



Alignment of Degree Programs

CIP Code & Title: 52.1101 International Business/Trade/Commerce

Level: Bachelor's

Area of Strategic Emphasis: Global

PROGRAM DESCRIPTION:

Global Business refers to business that is conducted across national borders. Firms face difficult challenges due to differences in country-specific political, economic, social, cultural, technological, institutional, regulatory, and organizational contexts.

The Bachelor of Arts in Global Business provides students with the knowledge, skills and experience necessary for successful careers in the global business environment. Graduates will have not only a Global Business major, but also a concentration in one of the functional areas of business (Finance, Management, Marketing, and Business Analytics and Information Systems). With this preparation, graduates will find employment in many manufacturing, service or knowledge-based industries with global markets, global suppliers, global sources of finance and/or a globally diverse workforce. The Global Business program is unique in that it combines preparation in business administration with language studies and a meaningful overseas work or study experience.

CURRICULUM:

A. Student Learning Outcomes:

Goal 1: Discipline Specific Knowledge and Skills

- 1a. Outcome: Students will be able to describe the complexities of the global environment and their impact on business.
- 1b. Outcome: Students will demonstrate an understanding of the financial and economic infrastructure of global business.

Goal 2: Critical Thinking

- 2a. Outcome: Students will be able to construct a coherent, sustained position/argument about emerging global issues.

Goal 3: Communication

- 3a. Outcome: Students will demonstrate the ability to communicate effectively through written communications.
- 3b. Outcome: Students will be able to make effective contributions to class discussions of global issues and emerging trends in global business.

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: ACG X021 or ACG X022 Financial Accounting or (ACG X001 & ACG X011)*	3	ACG 2021 Principles of Financial Accounting (3)	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: (42 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)
- One foreign language course above the beginning language sequence, in the same language as the beginning foreign language sequence (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: 2 courses; 6 credit hours

- GEB 3373 International Business (3)
- MAN 4631 Global Perspectives and Management Choices (3)

D3. Major (Restricted) Electives: (18 credit hours)

D3a. Global Business Major Electives: 2 courses; 6 credit hours

Select two courses from the following list of International Business courses:

- FIN 3604 International Finance (3)
- MAR 4156 International Marketing (3)
- ISM 4382 Global Information Systems (3) OR ISM 4041 Global Cyber Ethics (3)
- MAN 4600 International Management (3)

D3b. Overseas Business Internship Study Abroad Experience:

An approved study abroad or overseas internship must be completed as part of the degree requirements.

D3c. Concentration (12 credit hours)

In addition, students must declare and complete a 12-credit hour concentration from the following list:

- Business Analytics and Information Systems
- Marketing
- Finance
- Management

D3c1. Business Analytics and Information Systems Concentration: 4 courses; 12 credit hours

Concentration Core: (3 courses; 9 credit hours)

- ISM 3113 Systems Analysis and Design (3)
- ISM 4212 Database Design and Administration (3)
- ISM 4382 Global Information Systems (3)

Elective: Select a minimum of one of the following courses (1 course; 3 credit hours)

- ISM 3115 Business Informatics (3)
- ISM 3232 Business Application Development (3)
- ISM 4041 Global Cyber Ethics (3)
- ISM 4141 Java Programming (3)
- ISM 4153 Enterprise Resource Planning Systems (3)
- ISM 4213 Advanced Database Administration (3)
- ISM 4220 Business Data Communications (3)
- ISM 4233 Information System Interface Design (3)
- ISM 4234 Object-Oriented Design and Development (3)

- ISM 4252 Mainframe Technologies (3)
- ISM 4300 Managing Information Resources (3)
- ISM 4314 Project Management (3)
- ISM 4323 Information Security and IT Risk Management (3)
- ISM 4382 Global Information Systems (3)
- ISM 4402 Business Intelligence (3)
- ISM 4432 Software Testing (3)
- ISM 4480 Electronic Commerce Systems (3)
- ISM 4940 Business Analytics & Information Systems Internship (3)

D3c2. Marketing Concentration: Four (4) courses; 12 credit hours

Concentration Core: (3 courses; 9 credit hours)

- MAR 3613 Marketing Research (3)
- MAR 3721 Digital Marketing (3)
- MAR 4156 International Marketing (3)

Elective: Select a minimum of one of the following courses (1 course; 3 credit hours)

- MAR 3400 Professional Selling (3)
- MAR 4231 Retailing Management (3)
- MAR 4333 Promotion Management (3)
- MAR 4503 Buyer Behavior (3)
- MAR 4712 Healthcare Marketing (3)

