FSU

COLLEGE OF BUSINESS

THE COLLEGE OF BUSINESS

The Undergraduate Overview

Mission

We create an inclusive and preeminent academic environment geared to enable faculty to produce (I) research impacting the academy and (II) graduates capable of establishing business solutions for a more equitable and sustainable society.

General Information

The College of Business houses six business departments: the Department of Accounting; the Department of Business Analytics, Information Systems and Supply Chain; the Department of Finance; the Department of Management; the Dr. Persis E. Rockwood School of Marketing; and the Department of Risk Management/Insurance, Real Estate, and Legal Studies.

Since its founding in 1950, the College of Business has provided quality business education to over 73,000 alumni who hold positions in regional, national, and international organizations. The College, through its faculty, curricula, and programs, is committed to educating and developing its students for careers as future business executives and leaders.

Over the years, the College of Business has been successful in building a very capable and motivated faculty. Faculty members are very productive researchers and effective teachers. These faculty members also maintain important contacts with the business community through various types of service and applied research activities.

As a result of its capable and dedicated faculty, the College of Business has been able to attract highly qualified students. These students have strong analytical and communicative aptitudes and have a spirit of enterprise and creativity. The interaction of these students with highly qualified faculty, coupled with well-designed program options, creates a stimulating learning environment.

The achievements of the College of Business have been recognized by the business community in the form of development funds for scholarships, endowed chairs, professorships, teaching and research grants, and other program activities.

Programs Offered

The College of Business offers curricula leading to the following degrees:

- Bachelor of Science (BS)
- Bachelor of Arts (BA)
- Master of Business Administration (MBA)
- Master of Accounting (MAcc)
- Master of Science in Finance (MSF)
- Master of Science (MS) in Business Analytics, Management, Management Information Systems, or Risk Management
- Doctor of Philosophy (PhD) in Business Administration.

The College of Law and the College of Business offer a joint graduate pathway leading to the Juris Doctor (JD) and the Master of Business Administration (MBA) degrees. The College of Social Work and the College of Business offer a joint graduate pathway leading to the master's degree in Social Work (MSW) and the Master of Business Administration (MBA) degrees. All these business programs are fully accredited by AACSB-International, including separate accreditation of the programs in accounting.

Students pursuing a bachelor's degree choose from the following degree programs:

- bachelor's in accounting
- bachelor's in business administration
- bachelor's in finance
- bachelor's in management with a major in management or human resource management
- bachelor's in management information systems
- bachelor's in marketing with a major in marketing or professional sales
- bachelor's in real estate
- bachelor's in risk management/insurance

Graduate Programs

The **Master of Business Administration (MBA)** program is offered in four formats: 1) part-time evening, on-campus; 2) part-time, online; 3) full-time, on-campus; and 4) accelerated evening, on-campus. The part-time evening on-campus program and part-time online program can be completed in twenty-eight months by taking two evening or online courses each term and both programs admit every summer, fall and spring terms. The full-time, on-campus program can be completed in one year (three terms) starting in the fall (late August) term and only admits in the fall term. The accelerated evening, on-campus program can be completed in four terms with admission only in the fall term. The MBA program incorporates nine core courses aimed at strengthening managerial skills and four electives to tailor the MBA curriculum to suit specific careers. Electives may be chosen from other areas in the College of Business with approval of the Senior Associate Dean for Academic Affairs.

The **Alternative Investment MBA** major is a fully online MBA track that focuses on private markets and alternative asset classes, with a particular emphasis on private equity and venture capital, hedge funds and structured finance, real estate investment strategies, and risk management and insurance in alternative markets. This specialized track is designed for professionals interested in non-traditional finance sectors, providing them with the expertise needed to navigate the growing demand for alternative investment strategies.

Students in the **Master of Accounting (MAcc)** program may major in either assurance services, accounting information systems, corporate accounting, or tax accounting. This program provides students with greater breadth and depth in accounting education than can be accomplished in the baccalaureate program. Students are admitted each term.

The **Master of Science in Finance (MSF)** program begins each Summer and focuses on advanced, practical applications in finance. Most students in the program have an undergraduate degree in finance, but students with undergraduate degrees in related fields are also considered for admission.

The **Master of Science in Business Analytics (MS-BA)** program begins each Summer and focuses on developing advanced quantitative and data management skills to address business analytics questions. Students in the program have an undergraduate degree in a variety of disciplines such as business, economics, statistics, and others.

The **Master of Science in Management Information Systems** program prepares students for careers in information systems analysis and design. The program is designed for students with a background in business who are looking to enhance their information systems development skills and/or change careers to management information systems. The program is taught online.

The **Master of Science in Risk Management** is taught online. It is designed for professionals who wish to study part-time to advance and enhance their careers in the risk management/insurance industry.

The objective of the **Doctor of Philosophy (PhD) in Business Administration** is to prepare students for careers in university teaching and research. Students receive the Doctor of Philosophy in business administration and concentrate in one of the following areas: accounting, finance, management information systems, marketing, organizational behavior and human resources, risk management and insurance, or strategy.

Certificate and Minor Programs

The **Minor in Business Analytics** is a 12-hour course of study for students. Students completing the program become analytically savvy graduates, who will be adept at working in interdisciplinary teams in any organization to solve complex business problems. The curriculum will provide students with skills in the fields of data mining, business intelligence, and analysis, building on the diverse skills and knowledge gained in their major business program.

The **Minor in Free Enterprise and Ethics** is a 12-hour course of study which helps students develop an awareness of ethical choices viewed from a variety of economic, societal, civic, legal, and personal value system perspectives, as they relate to business practice in a free enterprise economy. It provides business students experience grappling with the kinds of realistic decisions they will encounter as practitioners.

The **Minor in General Business** is available to students in non-business programs. Students interested in completing a minor in general business should contact the College of Business Undergraduate Programs Office for additional information. This information is also available at https://www.business.fsu.edu/. Course availability for students interested in a minor in general business is limited.

Institutes and Centers

The **Carl DeSantis Executive Education Center** sponsors numerous outreach programs that strengthen the relationship between College of Business faculty and the business community.

The **FSU Real Estate Center** fosters interaction among students, faculty, and the real-estate community through forums in which executives and world-class scholars exchange ideas and share their insights with students.

The **FSU Sales Institute** provides world-class sales education and training utilizing the most updated sales training technologies developed through continuous research.

The **Gene Taylor/Bank of America Banking and Financial Studies** Center encourages excellence in education through research and service activities related to banking and finance.

The **Organizational Effectiveness Institute** facilitates networking among management professionals, faculty, and students and establishes and transfers best practices that support the advancement of effective organizations in an ever-changing workplace.

The **Risk Management & Insurance Center** engages in meaningful and timely research projects designed to assist the industry, regulators, academics and consumers in understanding the insurance business and provides solutions to current insurance issues

Facilities

The Charles A. Rovetta Business Building is ideally located near the center of campus adjacent to Strozier Library and the FSU Student Union. It contains modern classrooms, faculty and staff offices, and numerous support facilities. The College of Business Technology Center houses state-of-the-art computer laboratories and training rooms. It provides students access to the latest technology used in business. The College of Business Undergraduate Programs Office and Graduate Programs Office provide students with a wide variety of advising services.

Scholarships/Awards

Faculty

The College of Business has several eminent scholar chairs and numerous endowed professorships. These prestigious faculty positions are occupied by outstanding scholars who not only conduct research but teach at both the graduate and undergraduate levels.

Student Awards and Honors

Several organizations are available to students in the College of Business. These organizations include service clubs as well as honor societies and business fraternities. The most prestigious honor society in business is Beta Gamma Sigma. This national honor society for business students was founded in 1913. The Florida State University chapter was established in 1962. Election to membership is the highest honor one can achieve in academics in the business area. Membership is available to both undergraduate and graduate students and is based upon outstanding academic achievement.

Scholarships

The College of Business offers numerous scholarships, and financial aid is available for both undergraduate and graduate students. At the undergraduate level, the funding sources for the scholarships include the College of Business, specific individuals and firms, and various state and national industry associations. The amount and selection criteria of each award vary according to the program the award supports and the funding source. In addition to scholarships, the College of Business and the University provide numerous opportunities for part-time work as student assistants.

At the graduate level, the College of Business provides several fellowships to master's and doctoral students. Graduate research and teaching assistantships are also provided to master's and doctoral students.

Requirements

To pursue any major in the College of Business, students must meet the admission requirements for the program they wish to pursue.

Students should complete the prerequisite courses required for admission during their first three to four terms of college work. Students attending Florida state and community colleges should complete the prerequisite courses required for admission while fulfilling general education requirements leading to the Associate in Arts (AA) degree.

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Undergraduate Admissions and Academic Policies

Admission Requirements

Admission to the AACSB accredited undergraduate business programs is based on availability of faculty and space in the business departments. For each admission cycle (academic year), a minimum grade point average (GPA) is established by the College of Business that limits enrollment such that it is consistent with the available faculty and space for the following majors: human resource management, management, marketing, professional sales, real estate, and risk management/insurance.

