



## Alignment of Degree Programs

**CIP Code & Title:** 52.0201 Business Administration and Management, General (MBA)

**Level:** Master's

**Area of Strategic Emphasis:** None

### PROGRAM DESCRIPTION:

MBA:

The Master of Business Administration (M.B.A.) is a professional degree designed to prepare graduates for managerial and/or leadership roles in 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.

Executive MBA:

The weekend Executive M.B.A. is a lock-step, 21-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.

### CURRICULUM:

#### A. Student Learning Outcomes:

MBA:

Goal 1: Communication

- 1a. Outcome: Students will create professional business documents.
- 2a. Outcome: Students will prepare and deliver high quality oral presentations.
- 3a. Outcome: Students will be able make persuasive arguments based on insights from data.

Goal 2: Critical Thinking

- 2a. Outcome: Students will use analytics and innovative approaches to solve complex business problems.

Goal 3: Integrative Learning

- 3a. Outcome: Students will integrate business discipline-specific knowledge to analyze and solve complex business problems.

Goal 4: Ethics

- 4a. Outcome: Students will be ethical decision makers.

Executive MBA:

Goal 1: Integrative Learning

- 1a. Outcome: Students will be effective integrators of the functional areas of business.
- 1b. Outcome: Students will integrate business discipline-specific knowledge to analyze and solve complex business problems.

Goal 2: Problem Solving with Analytics

- 2a. Outcome: Students will have problem solving skills.
- 2b. Outcome: Students will use analytics and innovative approaches to solve complex business problems.

Goal 3: Communication

- 3a. Outcome: Students will be effective communicators.
- 3b. Outcome: Students will create professional business documents.
- 3c. Outcome: Students will prepare and deliver high quality oral presentations.
- 3d. Outcome: Students will be able make persuasive arguments based on insights from data.

Goal 4: Ethics

- 4a. Outcome: Students will be ethical decision makers.
- 4b. Outcome: Our students will use ethical decision making in complex business situations.

**B. Admission Standards for the Program:**

**B1. University Admissions:**

MBA and Executive MBA:

Admission to the University is based on the University's Graduate Admission Requirements that may be found by clicking on the following url: <https://www.usf.edu/admissions/graduate/admission-information/requirements-deadlines.aspx>.

**B2. Program Admission Requirements:**

MBA and Executive MBA:

The USF MBA Admission Committee uses a portfolio approach and the strength of each applicant is determined based on the entire application. In addition to the University's admissions requirements, candidates must submit the following to be considered for admission into the MBA program:

- Valid GMAT or GRE score\*
- Statement of purpose

- Resume
- Three reference letters (at least one must be a professional reference)

At the discretion of the Admission Committee, candidates may be asked to participate in an admission interview.

\*A waiver of the GMAT/GRE requirement may be requested when a candidate meets one or more of the following criteria:

- A 3.50 cumulative undergraduate GPA from either USF, a Preeminent University in Florida, or an AAU institution or
- Minimum 3 years professional or managerial work experience or
- Active professional license or certification of significant merit.

At the discretion of the Admission Committee, conditional admission may be offered to candidates who display a high capability to succeed in the MBA, but do not meet one or more admissions standards.

### **C. Graduation Requirements for the Program:**

- Minimum GPA of 3.0
- Successful completion of the following:
  - All degree requirements and the required minimum degree program credit hours;
  - Completion of the requirements associated with the thesis or non-thesis requirement.

### **D. MBA Curricular Framework:**

#### **D1. Required Courses: (18 credit hours)**

##### **D1a. Major Core Courses: 5 courses; 15 credit hours**

- MAN 6055 Organizational Behavior and Leadership (3)
- GEB 6445 Social, Ethical, Legal Systems (3)
- GEB 6215 Communication Skills for Managers (3)
- FIN 6465 Financial Statement Analysis (3)
- QMB 6358 Data Analytics for Business (3)

##### **D2b. Comprehensive Exam/Capstone Course: 1 course; 3 credit hours**

Students must complete one of the following capstone courses:

- GEB 6895 Integrated Business Applications (3)
- GEB 6898 MBA Capstone for Analytics, Compliance & Cybersecurity (3)

The successful completion of GEB 6895 or GEB 6898 serves in lieu of the Comprehensive Exam.

#### **D2. Major Electives: (15 credit hours)**

##### **D2a. Major (Restricted) Electives:**

Students must complete 15 credit hours of electives: A minimum of three (3) credits must be a designated global elective. The program affords students the flexibility to choose either a formal concentration or any grouping of elective credits in coordination with their Advisor. The formalized concentrations are as follows: Compliance, Risk Management and Anti-Money Laundering; Cyber Security; Data Analytics; Sport Business; Healthcare Analytics.

**D2b. Compliance, Risk Management and Anti-Money Laundering Concentration:** 5 courses, 15 credit hours

This is an online concentration prepares graduates for a career in compliance, risk management and anti-money laundering, especially pertinent to the financial services sector.