D3c3. Finance Concentration: Four (4)courses; 12 credit hours

Concentration Core: (4 courses; 12 credit hours)

- FIN 4504 Principles of Investments (3)
- FIN 4303 Financial Institutions and Markets (3)
- FIN 4414 Advanced Corporation Finance (3)
- FIN 3604 International Finance (3)

D3c4. Management Concentration: Four (4) courses; 12 credit hours

Concentration Core: (4 courses; 12 credit hours)

- MAN 3240 Organizational Behavior Analysis (3)
- MAN 3301 Human Resource Management (3)
- MAN 4282 Organizational Assessment (3)
- MAN 4939 Response of Business to Global Environmental Problems (3)

D4. Sequenced Course of Study:

- An explanation 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		3
	XXX XXXX	Non-Business Elective	No	No		3
		Civics Literacy Exam				
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 Natural Sciences	3
	XXX XXXX	General/Unrestricted Elective	No	No		2
	XXX XXXX	Foreign Language Exit	No	No		4
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		No	Yes	State Core General Education Humanities	3

	XXX XXXX	Foreign Language Exit	No	No		4
	XXX XXXX	General/Unrestricted Elective	No	No		2
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
!	MAN 3025	Business Foundation	No	No		3
	Foreign Language III	Supporting	No	No		3
	GEB 3033	Business Foundation	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
	XXX XXXX	Non-Business Elective	No	No		3
	MAR 3023	Business Foundation	No	No		3
	XXX XXXX	Study Abroad				
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
	ISM 3011	Business Foundation	No	No		3
	QMB 3200	Business Foundation	No	No		3
!	GEB 3373	Major Core	No	No		3
!	XXX XXXX	Concentration Elective	No	No		3
	ENC 3250 or ENC 3310	Supporting	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
	FIN 3403	Business Foundation	No	No		3
	BUL 3320	Business Foundation	No	Yes	Enhanced General Education Human and Cultural Diversity	3
!	XXX XXXX	Major Elective	No	No		3
!	XXX XXXX	Concentration Elective	No	No		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
	MAN 4504	Business Foundation	No	No		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
!	XXX XXXX	Concentration Elective	No	No		3
!	XXX XXXX	Concentration Elective	No	No		3
	XXX XXXX		No	Yes	Enhanced General Education High Impact Practice Internship	3
	XXX XXXX	Non-Business Elective	No	No		3
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	Major Elective	No	No		3
!	MAN 4631	Major Core	No	No		3

	XXX XXXX		No	No	Enhanced General Education Ethical Reasoning and Civic Engagement Capstone	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
	MAN 3025	Business Foundation	No	No		3
	MAR 3023	Business Foundation	No	No		3
!	GEB 3033	Business Foundation	No	No		3
	QMB 3200	Business Foundation	No	No		3
	Foreign Language III		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
	ISM 3011	Business Foundation	No	No		3
!	GEB 3373	Major Core	No	No		3
!	XXX XXXX	Concentration Elective	No	No		3
	ENC 3250 or ENC 3310	Supporting	No	No		3
	FIN 3403	Business Foundation	No	No		3
Total Semester Credit Hours:						15

Summer 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
	BUL 3320	Business Foundation	No	No		3

!	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Study Abroad				
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	Concentration Elective	No	No		3
!	XXX XXXX	Concentration Elective	No	No		3
	MAN 4504	Business Foundation	No	No		3
!	XXX XXXX	Major Elective	No	No		3
Total Semester Credit Hours:						12

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	XXX XXXX	Concentration Elective	No	No		3
!	GEB 4890	Business Foundation	No	No		3
	SPC 2608 or COM 3110		No	No		3
!	MAN 4631	Major Core	No	No		3
Total Semester Credit Hours:						12

Total Credit Hours:						60
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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.
- 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-semester-hour program, students must complete a minimum of 27 hours of upper-level coursework with a grade of C- in all courses.
- 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: Students must complete 18 hours of upper-level Business coursework in residency at USF (9 major core and 9 concentration).
- Courses used to satisfy a major in Accounting, Business Analytics and Information Systems, Finance, Management, or Marketing may not be used to satisfy the concentration requirement for the Global Business major. Courses used for a Global Business concentration cannot be used for a major.
- 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.A. will be offered.
 - Students currently enrolled or accepted in the B.S. program prior to Summer 2020 will have opportunity to complete the B.S. program.
- The undergraduate Global Business programs were Limited Access on each campus.
- Do not anticipate any significant increase in students and the student to faculty ratio post-consolidation is expected to be stable.