To be eligible for admission to one of the business majors above, each student must complete the following requirements:

- Must have completed at least 52 acceptable credit hours;
- Must have compiled the required GPA (based on all attempted coursework at the college level) that is in effect for the term in which application is made. The required GPA may change each year; information regarding the current required GPA is available at https://www.business.fsu.edu; and
- Must have completed the following courses with a grade of “C–” or better in each course (or an equivalent course): ACG 2021, ACG 2071, CGS 2100 or CGS 2518, ECO 2013, ECO 2023, MAC 2233, and STA 2023.

To be eligible for admission into finance and management information systems, each student must complete the following requirements:

- Must have completed at least 52 acceptable credit hours;
- Must have completed the following courses with a grade of “C–” or better in each course (or an equivalent course); ACG2021, ACG2071, CGS2100 or CGS2518, ECO2013, ECO2023, MAC2233, and STA2023 with a 2.5 overall GPA in the seven prerequisite courses (includes all attempts).
- To be eligible for admission into the accounting program, each student must have completed the following requirements:
- Must have completed at least 52 acceptable credit hours;
- Must have completed ACG2021 and ACG2071 (or an equivalent course) with a B or better, CGS2100 or CGS2518, ECO2013, ECO2023, MAC2233, and STA2023 with a C- or better and have an overall 2.5 GPA on the seven admission prerequisite courses (includes all attempts).

To be eligible for admission into the online business administration program, each student must have completed the following requirements:

- Completion of an AA degree at a Florida public institution or have satisfied all required general education requirements at FSU.
- Must have completed the following courses with a grade of “C-“ or better (or an equivalent course):
- ACG2021, ACG2071, CGS2100 or CGS2518, ECO2013, ECO2023, MAC2233, and STA2023.
- Be in good academic standing (2.0 FSU GPA).

To be considered for admission into any business major, students must complete all admission requirements no later than their 5th mapping term, as determined by the College of Business. Students admitted to the online business administration major are not allowed to pursue any other business major at Florida State University.

Academic Policies

Students are required to meet graduation requirements specified in the University General Bulletin in effect at the time they are admitted to one of the specialized admissions programs in the College of Business, or subsequent General Bulletins including the General Bulletin in effect at the time they graduate, provided they graduate within a period of six years from the date of first entry.

Changes to this General Bulletin that have been formally approved prior to Fall 2023, but not in sufficient time to meet publication deadlines, will still be effective Fall 2023. Students can receive information on these changes in the undergraduate programs office of the College of Business.

All students must complete an official pre-graduation check in the undergraduate programs office of the College of Business during the term they will earn 100 credit hours or the term prior to the term in which they plan to graduate.

All students must apply for graduation through the myFSU portal during the second or third week of the term in which they plan to graduate.

In all AACSB accredited undergraduate business programs, a minimum of 30 credit hours of the general business and major area requirements must be completed at Florida State University. Transfer of upper-level business courses must be from business colleges at other senior institutions, must carry prerequisites similar to those of the courses they are replacing, and must be approved by the College of Business. In evaluating this transfer credit, emphasis will be given to courses taken at other AACSB accredited business programs.

Students are not allowed duplicate credit hours for courses repeated in which they have made a “D-” or better.

The only courses offered by the business departments that may be taken on a satisfactory/unsatisfactory (S/U) basis are those courses restricted to S/U grades only.

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Combined Pathways

Combined Pathways

The Florida State University College of Business offers select undergraduate majors the option of accelerating their studies and getting a head start on graduate school. Students participating in a combined bachelor's/master's pathway will be allowed to take up to three graduate-level courses to use in place of specific undergraduate major requirements. Combined Pathways allow students the opportunity to tailor their educational experience and distinguish themselves in the job market. Combined Pathway opportunities include:

BS Accounting / Master of Accounting

BS Finance / MS-Finance

BS Finance / Master of Business Administration

BS Human Resource Management/ Master of Business Administration

BS Management Information Systems / MS-Management Information Systems

BS Management Information Systems / Master of Business Administration

BS Marketing / Master of Business Administration

BS Professional Sales / Master of Business Administration

BS Real Estate / MS-Finance

BS Real Estate / Master of Business Administration

BS Risk Management/Insurance / MS Risk Management and Insurance

BS Risk Management/Insurance / Master of Business Administration

Combined Bachelor of Science in Finance/Master of Business Administration (BS-FIN/MBA) Pathway

Highly qualified Florida State University finance students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division finance GPA on at least two upper-division finance courses. Combined pathway students must maintain grades of "B" or higher in graduate coursework. Apply for the BS-FIN/MBA program before registering for senior-level finance courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Human Resource Management/Master of Business Administration (BS-HRM/MBA) Pathway

Highly qualified Florida State University human resource management students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division human resource management GPA on at least two upper-division human resource management courses. Combined pathway students must maintain grades of "B" or higher in graduate coursework. Apply for the BS-HRM/MBA program before registering for senior-level human resource management courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Marketing/Master of Business Administration (BS-MAR/MBA) Pathway

Highly qualified Florida State University marketing students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division marketing GPA on at least two upper-division marketing courses. Combined pathway students must maintain grades of "B" or higher in graduate coursework. Apply for the BS-MAR/MBA program before registering for senior-level marketing courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Professional Sales/Master of Business Administration (BS-PS/MBA) Pathway

Highly qualified Florida State University professional sales students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division marketing GPA on at least two upper-division marketing courses. Combined pathway students must maintain grades of "B" or higher in graduate coursework. Apply for the BS-PS/MBA program before registering for senior-level marketing courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Real Estate/Master of Business Administration (BS-RE/MBA) Pathway

Highly qualified Florida State University real estate students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division real estate GPA on at least two upper-division real estate courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-RE/MBA program before registering for senior-level real estate courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Management Information Systems/Master of Business Administration (BS-MIS/MBA) Pathway

Highly qualified Florida State University management information systems students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division management information systems GPA on at least two upper-division management information systems courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-MIS/MBA program before registering for senior-level management information systems courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Risk Management and Insurance/Master of Business Administration (BS-RMI/MBA) Pathway

Highly qualified Florida State University risk management and insurance students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division risk management and insurance GPA on at least two upper-division risk management and insurance courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-RMI/MBA program before registering for senior-level risk management and insurance courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Risk Management and Insurance/Master of Science in Risk Management and Insurance (BS-RMI/MS-RMI) Pathway

Highly qualified Florida State University risk management and insurance students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division risk management and insurance GPA on at least two upper-division risk management and insurance courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-RMI/MS-RMI program before registering for senior-level risk management and insurance courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our online MS-RMI program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Management Information Systems/Master of Science in Management Information Systems (BS-MIS/MS-MIS) Pathway

Highly qualified Florida State University management information systems students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division management information systems GPA on at least two upper-division management information systems courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-MIS/MS-MIS program before registering for senior-level management information systems courses. This program also creates a unique opportunity for students wishing to go directly to work and then enter our online MS-MIS program. Students entering this program within four years of undergraduate graduation will still be able to use these credits if they are able to graduate within seven years of the first graduate course.

Combined Bachelor of Science in Accounting/Master of Accounting (BS/MAcc) Pathway

Highly qualified Florida State University accounting students can get a head start on graduate school by taking up to nine credit hours that will double count toward bachelor's and master's degree requirements. Students must meet an overall GPA, an upper-division GPA, and an upper-division accounting GPA on at least four upper-division accounting courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Preferred application deadlines are May 1, August 1, or December 1 in the second term of a student's junior year.

Combined Bachelor of Science in Real Estate/Master of Science in Finance (BS-RE/MSF) Pathway

Highly qualified Florida State University real estate students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA and an upper-division finance and real estate GPA on at least four upper-division finance and real estate courses. Combined pathway students must maintain grades of “B” or higher in graduate coursework. Apply for the BS-RE/MSF program before registering for senior-level real estate courses.

Combined Bachelor of Science in Finance/Master of Science in Finance (BS-FIN/MSF) Pathway

Highly qualified Florida State University finance students can take up to nine hours of coursework that will double count for undergraduate and graduate degree requirements. Students must meet an overall GPA, an upper-division GPA, and an upper-division finance GPA on at least two upper-division finance courses. Combined pathway students must maintain grades of "B" or higher in graduate coursework. Apply for the BS-FIN/MBA program before registering for senior-level finance courses.

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GRADUATE STUDIES INTRODUCTION

Introduction

Dean: Michael D. Hartline; **Senior Associate Dean for Academic Affairs**: Kathleen A. McCullough; **Associate Dean for Faculty & Research:** Ashley Bush; **Assistant Dean for Academic Programs:** Kim Hicks; **Assistant Dean for Finance and Administration:** Mark Thorp; **Assistant Dean for Operations & Analytics:** Trevor S. Bryan

The College of Business is one of the select groups of business programs in the country fully accredited by the Association to Advance Collegiate Schools of Business (AACSB). This accreditation includes all undergraduate, master's, and doctoral programs in business and separate accreditation of the bachelor's and master's programs in accounting.