Concentration Core: (3 courses; 9 credit hours)

- BUL 5842 Risk Management and Legal Compliance (3)
- ACG 6688 Forensic Accounting and the Legal Environment (3)
- ACG 6457 Accounting Systems Audit, Control, and Security (3)

Electives: (2 courses; 6 credit hours)

Select a minimum of two of the following courses:

- ISM 6217 Database Administration (3)
- ISM 6930 Selected Topics in MIS (3)
- XXX XXXX Other course as approved by MBA academic administrator

**D2c. Cybersecurity Concentration:** 5 courses; 15 credit hours

This 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.

Concentration Core: (2 courses; 6 credit hours)

- ISM 6328 Information Security & Risk Management (3)
- ISM 6930 Selected Topics in MIS (3)

Electives: (3 courses; 9 credit hours)

Select a minimum of one of the following courses:

- ISM 6225 Distributed Information Systems (3)
- EEL 6935 Selected Electrical Topics (3)

Select a minimum of two of the following courses:

- ISM 6217 Database Administration (3)
- CIS 4364 Cryptology and Information Security (3)
- BUL 5842 Risk Management and Legal Compliance (3)
- XXX XXXX Other course as approved by MBA academic administrator

**D2d. Data Analytics Concentration:** 5 courses; 15 credit hours

This 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.

Concentration Core: (3 courses; 9 credit hours)

- ISM 6930 Selected Topics in MIS (3)
- ISM 6136 Data Mining (3)
- ISM 6930 Selected Topics in MIS (3)

Electives: (2 courses; 6 credit hours)

Select a minimum of two of the following courses:

- MAR 6936 Selected Topics in Marketing (3)
- ACG 5841 Analytics in Accounting (3)
- ISM 6217 Database Administration (3)
- ISM 6930 Selected Topics in MIS (3)
- XXX XXXX Other course as approved by MBA academic administrator

**D2e. Sport Business Concentration:** 5 courses; 15 credit hours

This concentration 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.

Concentration Core: (5 courses; 15 credit hours)

- SPB 6719 Sport and Entertainment Marketing Strategy (3)
- SPB 6406 Sport and Entertainment Law (3)
- SPB 6816 Contemporary Issues in Sport and Entertainment Management (3)
- SPB 6706 Sport Business Analytics (3)
- SPB 6946 Internship in Sport and Entertainment Management (3)

**D2f. Healthcare Analytics Concentration:** 5 courses; 15 credit hours

The goal of this concentration is to produce graduates who have the skills necessary to support the healthcare industry, manage large amounts of data, and make timely decisions based on that information.

Concentration Core: (2 courses; 6 credit hours)

- MAN 6930 Selected Topics (3)
- ECP 6536 Economics of Health Care I (3)

Electives: (3 courses; 9 credit hours)

Select a minimum of three of the following courses:

- ISM 6316 Project Management (3)
- ISM 6930 Selected Topics in MIS (3)
- ISM 6436 Operations & Supply Chain Processes (3)
- GEB 6255 Advanced Negotiation (3)

**D2g. Optional Practicum/Internship Option** (3 credit hours)

This option requires investigation of business issues. It 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 may be earned by taking one of the following courses: ACG 6905, FIN 6906, ISM 6905, MAR 6907, or MAN 6905 as part of this option. **Practicum/Internship hours serve in lieu of elective hours.**

**D2h. Optional Thesis Option** (6 credit hours)

- ISM 6971 Thesis: Master's

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

**D. Executive MBA Curricular Framework:**

## **D1. Required Courses: (31 credit hours)**

### **D1a. Business Foundation Courses: 7 courses; 16 credit hours**

- ACG 6026 Accounting Concepts for Managers (3)
- ECO 6005 Intro to Economic Concepts for Managers (3)
- FIN 6406 Financial Management (2)
- ISM 6021 Management Information Systems (2)
- QMB 6305 Managerial Decision Analysis (2)
- QMB 6603 Operations Management and Quality Enhancement (2)
- MAR 6815 Marketing Management (2)

### **D1b. Major Core Courses: 5 courses; 15 credit hours**

- MAN 6055 Organizational Behavior and Leadership (3)
- GEB 6445 Social, Ethical, Legal Systems (3)
- GEB 6215 Communication Skills for Managers (3)
- FIN 6465 Financial Statement Analysis (3)
- QMB 6358 Data Analytics for Business (3)

## **D2. Major Electives: (15 credit hours)**

### **D2a. Major (Restricted) Electives: (9 credit hours)**

Select a minimum of 9 credit hours of electives or MAN 6911 Directed Research (9), chosen in consultation with the Graduate Director.

### **D2b. Overseas Study Module: 1 course; 3 credit hours**

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 (3 credit hours).

### **D2c. Capstone Course: 1 course; 3 credit hours**

MAN 6930 Selected Topics (3)

The Capstone course serves in lieu of the comprehensive exam.

## **NOTES:**

- The Supply Chain Management and the Business Analytics concentrations will be discontinued.
- The MBA offers a Thesis option.