State Core General Education Communication	3
!	MAC 2233		Yes	Yes	State Core General Education Mathematics	3
!	CGS 2100		Yes	Yes	Enhanced General Education Information and Digital Literacy	3
	SPC 2608 or COM 3110	Supporting	No	Yes	Enhanced General Education Information and Digital Literacy	3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total

!	ENC 1102		No	Yes	Enhanced General Education ENC 1102	3
!	ECO 2013		Yes	Yes	State Core General Education Social Sciences	3
	XXX XXXX		No	Yes	State Core General Education Humanities	3
	XXX XXXX		No	Yes	State Core General Education Natural Sciences	3
	XXX XXXX	Non-Business Elective	No	No		3
		Civics Literacy Exam				
Total Semester Credit Hours:						15

Fall 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	ACG 2021		Yes	No		3
!	ECO 2023		Yes	Yes	Enhanced General Education Creative Thinking	3
	XXX XXXX	Non-Business Elective	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	ACG 2071		Yes	No		3
!	QMB 2100		Yes	Yes	State Computation	3
	MAR 3023	Business Foundation	No	No		3
	GEB 3033	Business Foundation	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Summer 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	QMB 3200	Business Foundation	No	No		3
	MAN 3025	Business Foundation	No	No		3
Total Term Credit Hours:						6

Fall 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	XXX XXXX	Major Core Area	No	No		3
!	XXX XXXX	Major Core Area	No	No		3
	FIN 3403	Business Foundation	No	No		3
	ENC 3250 or ENC 3310	Supporting	No	No		3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						15

Spring 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	XXX XXXX	Major Core Area	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3
	ISM 3011	Business Foundation	No	No		3
	XXX XXXX		No	Yes	Enhanced General Education High Impact Practice Internship	3
Total Semester Credit Hours:						12

Summer 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	BUL 3320	Business Foundation	No	Yes	Enhanced General Education Human and Cultural Diversity	3
Total Term Credit Hours:						3

Fall 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	MAN 4504	Business Foundation Course	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3

	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	Contemporary International Topics	No	No		3
		Apply for Graduation				
Total Semester Credit Hours:						12

Spring 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	GEB 4890	Business Foundation	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3
!	XXX XXXX	General/Unrestricted Elective	No	Yes	Enhanced General Education Ethical Reasoning and Civic Engagement Capstone	3
	XXX XXXX	Non-Business Elective	No	No		3
Total Semester Credit Hours:						12

Total Degree Program Credit Hours:						120
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D4b. 4-Semester Plan for FCS AA Transfer Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	GEB 3033	Business Foundation	No	No		3
!	MAR 3023	Business Foundation	No	No		3
!	MAN 3025	Business Foundation	No	No		3
!	ISM 3011	Business Foundation	No	No		3
	QMB 3200	Business Foundation	No	No		3
Total Semester Credit Hours:						15

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	FIN 3403	Business Foundation	No	No		3
	SPC 2608 or COM 3110	Supporting	No	No		3

	BUL 3320	Business Foundation	No	No		3
!	XXX XXXX	General Elective	No	No		3
Total Semester Credit Hours:						12

Summer 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
	MAN 4504	Business Foundation	No	No		3
	ENC 3250 or ENC 3310	Supporting	No	No		3
Total Term Credit Hours:						6

Fall 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	XXX XXXX	Major Core Area	No	No		3
!	XXX XXXX	Major Core Area	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3
	XXX XXXX	Contemporary International Topics	No	No		3
		Apply for Graduation				
Total Semester Credit Hours:						15

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	GEB 4890	Business Foundation	No	No		3
!	XXX XXXX	Major Core Area	No	No		3
!	XXX XXXX	Non-Business Major Upper Level Elective	No	No		3
	XXX XXXX	General Elective	No	No		3
Total Semester Credit Hours:						12

ADDITIONAL REQUIREMENTS:

- Students must earn a 2.0 GPA on all major coursework at USF and have an overall 2.0 major GPA, including any applicable transfer work. Best attempts will be used when calculating the GPA.
- In computing entry grade point average, all business and economics courses taken for S or U grades will be converted to C or F, respectively.
- Within the 120-credit hour program, students must complete a minimum of 12 credit hours with a grade of C- or higher for all Business and non-Business courses applied for the major core and electives. Business courses taken by General Business Studies majors on an S/U basis will not be counted toward the 120-hour graduation requirement.
- All students entering USF for the first time in Fall 2017 or later, who subsequently earn three (3) D and/or F grades in any or any combination of the following courses at USF will be required to change their major to a major more appropriate to their goals and academic performance and to a major not conferred by the Muma College of Business. The courses are: ACG 2021, ACG 2071, CGS 2100, ECO 2013, ECO 2023, MAC 2233 (or equivalent), and QMB 2100 (or equivalent).
- Major residency: Of the total nine (9) credit hours of major Business coursework, six (6) must be taken in residency at USF. Of the total nine (9) credit hours of elective coursework, six (6) must be taken in residency at USF.
- College residency: Muma College of Business residency requirements for graduation exceed the minimum requirements established for USF. Students are required to complete satisfactorily at USF a minimum of 50 percent (30-33 credit hours depending on major) of required Business courses, including 12-18 credit hours in the major field. Normally, independent study and independent research courses do not fulfill this requirement.

NOTES:

- No changes in the State Mandated Common Prerequisite courses.
- Post consolidation, only the B.S. will be offered. Pre-consolidation, the only difference between the B.S. and B.A. degrees was the Foreign Language Exit Requirement.
 - Students currently enrolled or accepted in the B.A. programs prior to Summer 2020 will have an opportunity to complete the B.A. program.
- The undergraduate General Business Studies programs were Limited Access on each campus.
- The following concentrations will be discontinued: Applied Business, Business and Technical Writing, Aging Services.
- Do not anticipate any significant increase in enrollment and the student to faculty ratio post-consolidation is expected to be stable.