Since its beginning in 1950, the College of Business has developed into a major unit that provides quality business education for students employed in regional and national organizations. The faculty and programs of the college are committed to educating and developing future business leaders and executives. This commitment to quality is reflected in three essential areas: a talented and dedicated faculty, an outstanding student body, and a close relationship with the business community. Over the years, the College of Business has been successful in building a very capable and motivated business faculty. Faculty members throughout the several business disciplines are very productive researchers and effective teachers. These faculty members also maintain important contacts with the business community through various types of service and applied research activities.

As a result of capable and dedicated faculty, the College of Business has been able to attract highly qualified students. Business students have strong analytical and communicative aptitudes and have a spirit of enterprise and creativity. The interaction of these types of students with highly qualified business faculty, coupled with well-designed business program options, creates a stimulating learning environment.

Lastly, the achievements of the College of Business have been recognized by the business community in the form of development funds for scholarships, endowed chairs, professorships, teaching and research grants, and other program activities.

Institutes and Centers

The **Florida State University Organizational Effectiveness Institute** (formerly the Center for Human Resource Management) is dedicated to enhancing the teaching, research and practical applications of management within organizations. By focusing on the practical implications and real-world practice of management, the institute strengthens the Management and Human Resource Management programs in the College of Business at Florida State University, ensuring students gain the knowledge and skills necessary to excel in management roles and make a meaningful impact in organizations.

The **Truist Center for Free Enterprise** (formerly The BB&T Center for Free Enterprise) is a joint program of free enterprise between the College of Business and the College of Social Sciences and Public Policy, established by a generous gift from the financial services company, Truist. Within the College of Business' Department of Finance, a professorship has been created to develop and promote a free-enterprise curriculum along with funding for the college to offer the minor program in Free Enterprise and Ethics.

The **FSU Real Estate Center** serves to enhance the teaching, research, and service mission of the Real Estate Program at FSU. It organizes the annual Real Estate Trends & Networking Conference as well as other forums in which executives and scholars exchange ideas and share their insights with our students, alumni, and friends. The Center supports research for public and private interests, while maintaining a policy of political non-advocacy.

The **Center for Risk Management Education and Research (CRMER)** promotes the goals of the Dr. William T. Hold/The National Alliance program in Risk Management and Insurance through the exchange of information related to risk management and insurance across the risk management and insurance community. The Center aims to provide high quality educational professional development experiences for students; to produce informative events and activities for Center stakeholders and the general public; to support faculty, including the production of high-quality research; to increase the visibility of the RMI Program; and to improve the financial strength of the Center so that it can better support its activities.

The **Gene Taylor/Bank of America Center for Banking and Financial Studies** was created and named in honor of one of Bank of America's top executives. The Center functions to encourage excellence in research, education, and service activities related to banking and financial services and serves as liaison between the Finance Department, other departments in the College of Business, related programs and centers elsewhere on campus, centers at other universities, the banking and financial services professional community, governmental agencies, and the public at large. The Center operates as the administrative umbrella under which all banking and financial services related research, outreach, and service initiatives in the College of Business are conducted. The Center funds financial databases, research grants, faculty travel, guest speakers, and other research and classroom related items.

The **Sales Institute** is dedicated to preparing students by providing world-class sales education and training. Housed under the College of Business, we believe that Individual Attention and International Acclaim is the standard by which we operate and educate. By utilizing the most current sales training technologies developed through continuous research, we facilitate each student's evolution from student to successful sales professional. Equal to our education mission, is the mission to contribute to the economic development of the state of Florida by conducting research in the areas of sales and sales management and by sharing results of that research through publications, conference presentations, and both public and private sales and sales management seminars.

The **Carl DeSantis Center for Executive Management Education** focuses on enhancing the managerial skills and knowledge of managers who have a strong potential to advance to the executive level of their organizations.

Facilities

The Charles A. Rovetta Business Building and Annex is ideally located near the center of campus adjacent to Strozier Library and the FSU Student Union. It contains modern classrooms, faculty and staff offices, and numerous support facilities. The College of Business Technology Center houses state-of-the-art computer laboratories and training rooms. It provides students access to the latest technology used in business. The College of Business Undergraduate Programs Office and Graduate Programs Office provide students with a wide variety of advising services.

Legacy Hall, the new building for the College of Business, will provide more instructional space, foster connections and collaboration, and integrate learning with the latest technologies. Legacy Hall features five floors to accommodate future growth; a central atrium to promote connection and collaboration; forum stairs with seating; a 300-seat auditorium for classes and speaking events; multipurpose event space; dedicated Professional Development; and a Financial Trading Room. Legacy Hall will be the largest academic space on FSU's campus. The anticipated move-in date is late 2025, the year that marks the 75th anniversary of the College of Business.

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Graduate Admissions

Scholarships/Awards

Both master's and doctoral students are eligible to apply for numerous fellowships and assistantships provided at the university level. In addition, the College of Business provides substantial financial assistance to doctoral students. The College of Business assistantships/fellowships are awarded to doctoral students whose application materials reflect high academic and professional performance, potential, maturity, and a strong ability to teach and communicate with students.

Admission Requirements

The Graduate Management Admissions Test (GMAT) (preferred) or the GRE are required for doctoral admissions and optional for master's admissions and should be submitted if they will enhance the application. Any submitted test scores become part of the application. For students whose native language is not English, the Test of English as a Foreign Language (TOEFL), International English Language Testing System (IELTS), Pearson Test of English (PTE), the newly approved tests of Cambridge English Language Assessment, the Michigan Language Assessment or Duolingo is required. In addition, international students receiving funding as teaching assistants must successfully complete the Test of Spoken English (TSE). The TOEFL and the TSE are also offered in a combined exam known as the IBTOEFL (Internet-based TOEFL).

Admission to all graduate programs in business is based upon the following factors: upper division grade point average (GPA) in previous university-level courses; verbal, quantitative, and total scores on the GMAT (or GRE), if submitted; TOEFL, IELTS, PTE, Cambridge English Language Assessment, Michigan Language Assessment or Duolingo score, if applicable; letters of recommendation that speak specifically to the ability of applicants to successfully complete the graduate program to which they are applying; relevant work experience; and a personal statement of goals. For those students applying to the Master of Accounting program, the undergraduate upper-division accounting GPA is also considered. For those students applying to the Master of Science in Finance program, the undergraduate upper-division finance and real estate GPAs are also considered.

Master of Business Administration (MBA) Program: Thirty-nine credit hours are required for the accelerated full-time; accelerated evening; part-time evening; and part-time online programs. A one-hour Professional Development course is required each term for the accelerated programs. Applicants who do not have an undergraduate degree in business are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles through prior work experience and/or coursework. For full-time students, the three-term program begins in the Fall term only (late August) and the application deadline is January 15th to be considered for competitive assistantships that provide financial assistance as well as preferred admissions, while June 1st is the application submission deadline for fall entry. After January 15th, applicants are considered only on a space-available basis. The accelerated evening program is offered over four terms and allows students to complete MBA coursework in the evenings at a faster pace than typical part-time students while freeing up daytime hours to gain valuable work experience. The accelerated evening program begins only in the fall term (late August). The priority application deadline is January 15th with a final deadline of June 1st. The part-time and online programs begin in the Fall (late August), Spring (early January), and Summer (early May) terms. The application deadlines are June 1st for Fall, October 1st for Spring and March 1st for Summer.

Combined Bachelor of Science in Finance/Master of Business Administration (BS-FIN/MBA) Pathway: Florida State University Students majoring in finance can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division finance GPA based on at least two upper-division finance courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Finance and MBA degrees during their senior year. Students admitted to the combined BS-FIN/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Human Resource Management/Master of Business Administration (BS-HRM/MBA) Pathway: Florida State University Students majoring in human resource management can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division human resource management GPA based on at least two upper-division human resource management courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Human Resource Management and MBA degrees during their senior year. Students admitted to the combined BS-HRM/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Marketing/Master of Business Administration (BS-MAR/MBA) Pathway: Florida State University Students majoring in marketing can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division marketing GPA based on at least two upper-division marketing courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Marketing and MBA degrees during their senior year. Students admitted to the combined BS-MAR/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Professional Sales/Master of Business Administration (BS-PS/MBA) Pathway: Florida State University Students majoring in professional sales can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division marketing GPA based on at least two upper-division marketing courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Professional Sales and MBA degrees during their senior year. Students admitted to the combined BS-PS/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Real Estate/Master of Business Administration (BS-RE/MBA) Pathway: Florida State University Students majoring in real estate can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division real estate GPA based on at least two upper-division real estate courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Real Estate and MBA degrees during their senior year. Students admitted to the combined BS-RE/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Management Information Systems/Master of Business Administration (BS-MIS/MBA) Pathway: Florida State University Students majoring in management information systems can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division management information systems GPA based on at least two upper-division management information systems courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Management Information Systems and MBA degrees during their senior year. Students admitted to the combined BS-MIS/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Combined Bachelor of Science in Risk Management and Insurance/Master of Business Administration (BS-RMI/MBA) Pathway: Florida State University Students majoring in risk management and insurance can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division risk management and insurance GPA based on at least two upper-division risk management and insurance courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Risk Management and Insurance and MBA degrees during their senior year. Students admitted to the combined BS-RMI/MBA pathway will still be required to apply separately to the Master of Business Administration (MBA) program.

