John H. Sykes
College of Business

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The John H. Sykes College of Business is a leader in business education and knowledge creation. Our vision, mission, core values, and essential competencies communicate our strongly held beliefs about the role our students, faculty, staff and University play in the greater global community. Our mission is promoted through educational programs, scholarship and community engagement.

Vision
We will build outstanding careers and organizations worldwide.

Mission and Values
We pursue this vision through an exceptionally engaged learning community of students, teacher-scholars, staff and community partners committed to five core values:

• **People First** — We recognize that success depends upon our ability to attract, develop and support talented faculty, staff and students.

• **Challenge** — We deliver academically challenging educational programs that develop the critical competencies and leadership capacities essential for lifelong learning and successful professional lives.

• **Teaching Excellence** — We emphasize teaching excellence and high-quality, student-centered learning experiences while promoting active, practical and diverse scholarship.

• **Professionalism** — We support an environment that values innovation and achievement with the highest professional standards; and

• **Partnership** — We address real-world issues through extensive outreach activities and partnering on a local and global basis.

Essential Competencies
We create and deliver truly distinctive programs and services that develop:

• **High-Performance Leadership** — An ability to confidently lead oneself and others for sustainable high performance.

• **Global Effectiveness** — An ability to perform effectively across cultures in addressing critical global challenges.

• **Technological Mastery** — An ability to enhance personal and organizational performance through technology.

• **An Innovative Mindset** — An ability to think and act creatively for continuous improvement.

• **Business Expertise** — An ability to contribute strategically through highly developed functional business skills.

Program Description
In support of its mission, the John H. Sykes College of Business (COB) has developed a curriculum with three interconnected parts, stressing a strong liberal arts foundation, a broad business program base and functional specialization.

The first two years of the program focus on a broad liberal arts and sciences background. Students develop an understanding of the cultural, social, political, economic, international, scientific and technological environments in which individuals and organizations exist.
The second part of the curriculum consists of the business core. These courses provide students with a solid foundation for careers as managers or business-related professionals. This part of the curriculum also provides students with an understanding of the dynamics of the firm and the economy, introducing them to the various functions generic to any organization, as well as the basic behavioral, managerial and organizational concepts necessary to function successfully in an organization. Students see the interaction between the firm and its environment, gaining an overall view of policy-making within an organization and its function within a global marketplace.

The third component of the curriculum provides students with an opportunity to specialize in a functional area to develop business expertise and a greater mastery of business tools and technology. The curriculum is further enriched by numerous business-community interaction opportunities, e.g., guest presentations from area executives, field trips, internships and class projects focused on real business problems with area companies. It also is enhanced by the special activities of the Center for Ethics, the TECO Energy Center for Leadership, Florida Entrepreneur and Family Business Center, Florida Directors’ Institute and the Vincent J. Naimoli Institute for Business Strategy.

Students also learn the basic tools required for effective communication. The purpose of this aspect of the curriculum is to build a broad foundation for assuming greater leadership responsibilities over time. The sum total of this three-part curriculum prepares students for competitive careers in business and future roles as leaders in a dynamic global marketplace.

The graduate and undergraduate programs in the Sykes College of Business are accredited by AACSB International — The Association to Advance Collegiate Schools of Business. This premier business-accrediting agency emphasizes quality and continuous improvement in curriculum, faculty resources, admissions, degree requirements, library and computer facilities, financial resources and intellectual climate as they relate to our vision and mission.

**Declaration of College of Business Major**

The Sykes College of Business seeks to effectively advise, track and communicate with its majors. To do this, students who intend to graduate with a major in accounting, business economics, entrepreneurship, finance, financial services operations and systems, international business, management, management information systems or marketing should declare a major in one or more of these areas before completing Principles of Management (MGT 330). A major may be declared in the Academic Advising Office.

**Advisors**

Every Sykes College of Business student is assigned a business faculty advisor as soon as possible after declaring the major. Students who have not yet declared their majors but are interested in business should request College of Business faculty advisors through the Academic Advising Office. Students who have not decided on their majors are encouraged to explore their career options through the Baccalaureate Office, Office of Career Services, and discussions with College of Business faculty.

**Prerequisites**

Prerequisites are imposed to ensure that students have obtained the background information necessary to receive maximum value from each class. Prerequisites for a class must be successfully completed before students may enroll in the class. Failure to meet prerequisites will result in the student being dropped from the class.