Master of Science in Risk Management-Insurance (MS-RMI) Program is an online, corporate program designed for the insurance professional and requires completion of 33-credit hours of graduate level coursework. The MS in RMI begins in the Fall (late August), Spring (early January), and Summer (May) terms. It is offered on a distance-learning basis, via the Internet, to allow the working professional to obtain the degree. The application deadlines are June 1st for Fall, October 1st for Spring, and March 1 for Summer.

Combined Bachelor of Science in Risk Management and Insurance/Master of Science in Risk Management and Insurance (BS-RMI/MS-RMI) Pathway: Florida State University Students majoring in risk management and insurance can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division risk management and insurance GPA based on at least two upper-division risk management and insurance courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Risk Management and Insurance and MS-Risk Management and Insurance degrees during their senior year. Students admitted to the combined BS-RMI/MS-RMI pathway will still be required to apply separately to the Master of Science in Risk Management and Insurance (MS-RMI) program.

Master of Science in Management Information Systems (MS-MIS) Program: The management information systems major requires completion of 33 credit hours. This program is offered only in an online format. Applicants must have at least two years of IT-related work experience, as well as a basic understanding of programming languages, database concepts, and software analysis and design. Students can enter the MS in MIS program in the Fall (late August), Spring (early January), or Summer (early May) terms. The application deadline is June 1st for Fall, October 1st for Spring, and March 1st for Summer.

Combined Bachelor of Science in Management Information Systems/Master of Science in Management Information Systems (BS-MIS/MS-MIS) Pathway: Florida State University Students majoring in management information systems can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division management information systems GPA based on at least two upper-division management information systems courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Management Information Systems and MS-Management Information Systems degrees during their senior year. Students admitted to the combined BS-MIS/MS-MIS pathway will still be required to apply separately to the Master of Science in Management Information Systems (MS-MIS) program.

Master of Accounting (MAcc) Program: This is a 30-credit hour program that allows admission any term. Students can enter the MAcc program in the Fall (late August), Spring (early January), or Summer (early May) terms. The application deadline is June 1st for Fall, October 1st for Spring, and March 1st for Summer. The MAcc program is designed as a full-time, daytime program; however, students may attend on a part-time basis under certain circumstances. Applicants who do not have an undergraduate degree in accounting may enter a two-year program designed to ensure completion of appropriate prerequisites.

Combined Bachelor of Science in Accounting/Master of Accounting (BS/MAcc) Pathway: Florida State University Students majoring in accounting can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division accounting GPA based on at least four upper-division accounting courses. Eligible students apply for the combined pathway after the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS and MAcc degrees during their senior year. Students admitted to the combined BS/MAcc pathway will still be required to apply separately to the Master of Accounting (MAcc) program.

Master of Science in Finance (MSF) Program: All students start in the Summer (Second six weeks, Summer "B" session; third week of June) term and complete the program the following Spring term. The program consists of 32-credit hours and includes a blend of theory, empirical analysis, and applications. The application deadline is January 15th to be considered for competitive assistantships as well as preferred admissions, while March 1st is the application submission deadline for the summer, pending space availability following the priority deadline. The MSF program also offers a specialization in real estate finance and investment in which students focus on real estate finance courses instead of risk management and investment or international banking courses.

Combined Bachelor of Science in Real Estate/Master of Science in Finance (BS-RE/MSF) Pathway: Florida State University Students majoring in real estate with a strong combination of advanced analytical skills in finance and real estate can compete for positions emerging within leading companies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division finance and real estate GPA based on at least four upper-division finance and real estate courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards the BS-RE and MSF degrees during their senior year. Students admitted to the combined BS-RE/MSF pathway will still be required to apply separately to the Master of Science in Finance (MSF) program.

Combined Bachelor of Science in Finance/Master of Science in Finance (BS-FIN/MSF) Pathway: Florida State University Students majoring in finance can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Admission is based upon an overall GPA, an upper-division GPA, and an upper-division finance GPA based on at least two upper-division finance courses. Eligible students apply for the combined pathway by the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS-Finance and MSF degrees during their senior year. Students admitted to the combined BS-FIN/MSF pathway will still be required to apply separately to the Master of Science in Finance (MSF) program.

Master of Science in Business Analytics (MS-BA) Program: This 33-credit hour, on-campus program admits in the summer term and is designed to be completed in three terms while registering on a full-time basis. The application deadline is January 15th to be considered for competitive assistantships as well as preferred admissions, while March 1st is the application submission deadline for the summer, pending space availability following the priority deadline. The program focuses on three key areas: data used for business analytics, methods and techniques used in business analytics, and managerial issues in business analytics.

Doctor of Philosophy (PhD) in Business Administration Program: The Ph.D. in Business Administration offers seven majors: Accounting, Finance, Management Information Systems, Marketing, Organizational Behavior and Human Resources, Risk Management and Insurance, and Strategy. Admission is only for the Fall term in order to be eligible for financial support and to provide an optimum program schedule (some programs admit every other Fall term). The application deadline for domestic and international students is March 1st. For priority review of applicants seeking financial support, application materials should be submitted by January 15th. For current information, please visit our website at https://business.fsu.edu/phd.

Individuals interested in the graduate programs offered by the College of Business should contact: The Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110, or via email at gradprograms@business.fsu.edu or visit our website at https://business.fsu.edu/graduate. Enrollment in graduate business courses is severely limited by both space and accreditation standards.

Readmission Requirements

Graduate students who have withdrawn, who have not been enrolled for two consecutive terms, or who have been academically dismissed are required to meet the graduation and retention requirements of the Graduate Bulletin that is in effect at the time of their readmission. Students who left on dismissal must first resolve that with the academic dean before a readmission decision can be made.

THE COLLEGE OF BUSINESS

Graduate Programs

Graduate Business Programs

The College of Business offers curricula which lead to the following degrees:

Master of Business Administration (MBA)

Master of Accounting (MAcc)

Master of Science in Finance (MSF)

Master of Science in Business Analytics (MS-BA)

Master of Science (MS) in Management Information Systems (MS-MIS)

Master of Science (MS) in Risk Management-Insurance (MS-RMI)

Doctor of Philosophy (PhD) in Business Administration

The College of Law and the College of Business offer a joint graduate pathway leading to the *Juris Doctor (JD) and the Master of Business Administration (MBA)* degrees. The College of Social Work and the College of Business offer a joint graduate pathway leading to the *Master of Social Work (MSW) and the Master of Business Administration (MBA)* degrees.

More specific information on all our graduate programs is available on the College of Business website at https://business.fsu.edu/graduate.

Master of Business Administration (MBA) Program

The **Master of Business Administration (MBA)** program is offered in four formats: 1) part-time evening, on-campus; 2) part-time, online; 3) full-time, on-campus; and 4) accelerated evening, on-campus.

- Students can complete either the 1) part-time evening on-campus program or 2) the part-time online program in 28 months if, in the first case, two evening classes are taken each term or, in the latter case, if two online courses are taken in each term. Both programs admit students every summer, fall, and spring terms.
- Students can complete the full-time, on-campus program in one year (three terms) starting in the fall (late August) term. Students are admitted in the fall term only.
- Students can complete the accelerated evening on-campus program in four terms. Students are admitted in the fall term only.

The MBA program incorporates nine core courses aimed at strengthening managerial skills and four electives to tailor the MBA curriculum to suit specific careers. Electives may be chosen from other areas in the College of Business with approval of the Senior Associate Dean for Academic Affairs.

The **Alternative Investments and Finance MBA** major is a fully online MBA track that focuses on private markets and alternative asset classes, with a particular emphasis on private equity and venture capital, hedge funds and structured finance, real estate investment strategies, and risk management and insurance in alternative markets. This specialized track is designed for professionals interested in non-traditional finance sectors, providing them with the expertise needed to navigate the growing demand for alternative investment strategies.

The MBA program prepares promising students for successful careers in business and management. It provides high-quality business and management education with a professional, career-long perspective by developing the student's capacities and skills for decision making, leadership, and communications. The program also develops in students a spirit of enterprise, confidence, creativity, and attitude which is needed for advancement to positions of increasing responsibilities.

The MBA curriculum at Florida State University emphasizes the application of various business and management concepts to the decision-making process. The curriculum also exposes the student to the various functions of business and management, recognizing that the career of a successful manager will span multiple functions. This exposure not only provides students with an understanding of the interrelationships among various business and management operations and decisions, but it also provides a sound foundation for growth and development through subsequent experience and education after graduation.

All applicants to the MBA program, whether on a full-time or part-time basis, are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles through prior work experience, which includes internships, and/or coursework. It is recommended that applicants have some full-time work experience in a professional or supervisory position. Internship experience will be considered.

The part-time, evening, and online MBA programs are structured for students who hold full-time positions and will require seven terms to complete. The accelerated, daytime format is completed within twelve calendar months (three terms). Coursework usually is scheduled during the day. The accelerated, evening program is offered over four terms and allows students to complete MBA coursework in the evenings at a faster pace than typical part-time students while freeing up daytime hours to gain valuable work experience through required internships.

The 39-credit hour, part-time formats include nine standard, core courses taught by a variety of departments within the College of Business. The remaining four courses are electives.

All accelerated MBA students are also required to complete a one-hour Professional Development course each term; the full-time MBA program is a 39-hour program, which includes nine standard core courses, three electives, and the one-hour Professional Development course each term.

Electives may be chosen from other areas in the College of Business with approval of the Senior Associate Dean for Academic Programs.

Master of Accounting (MAcc) Program

The **Master of Accounting (MAcc)** program is designed to allow the student to major in either Assurance and Advisory Services, Generalist, or Taxation. This program provides students with greater breadth and depth in accounting education than can be accomplished in the baccalaureate program. Although the MAcc program is designed as a full-time program, students may choose to complete their coursework on a part-time basis.

The MAcc program qualifies as a Science, Technology, Engineering or Mathematics (STEM) degree, as defined by the Department of Education. This assures graduates of employer demand and allows graduates on student visas to extend their U.S. work-stay up to two years longer.

The objective of the curriculum leading to the Master of Accounting degree is to provide students with greater breadth and depth in accounting education than can be accomplished in the baccalaureate program. Because of the increasingly complex nature of the accounting and controllership functions, as well as the growing responsibilities of the accountant, graduate study beyond the baccalaureate degree is desirable for a career in accounting.

The Master of Accounting degree consists of 30-credit hours (plus undergraduate foundation work if required). Students select a concentration in either Assurance and Advisory Services, Generalist, or Taxation.

The usual prerequisite for admission to the Master of Accounting curriculum is an undergraduate degree in business with a major in accounting. Applicants who present other undergraduate degrees will be required to complete foundation work in accounting and business administration prior to enrolling in graduate courses. The general graduate admissions policies of the College of Business also apply.

Master of Science (MSF) in Finance Program

The **Master of Science in Finance (MSF)** program is a one year, lockstep, full-time, on-campus program that emphasizes the applied aspects of finance. The MSF program also offers a specialization in real estate finance and investment in which students focus on real estate finance courses instead of risk management and investment or international banking courses.

The MSF program qualifies as a Science, Technology, Engineering or Mathematics (STEM) degree, as defined by the Department of Education. This assures graduates of employer demand and allows graduates on student visas to extend their U.S. work-stay up to two years longer.

Courses consist of a blend of theory, empirical analysis, and applications. Throughout the program, there is heavy emphasis on the applied aspects of finance. Students are frequently involved in analysis and modeling efforts that resemble what they are likely to confront in their careers. Relevant theory and empirical analysis that underlie real-world decision making are also emphasized, as understanding such material is essential to truly grasp the decision-making process utilized in finance. The MSF program also offers a specialization in real estate finance and investment in which students focus on real estate finance courses instead of risk management and investment or international banking courses.

Prerequisites include Financial Accounting, a beginning course in Financial Management (FIN 3403 or its equivalent), Investments (FIN 4504 or its equivalent), and Problems in Financial Management (FIN 4424 or its equivalent).

Master of Science in Business Analytics (MS-BA) Program

The **Master of Science in Business Analytics (MS-BA)** program was developed to address the need for specialized training in business analytics. The MS-BA program is a full-time, on-campus program with entry occurring in the summer term. The program is designed so that students can complete the degree in three terms.

The purpose of the Business Analytics master's program is to develop student's in-depth skills in analyzing large datasets and making strategic business recommendations based on this analysis. Graduates of the program will be prepared for positions across a wide range of industries, such as the technology industry, online retail industry, transportation industry, the military, medical industry, insurance industry, etc. In addition to employment opportunities, graduates of this program will be prepared to enter business analytic-focused doctoral programs.

The MS-BA program requires completion of eleven courses (33-credit hours) which consists of nine core courses (27-credit hours), one elective (three-credit hours), and one credit hour of professional development each semester. Previous coursework in business is not required, but all applicants are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles. This full-time, on-campus program begins in the summer term and can be completed by the following spring term.

Master of Science in Management Information Systems (MS-MIS) Program

The college also offers an online **Master of Science in Management Information Systems (MS-MIS)** program. The program is designed so that a typical student can complete the degree in 24 months by taking two online courses each term.

The Master of Science in management information systems program is an online program and requires completion of 33-credit hours. All MS in MIS applicants must have at least two years of IT-related work experience. The MS in MIS program is primarily designed for students who want to manage in technology-oriented environments. All students complete a set of MIS core classes that cover topics such as project management, management of technology, knowledge management and business intelligence, electronic business, and social and organizational issues related to information systems. It is offered on a distance-learning basis, entirely via the Internet, to allow working professionals to obtain the degree.

Master of Science in Risk Management-Insurance (MS-RMI) Program

The **Master of Science in Risk Management-Insurance (MS-RMI)** program is available entirely via the Internet and is designed for working professionals. This program can be completed in 24 months by taking two online courses each term.

The Master of Science in risk management program is an online, corporate program designed for the insurance professional. It requires completion of 33-credit hours of graduate level coursework and is offered on a distance-learning basis, entirely via the Internet, to allow the working professional to obtain the degree. The focus is on property and liability insurance. All eleven courses which comprise the program can be completed in 24 months and taken from anywhere in the world. Quality and convenience are paramount. The curriculum recognizes that industry professionals are not involved solely with insurance issues – they must face difficult financial, ethical, legal, and global concerns as well. The program structure, therefore, hones a student's ability to analyze these issues from different perspectives, fosters critical thinking, and engenders the discipline needed to become a successful manager.

Juris Doctor (JD)/Master of Business Administration (MBA) Joint Graduate Pathway

The College of Law and the College of Business offer a joint graduate pathway leading to the **Juris Doctor (JD) and the Master of Business Administration (MBA)** degrees. Applicants to the program must fulfill the normal entrance requirements of both colleges. Admission into the joint graduate pathway must be made prior to the end of the first year of law school. After students have been admitted to the colleges of Law and Business, they must have their curriculum approved by the joint committee responsible for the administration of the program.

Further information may be obtained from: The Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL 32306-1110; https://business.fsu.edu/mba#mbalaw; or via email at gradprograms@business.fsu.edu. Students interested in the JD/MBA pathway should also contact the Director of Admissions, College of Law, Florida State University, Tallahassee, FL 32306-1610; https://law.fsu.edu/academics/academic-programs/joint-graduate-pathways-law/business-and-law; or via email at admissions@law.fsu.edu.

Master of Social Work (MSW)/Master of Business Administration (MBA) Joint Graduate Pathway

The College of Social Work and the College of Business offer a joint graduate pathway leading to the **Master of Social Work (MSW) and the Master of Business Administration (MBA)** degrees. Program applicants must fulfill the normal entrance requirements of both colleges. The joint graduate pathway is designed for students in both programs who wish to expand their understanding of the connection between these two fields of study and to gain expertise working in social-services agencies.

Further information may be obtained from: The Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL 32306-1110; https://business.fsu.edu/mba#mbasw or via email at gradprograms@business.fsu.edu. Students interested in the MSW/MBA pathway should also contact the Director of Admissions, College of Social Work, Florida State University, Tallahassee, FL 32306-2570; https://csw.fsu.edu/academics/master-social-work-msw/msw-overview; or via email at mmmsw@csw.fsu.edu.

Doctor of Philosophy (PhD) in Business Administration Program

The objective of the **Doctor of Philosophy (PhD) in Business Administration** is to prepare students for careers in university research and teaching, as well as for selected administrative and research positions in industry and government. Students receive the PhD in Business Administration degree and concentrate in accounting, finance, management information systems, marketing, organizational behavior and human resources, risk management and insurance, or strategy.

The purpose of the doctoral program is to prepare candidates for careers in university research and teaching, as well as for administrative and research positions in business, government, and philanthropic organizations.

The doctoral curriculum emphasizes scientific study of decision making in an administrative context and the development of research abilities. The major thrusts of the business administration curriculum are professional discipline and theoretical research, which lead to further development of the discipline and to scholarly problem solving.

Program of Study

Candidates for the Doctor of Philosophy in business administration degree must satisfy the graduate faculty of the college that they have achieved:

- a mastery of a primary area of concentration,
- a high degree of proficiency in a support area, and
- a competency in the use of analytical and research tools.