**Residency Requirements**

A student earning a degree with a major in economics, entrepreneurship, finance, international business, management or marketing must complete at least 26 credit hours within the Sykes College of Business. At least 15 of these hours must be in the student’s major (those courses beyond lower and upper business core).
A student earning a degree with a major in accounting, financial services operations and systems, or management information systems must complete at least 30 credit hours within the Sykes College of Business. At least 15 of these hours must be in the student’s major (those courses beyond lower and upper business core).

**Maximum Sykes College of Business Hours**

To ensure that all business students have the broad-based education necessary to succeed in the business world, they need to have a balanced exposure to both liberal arts and business concepts. To meet these needs, at least 62 credit hours must be taken outside the College of Business. ECO 204, ECO 205, ITM 200 and ITM 210 are counted in the non-business group.

**Recommended Computing Standards for UT Students**

(See Student Life and Services section of this catalog.)

**Center for Ethics**

The Center for Ethics provides high-quality resources in applied ethics for students, educators and the business and community leaders of Florida, with a special focus on business and organizational ethics. Education in applied ethics is aimed at helping to significantly improve the integrity, credibility and effectiveness of our present and future leaders.

The Center’s resources are available to UT students and members of the community, as well as for ethics programs in business, the professions and government. Center staff members assist organizations in developing and implementing ethics programs, offer lectures and in-house seminars, sponsor symposia for educators and conduct applied research. The Center’s primary message is that good ethics is good business and enhances organizational performance.

Each year, one University student is recognized with a student ethics award for his or her potential for professional success, community service and highest ethical standards.

In addition, the Center for Ethics annually recognizes a member of the community with the Tampa Bay Ethics Award.

**TECO Energy Center for Leadership**

The TECO Energy Center for Leadership provides services both internally and externally. Internally, the Center provides learning experiences through leadership classes, Distinguished Speakers’ Series and conferences. Externally, the Center provides a variety of workshops and seminars designed to assess and develop leadership potential, as well as create and implement strategies for improving these skills and for achieving work/life balance. Additionally, the Center provides tailored workshops and developmental sessions to meet the needs of the Tampa Bay corporate community. The Center conducts applied leadership research in conjunction with Tampa Bay professional organizations.

**Florida Directors’ Institute**

The Florida Directors’ Institute is the collaborative result of work between The University of Tampa and national and local professional associations and service providers to improve corporate governance practices in Florida. The Florida Directors’ Institute delivers short programs for public and large private company boards of directors and officers, supports applied research by faculty, and engages UT students in an annual essay competition on corporate governance topics.

**The Naimoli Institute for Business Strategy**

The Naimoli Institute administers the Strategic Analysis Program, which is designed as a partnership in learning between UT and the business community. The program is an innovative part of the capstone course (MGT 431 and MGT 615) for Sykes College of
Business undergraduate and MBA students. Each student in the program is assigned to a team that writes a strategic analysis of a local organization. Students get first-hand exposure to addressing strategic problems in real organizations, and the client organizations get rigorous analysis and recommendations aimed at improving their performance. The analysis reflects the students’ efforts to integrate the functional areas that compose the coursework in the Sykes College of Business. At the end of the semester, each student team presents its analysis and plan to the organization’s leaders. See the Naimoli Institute Website at www.ut.edu/naimoli/.

Florida Entrepreneur & Family Business Center

The national award-winning Florida Entrepreneur & Family Business Center is designed to work closely in bridging the interests of students, faculty, entrepreneurs and successful family businesses around Florida. The Center is supported by six other COB faculty members with significant hands-on experience in creating new ventures, teaching and researching the entrepreneurship process. Programs within the center focus on creating and growing businesses, real estate venturing, self-employment in the arts, family business governance and management, franchising, technology venturing and international entrepreneurship. The Center works closely with many organizations and groups around the nation and locally in designing and delivering programs, and students have many opportunities to do internships and independent studies, and to compete locally, state-wide and nationally in business plan competitions.

Student Organizations

The Sykes College of Business has numerous student organizations. These organizations provide students the opportunity to meet people, gain leadership skills, network with business professionals and interact with faculty.