Students will plan their program in consultation with a major professor and an advisory committee. The primary area of study must be selected from either accounting, finance, management information systems, organizational behavior and human resources, strategy, marketing, or risk management and insurance. A support area may be selected from a non-business discipline or from another business discipline.

A minimum of one year of teaching and/or research is required of all candidates for the Doctor of Philosophy in business administration degree.

Preliminary Examinations

Comprehensive written examinations are given over the primary and support areas upon completion of all coursework. An oral examination may be given over the student's primary and support areas once written examinations have been completed. The entire examination process will normally take place within the scope of a single term. While the analytical and research tools area does not include a comprehensive examination, students must earn a grade of “B” or better in each of the courses in the area. All incomplete grades must be removed prior to taking the doctoral primary and support exams and enrolling for dissertation hours.

Dissertation

Each doctoral candidate will undertake research on a subject approved by the dissertation committee. The student must demonstrate critical judgment in performing the investigation, and the finished dissertation must be a scholarly study that advances knowledge in the discipline. After completion of the dissertation, a final oral examination covering the candidate's research is required. Students must register for dissertation credit each term during which they are in the dissertation phase of their program. A minimum of 24-credit hours of dissertation credit must be earned. Students are not permitted to enroll for and receive dissertation credit until they have passed all their doctoral preliminary examinations.

DEPARTMENT OF ACCOUNTING

Undergraduate Department of Accounting

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/accounting

Chair: Allen Blay; **Assistant Chair**: Holly Sudano; **Professors**: Billings, Blay, Bozanic, Fennema, Gerard, Paterson, Zhang; **Associate Professors**: Keskek, Mauler, Newton, Pierce, Reynolds, Romney, Zimmerman; **Assistant Professors**: Ehinger, Evans; **Senior Lecturers**: Sudano; **Associate Lecturers**: Adams, Polinski; **Assistant Lecturers**: McCoy, Wilson, Winrow; **Arthur Andersen Professor**: Fennema; **Deloitte Professor**: Paterson; **Denise Dickins Fellow of Accounting**: Keskek; **EY Professor**: Blay; **Homer Black Associate Professor of Business Administration**: Newton; **Jim Moran Associate Professor of Business Administration**: Pierce; **KPMG Professor**: Billings; **Madeline Duncan Rolland Associate Professor of Business Administration**: Zimmerman; **William Hillison Professor**: Bozanic

The Department of Accounting is committed to providing students the general education and technical knowledge necessary to enter the accounting profession and to pursue a successful professional career. The field of accounting offers challenging and rewarding opportunities in public accounting, tax accounting, consulting, industry, government, and not-for-profit organizations.

Prospective accountants must be prepared to work in an increasingly complex environment. In addition to accounting knowledge, the successful accountant must possess a broad knowledge of business and an analytical mindset. Other essential skills include the ability to communicate well verbally and in writing, work well with and motivate others, organize and manage tasks and other people, and use sound professional judgment.

The Bachelor of Arts (BA) or the Bachelor of Science (BS) degree in accounting provides students with the knowledge of basic accounting concepts, accounting applications, and the related functional areas of business necessary for a successful accounting career in industry, government, and nonprofit organizations. Students preparing for a professional career in public accounting or tax accounting, and others who wish to obtain more advanced and specialized knowledge in the field of accounting, should also plan to complete the Master of Accounting (MAcc) program. The Master of Accounting program provides students with exposure to advanced theories and topics in the field of accounting. It offers an opportunity to pursue specialized interests and a broader knowledge of the accounting discipline in general. Completion of the BS program fulfills all educational requirements to sit for the CPA examination in the state of Florida and many other jurisdictions. Completion of the MAcc program satisfies the educational requirements to be licensed in the state of Florida and many other jurisdictions. In the MAcc program, students select a particular focus area from the three program options: Assurance and Advisory Services, Accounting–Generalist, and Taxation. The department also offers a combined BS/MAcc pathway that allows highly qualified undergraduate students the opportunity to accelerate their coursework and take up to nine credit hours of graduate coursework, which may be counted toward both the BS and MAcc degrees. A detailed description of the MAcc program can be found by clicking the Graduate Department tab above.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement.

Undergraduate majors in accounting satisfy this requirement by earning a grade of "C–" or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 is required for students in the Accounting Major and is a prerequisite for ACG 4401.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a "C–" or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a "C–" or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Accounting

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Accounting. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/120/217.

Specific prerequisites are required for admission into the upper-division program and **must** be completed by the student at either a community college or a state university prior to being admitted to this program. **Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.**

Requirements for a Major in Accounting

All students must complete: (1) the University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter; (2) the state of Florida common prerequisites for accounting majors; (3) the general business core requirements for accounting majors; (4) the general business breadth requirements for accounting majors; and (5) the major area requirements for accounting majors.

Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue an accounting major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business.

General Business Core Requirements

All accounting majors must complete the following five courses. A grade of "C–" or better must be earned in each course.

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth

All accounting majors must complete the two courses as follows. Each course must be completed with a grade of "C–" or better.

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

Capstone Course

All accounting majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a "C–" or better.

Major Area Requirements

All accounting majors must complete the nine courses listed below.

To enroll in the required upper-level accounting courses (those with ACG and TAX prefixes), students must have completed ACG 2021, Introduction to Financial Accounting and ACG 2071, Introduction to Managerial Accounting, with a grade of "B" or better ("B–" is not acceptable). Students must also pass an Accounting Competency examination with a grade of 70% or better. For students in the FSU ACG 2021 class, the Accounting Competency material is embedded in the course as a final exam. Students transferring ACG 2021 (or its acceptable equivalent) from another university must register for the FSU Accounting Competency Exam. Students not receiving a 70% or better on the competency exam will be permitted to enroll in ACG 2021 at FSU. A grade of "C" or better ("C–" is not acceptable) in ACG 3101 is required to enroll in ACG 3111 or any 4000 level ACG or TAX course. A grade of "C–" or better must be earned in all other required upper-level courses. Any student not successful in obtaining the minimum passing grade within two attempts will not be permitted to enroll in that upper-level accounting course again.

ACG 3101 Financial Accounting and Reporting I (3)

ACG 3111 Financial Accounting and Reporting II (3)

ACG 3341 Cost Accounting (3)

ACG 4201 Financial Accounting and Reporting III (3)

ACG 4401 Accounting Information Systems (3)

ACG 4632 Auditing Theory and Application I (3)

BUL 3351 U.C.C. and Law for Accountancy (3)

TAX 4001 Federal Tax Accounting I (3)

TAX 4011 Federal Tax Accounting II (3)

Honors in the Major

The Department of Accounting offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information, see the "Discipline-Specific Honor Societies" tab of the Honors chapter.

DEPARTMENT OF ACCOUNTING

Undergraduate Courses

Definition of Prefixes

ACG—Accounting

CGS—Computer General Studies

GEB—General Business

TAX—Taxation

Undergraduate Courses

To register for any accounting course, students must have completed all prerequisite courses with appropriate grades.

ACG 2021. Introduction to Financial Accounting (3). This course offers an introduction to financial accounting concepts, placing emphasis on financial statements and how they reflect business transactions. Please note, Accounting Majors must earn at least a "B" in this course to proceed to required 3000 level accounting courses.

ACG 2071. Introduction to Managerial Accounting (3). Prerequisite: ACG 2021 with a grade of "C-" or better. This course offers an introduction to managerial accounting concepts. Please note, Accounting majors must earn at least a "B" in this course to proceed to required 3000 level accounting courses.

ACG 3101. Financial Accounting and Reporting I (3). Prerequisites: ACG 2021 and ACG 2071 with a grade of "B" or better; Students must also receive a grade of 70% or higher on FSU's ACG 2021 final exam or complete a competency exam with a score of 70% or higher. This course offers an in-depth study of financial-reporting concepts and generally accepted practice, including an overview of the accounting-cycle assets and noncurrent assets. Emphasis is placed on analyzing financial events and the consequences of financial-reporting alternatives.

ACG 3111. Financial Accounting and Reporting II (3). Prerequisite: ACG 3101 with a grade of "C" or better. This course offers an in-depth study of financial-reporting concepts and generally accepted practice for long-term liabilities, leases, pensions, income taxes, and stockholder equity and earnings per share. Emphasis is placed on analyzing financial events and on the consequences of financial-reporting alternatives on financial statements.

ACG 3171. Analysis of Financial Statement Presentation (3). Prerequisite: ACG 2021 with a grade of "C-" or better. This course is intended to provide students with the tools needed to evaluate the content of financial statements and accompanying disclosures. This is achieved by developing an understanding of generally accepted accounting principles (GAAP) and their application.

ACG 3331. Cost Accounting and Analysis for Business Decisions (3). Prerequisite: ACG 2071 with a grade of "C-" or better. This course studies techniques of cost accounting and cost analysis for various business decisions. Credit is not allowed for accounting majors.

ACG 3341. Cost Accounting (3). Prerequisites: ACG 2071 and ACG 2071 with a grade of "B" or better; FSU's ACG 2021 final exam with a grade of 70% or higher or complete a competency exam with a score of 70% or higher; QMB 3200 completed with a grade of "C-" or better, or taken as a corequisite. This course covers the planning and control of economic entities through cost-volume-profit relationships, job order, as well as process and standard cost accounting. Emphasis is placed on the relationship between accounting systems and decision making.

ACG 4201. Financial Accounting and Reporting III (3). Prerequisite: ACG 3111 with a grade of "C-" or better. This course offers an in-depth study of financial reporting concepts and generally accepted practice for investments, business combinations, consolidated enterprises, foreign operations, and the statement of cash flows. Emphasis is placed on analyzing financial events and the consequences of financial reporting alternatives.

ACG 4401. Accounting Information Systems (3). Prerequisites: ACG 3101 with a grade of "C" or better and CGS 2518 with a grade of "C-" or better. This course is an introduction to manual and computerized accounting information systems. Transaction cycles, internal controls, and flowcharting are emphasized.

ACG 4501. Accounting for Governmental and Not-for-Profit Entities (3). Prerequisite: ACG 3111 with a grade of "C-" or better. This course is an introduction to fund accounting procedures and financial reporting requirements for governmental units and not-for-profit entities.

ACG 4632. Auditing Theory and Application I (3). Prerequisites: ACG 3111 with a grade of "C- or better and ACG 4401 with a grade of "C-" or better. This course covers legal and professional responsibility of CPAs; generally accepted auditing standards; audit programs, procedures, and evidence; review and evaluation of internal controls.

ACG 4642. Auditing Theory and Application II (3). Prerequisite: ACG 4632 with a grade of "C-" or better. This course covers theory of auditing and development of audit programs; sampling; procedures of obtaining audit evidence; auditor responsibility under Securities and Exchange Commission requirements; and auditing computerized systems. Subsequent credit for ACG 5635 is not permitted.

ACG 4671. Internal Auditing (3). Prerequisite: ACG 4632. A comprehensive study of basic concepts, philosophy, standards, and practices of internal auditing. The course offers the student an overall understanding and appreciation of the role of internal auditing in an organization.

ACG 4901r. Directed Individual Study (1-3). May be repeated to a maximum of five credit hours.

ACG 4930r. Special Topics in Accounting (1-3). Prerequisite: Instructor permission. This course content varies to provide an opportunity to study current issues in accounting and topics not offered in other courses. May be repeated to a maximum of 12 credit hours as content changes.

ACG 4941. Accounting Internship (3). (S/U grade only.) Prerequisites: ACG 4632 and TAX 4001. This accounting internship is designed for College of Business students who desire to gain real-world experience in the accounting field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty advisor, and the internship director.

ACG 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. Six credit hours of thesis are required to complete honors in the major. May be repeated to a maximum of 12 credit hours.

CGS 2518. Spreadsheets for Business Environments (3). This course provides an in-depth study of spreadsheets utilizing a problem-solving approach. Spreadsheet-based solutions are explored for common business tasks and problems. The course presents a thorough coverage of spreadsheet functions and tools, along with a deep understanding of their purpose in a business environment. The course is ideal for students with professional interests related to business and economics, as well as for students wishing to obtain a deeper understanding of spreadsheets in general.

GEB 3934. Business and Professional Development (3). (S/U grade only.) This course provides students with the "soft skills" critical for success in the business world. Students spend time on campus during the spring semester studying a variety of topics to help facilitate the transition from college life to the professional world. During spring break, students travel abroad to gain a global perspective of the business world.

TAX 4001. Federal Tax Accounting I (3). TAX 4001 Prerequisites: ACG 3101 with a grade of "C" or better. This course covers concepts and methods of determining income of individuals for tax purposes, as well as the interpretation of Internal Revenue Code, related regulations, and tax advisory services.

TAX 4011. Federal Tax Accounting II (3). TAX 4011 Prerequisites with a grade of "C-" or better. This course covers concepts and methods of determining income of corporations, partnerships, estates, and trusts for tax purposes, as well as the interpretation of Internal Revenue Code, related regulations, and tax advisory services. Subsequent credit for TAX 5015 is not permitted.

DEPARTMENT OF ACCOUNTING

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Chair: Allen Blay; **Assistant Chair**: Holly Sudano; **Professors**: Billings, Blay, Bozanic, Fennema, Gerard, Paterson, Zhang; **Associate Professors**: Keskek, Mauler, Newton, Pierce, Reynolds, Romney, Zimmerman; **Assistant Professor**: Ehinger, Evans; **Senior Lecturer**: Sudano; **Associate Lecturers**: Adams, Polinski; **Assistant Lecturers**: McCoy, Wilson, Winrow; **Arthur Andersen Professor**: Fennema; **Deloitte Professor**: Paterson; **Denise Dickins Fellow of Accounting**: Keskek; **EY Professor**: Blay; **Homer Black Associate Professor of Business Administration**: Newton; **Jim Moran Associate Professor of Business Administration**: Pierce; **KPMG Professor**: Billings; **Madeline Duncan Rolland Associate Professor of Business Administration**: Zimmerman; **William Hillison Professor**: Bozanic

Introduction

The Department of Accounting offers two graduate degree programs: the Master of Accounting (MAcc) and the Doctor of Philosophy in Business (PhD) with a major in accounting. Many Master of Accounting alumni hold important positions in major accounting firms, consulting, industry, government, and nonprofit organizations. Doctoral graduates are faculty members at some of the nation's leading universities.

The accounting faculty is recognized nationally for excellence in teaching and research. Faculty members have expertise in a wide variety of areas including financial accounting and reporting, managerial accounting, governmental accounting, accounting information systems, assurance services, and taxation.

The department maintains close relationships with alumni and the accounting profession. These relationships provide students the opportunity to interact with professionals and to become more familiar with the accounting environment in business. The external support of alumni and friends of the accounting program provides for many enhancements of the learning environment, which result in Florida State University maintaining one of the leading accounting programs in the country.

Students and faculty in accounting have access to state-of-the-art technology, excellent library materials, and a wide range of research databases are available. Ongoing research in the department covers a wide range of activities, including empirical analyses of financial reporting issues, the examination of behavioral issues in accounting and auditing, and the study of current issues in accounting systems, assurance services, and taxation.

Master of Accounting

The Master of Accounting (MAcc) program provides students with exposure to advanced theories and analytical tools used in the field of accounting. It provides an opportunity both to pursue specialized interests and to acquire a broader knowledge of the accounting discipline in general. Completion of the program prepares students for professional accounting careers and fulfills the educational requirements to become a Certified Public Accountant in the State of Florida and many other jurisdictions. Demand for MAcc graduates has been strong in the past and is expected to continue to be strong in the foreseeable future.

Students in the MAcc program choose a major from three offerings: Assurance and Advisory Services, Generalist, or Taxation. Each major requires a minimum of seven graduate courses in accounting, as well as courses in other business areas, for a total of 30 credit hours. Each major area includes courses specifically designed for that area. The MAcc program is structured as a full-time, day-time program; however, students may attend on a part-time basis under certain circumstances. Full-time students who have met all prerequisites complete the program in one calendar year. New students may enter the program at the beginning of any term.

Several fellowships, scholarships, and graduate assistantships are awarded by the Department of Accounting to applicants with strong academic credentials.

Applications to the MAcc program are considered for anyone with an undergraduate degree in accounting. Other undergraduate majors are also considered for admission but are advised to consult the Master of Accounting Program for non-accounting majors section below. Admission decisions are made by an admissions committee after considering all relevant information. Applicants are required to submit official transcripts of prior coursework, letters of recommendation, a résumé and a personal statement. GMAT scores are optional and should be submitted if they will enhance the application. Successful applicants usually have a grade point average (GPA) of 3.0 or better in upper-division accounting courses. The department also offers a combined BS/MAcc pathway that allows highly qualified FSU undergraduate students the opportunity to accelerate their coursework and take up to nine credit hours of graduate coursework, which may be counted toward both the BS and MAcc degrees. More information is in the Combined BS/MAcc Pathway section below.

Requirements

Specific course requirements in the Master of Accounting program are under continuous review. For current course requirements, please visit https://business.fsu.edu/macc or contact The Graduate Programs Office at gradprograms@business.fsu.edu.

Combined Bachelor of Science in Accounting/Master of Accounting Pathway (BS/MAcc)

Florida State University students majoring in accounting can opt for the combined bachelor's/master's pathway that allows them to streamline their studies. Students must meet the following criteria: an overall GPA of at least 3.4, an upper-division GPA of at least 3.2, and an upper-division accounting GPA of at least 3.2 based on at least four upper-division accounting courses. Eligible students apply for the combined pathway after the end of the second term of their junior year. Admitted students are then able to register for up to nine credit hours of graduate courses that count towards both the BS and MAcc degrees during their senior year. Students admitted to the combined BS/MAcc pathway will still be required to apply separately to the Master of Accounting (MAcc) program. For more information, please visit https://business.fsu.edu/combined-pathways. Combined pathway students must maintain grades of “B” or higher in graduate coursework.