Beta Gamma Sigma is the national honor society for collegiate business programs at AACSB accredited institutions. Members must be business majors in the upper 7 percent of the junior class, the upper 10 percent of the senior class, or the upper 20 percent of the graduating MBA class, be nominated by a BGS faculty member and be invited to join.

The Student Finance Association is an organization that provides relevant information on the latest developments and opportunities in the area of finance.

The American Marketing Association collegiate chapter promotes student interaction with marketing professionals, both nationally and through the Tampa Bay Chapter. Through active participation and involvement, members can gain practical marketing, advertising, management, promotion and financial experience. This award-winning chapter has excelled in community fundraising and marketing efforts and offers students local real-world projects, important marketing connections and interviewing opportunities.

The Adam Smith Society is a College of Business honor society for students of both economics and economic policy. Student members are selected based on both an interest and general competence in the economic way of thinking. The charge of this faculty-mentored student organization is to expose the student members to what economists do in the real world, to introduce them to the different points of view from leagues of professional economists in the marketplace, and to encourage enriched interaction between students, faculty and community leaders, all of whom share an interest in real-world economics.

Beta Alpha Psi is an international scholastic and professional accounting and financial information organization that recognizes academic excellence, and complements members’ formal education by providing interaction among students, faculty and professionals to foster lifelong growth, service and ethical conduct. The Student Accounting Society is an organization that provides social fellowship and opportunities to learn more about career options for accounting majors.
Delta Sigma Pi is a professional fraternity organized to encourage the study of business among students. Members sponsor many professional and community service events each semester.

The University of Tampa Student Chapter of the Association for Computing Machinery (ACM) has the mission of bringing an awareness of the opportunities in computing and information technology to students through industry professionals, businesses, and organizations. The chapter is open to all students. Through close association with the Tampa Bay Technology Leadership Association (TBTLA), students have the opportunity to actively participate in professional activities with information technology executives from a number of industries.

Alpha Iota Mu (AIM) is the honor society for outstanding students of information systems. The purpose of AIM is to foster academic excellence, to promote high ethical standards among information systems professionals, and to encourage the growth of the profession. AIM is affiliated with AIS, the Association for Information Systems, and recognizes outstanding MIS and FSOS juniors and seniors who have earned a GPA of 3.5 or higher and faculty recommendation.

**Independent Studies Courses and Special Studies Courses**

An independent study course is designed by the professor and student, and is not to be identical to any other course offerings that term. A special studies course is designed to be a substitute for an existing course that a student cannot take for some approved reason. Independent and special studies courses should be offered on a limited basis and only in cases of hardship on the part of the student (e.g., graduating senior with schedule conflicts) or for special projects for outstanding students. In either case, the sponsoring professor, the department chair and the associate dean (for undergraduate courses) or the dean of graduate studies (for graduate courses) must approve the registration. The appropriate form describing the course must be completed and submitted to the graduate director’s or the associate dean’s office before permission will be granted. An undergraduate student wishing to enroll in an independent study must have a GPA of 3.0 or higher; a graduate student must have a GPA of 3.5 or higher. An undergraduate student wishing to enroll in a special studies course must have a GPA of 2.0 or higher; a graduate student must have a GPA of 3.0 or higher. Students normally are allowed to take only one of these courses as part of their major requirements. No special studies courses are allowed for courses in the College of Business core.

**Internships**

All COB internships, except for accounting, are coordinated by a COB internship coordinator. An accounting internship coordinator coordinates accounting internships. In order to qualify for an internship, a student must have junior or senior standing and a cumulative GPA of 2.75 or higher. Additional requirements may apply to internships in each of the COB majors. To register for an internship, the student must submit a permission form to the internship coordinator, along with a job description from the employer. The internship coordinator and the associate dean must approve all internships. Forms are available in the associate dean’s office.

Interested accounting majors should contact Dr. Teresa Pergola. All other business majors should contact Prof. Joel Jankowski.

**Core Requirements**

**Lower-Level Sykes College of Business Core**

Completed during the freshman and sophomore years.

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<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 202</td>
<td>Financial Accounting Information</td>
<td>3</td>
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<tr>
<td>ACC 203</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO 204</td>
<td>Principles of Microeconomics</td>
<td>3</td>
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<td>ECO 205</td>
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<td>ITM 210</td>
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Total Semester Hours: 18