Master of Accounting Program for Non-Accounting Majors

The Department of Accounting also offers a MAcc program for non-accounting undergraduate majors. The first part of the program consists of foundation courses. The second part of the program consists of the MAcc coursework described above. Students in the program must maintain at least a 3.0 GPA. The foundation courses can also be completed as a non-degree seeking student or a second degree-seeking student, prior to admission to the MAcc program.

Required Foundation Courses

- Accounting Information Systems
- Auditing Theory and Application I
- Business Communications
- Calculus for Business and the Nonphysical Sciences
- Cost Accounting
- Federal Tax Accounting I
- Intermediate Accounting I
- Financial Accounting and Reporting II
- Financial Management of the Firm
- Fundamentals of Business Statistics
- Introduction to Business Analytics
- Introduction to Financial Accounting
- Introduction to Managerial Accounting
- Principles of Macroeconomics
- Principles of Microeconomics
- Quantitative Methods for Business Decisions
- Spreadsheets for Business

Doctor of Philosophy in Business

Major in Accounting

The College of Business offers a Doctor of Philosophy (PhD) in business administration. The Accounting department offers one major in the PhD program: accounting. The PhD program prepares candidates primarily for research and teaching careers at major academic institutions. The curriculum is tailored to the educational objectives of each candidate, enabling specialization within the field of accounting as well as the selection of a support area of study. The doctoral primary area in accounting assumes coursework equivalent to the University's Master of Accounting program. However, it is possible for exceptional students to be admitted directly into the doctoral program without prior graduate work.

The University offers several supplementary fellowship awards to doctoral students that are in addition to the standard financial assistance provided by the College of Business. All applicants and continuing students are considered automatically for these awards. Additionally, current doctoral students have been successful in winning nationally competitive fellowships from international accounting firms, the McKnight Foundation, the PhD Project, the American Accounting Association, and the American Institute of Certified Public Accountants. For current information, please visit https://business.fsu.edu/phd.

Requirements

Foundation Courses

It is recommended that all Accounting doctoral students satisfy the following prerequisite undergraduate level courses in:

- Calculus
- Linear Algebra
- Statistics

The above requirements may be satisfied by equivalent coursework taken elsewhere.

Primary Area Coursework

The following doctoral seminars and courses are required in the primary area in accounting:

ACG 6696 Seminar in Financial and Auditing Research (3)

ACG 6885 Introduction to Accounting Research (3)

ACG 6896 Seminar in Capital Market-Based Accounting Research (3)

ACG 6916 Supervised Research (3)

ACG 6939 Seminar in Accounting (3)

Additional topics may be pursued through directed individual studies with members of the accounting faculty. In addition to these regularly scheduled seminars, the accounting research colloquium meets weekly to share the results of recent research conducted by University faculty, doctoral students, and invited scholars from other universities.

Support Area Courses

For the support area, two or three courses and/or seminars are selected by the candidate in consultation with the primary area advisor. The support area may be chosen from an area either within or outside the College of Business. The nature of research in accounting is increasingly interdisciplinary, drawing on tools and concepts from economics, statistics, finance, psychology, and other disciplines. These fields represent common areas in which recent doctoral students have chosen to take their support area coursework.

For additional information related to graduate accounting programs, contact *the Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110*, or via e-mail at gradprograms@business.fsu.edu.

DEPARTMENT OF ACCOUNTING

Graduate Courses

Definition of Prefixes

ACG—Accounting: General

BUL—Business Law

GEB—General Business

TAX—Taxation

Graduate Courses

Note: The 5000-level courses are reserved exclusively for graduate students. Courses that may be repeated for credit are designated by “r” immediately following the course number.

ACG 5026. Financial Reporting and Managerial Control (3). Prerequisite: ACG 2021. This course provides a basic understanding of accounting systems and financial statements as a foundation for analysis. The course also addresses cost systems and controls as they pertain to organizational control. Cannot be taken for credit for the Master of Accounting degree.

ACG 5106. Intermediate Accounting I (3). Prerequisites: ACG 2021 and ACG 2071 or equivalents, with a grade of "B" or better ("B-" is not acceptable). This course offers an in-depth study of financial-reporting concepts and generally accepted practice, including an overview of the accounting-cycle assets and noncurrent assets. Emphasis is placed on analyzing financial events and the consequences of financial-reporting alternatives.

ACG 5135. Financial Accounting Theory and Standard Setting (3). Prerequisite: ACG 4201. This course is an introduction to the development of financial accounting theory, the relationship of accounting theory and research to standard setting, and discussion of the current standard setting environment.

ACG 5175. Financial Statement Analysis (3). Prerequisite: ACG 4201. This course teaches students to compare profitability and risk of business entities; aid in assessment of the efficiency of a business entity's operations and success of its strategies; and help predict a business entity's future profitability and financial health.

ACG 5216. Advanced Accounting (3). ACG 5216 Prerequisites: ACG 3111 with a grade of "C-" or better. This course provides a study of accounting principles and problems related to advanced accounting topics.

ACG 5346. Cost Accounting (3). Prerequisites: ACG 2021 and ACG 2071 both with a grade of "B" or better. Pre/Corequisite: QMB 3200 with a grade of "C-" or better if completed as a prerequisite. This course covers the planning and control of economic entities through cost-volume-profit relationships, job order, as well as process and standard cost accounting. Emphasis is placed on the relationship between accounting systems and decision making.

ACG 5356. Advanced Management Accounting (3). Prerequisite: ACG 3341. This course is a study of current advanced topics in management accounting.

ACG 5405. Advanced Accounting Information Systems (3). Prerequisite: ACG 4401. This course explores the design and operation of accounting systems as well as the relevance of data processing and statistical methods to the system of financial information and control.

ACG 5458. Emerging Technologies in Accounting and Auditing (3). This course is designed for Master of Accounting students with either an assurance services major or an accounting information systems major. The course furnishes students with knowledge and skills to account for and to audit firms that are using emerging technologies. It provides students with tools to identify and assess the risks of insecure electronic commerce systems and to formulate security-conscious solutions.

ACG 5505. Government and Not-for-Profit Accounting and Auditing (3). Prerequisite: ACG 4201. This course is an introduction to financial reporting and auditing requirements for government and not-for-profit entities.

ACG 5635. Auditing Theory and Application II (3). Prerequisite: ACG 4632. This course explores the theory of auditing and the development of auditing programs, procedures for obtaining audit evidence, as well as the responsibilities of auditors according to the requirements of the Securities and Exchange Commission.

ACG 5685. Forensic Accounting (3). Prerequisite: ACG 4632 or equivalent. This course provides in-depth exposure to the forensic accounting process and related audit topics, including identification of fraud risk factors and development of skills in detecting fraud.

ACG 5695. Challenges in Professional Accounting (3). Pre- or corequisite: ACG 4642 or ACG 5635. This course examines case studies emphasizing elements of public practice, standards of professional conduct, fraud issues, systematic controls, auditing principles and standards, and communication of findings.

ACG 5905r. Directed Individual Study (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of three credit hours; repeatable within the same term.

ACG 5906r. Special Studies in Management (1-3). Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of three credit hours.

ACG 5915r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of five credit hours; may be repeated within the same term.

ACG 5935r. Special Topics in Accounting (1-3). Prerequisite: Instructor permission. In this course, content varies to provide opportunities to study current issues in accounting and topics not offered in other courses. May be repeated to a maximum of six credit hours; may be repeated within the same term.

ACG 5945r. Supervised Teaching (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. A maximum of three credit hours may apply towards the master's degree. May be repeated to a maximum of five credit hours; may be repeated within the same term.

ACG 6696. Seminar in Financial and Auditing Research (3). Prerequisite: Instructor permission. This course offers an introduction to the academic literature in financial accounting and auditing research.

ACG 6835. Seminar in Behavioral Accounting Research (3). Prerequisite: Instructor permission. This course is a survey of economic-based and psychology-based experimental research as it relates to accounting and auditing.

ACG 6885. Introduction to Accounting Research (3). Prerequisite: Instructor permission. This course offers a survey of subject areas studied and research methods used in accounting.

ACG 6896. Seminar in Capital Market-Based Accounting Research (3). Prerequisite: Instructor permission. This course offers a review and analysis of extant accounting research in the capital markets area.

ACG 6916r. Supervised Research (1-5). (S/U grade only.) Prerequisite: Consent of associate dean for graduate programs. This course may be repeated to a maximum of five credit hours.

ACG 6939r. Seminar in Accounting (3). Prerequisite: Consent of associate dean for academic programs. This course covers research methodologies useful in developing and evaluating accounting theories and principles. Behavioral accounting research and empirical financial accounting research are introduced. May be repeated to a maximum of 12 credit hours; may be repeated within the same term.

ACG 6946r. Supervised Teaching (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. This course may be repeated to a maximum of five credit hours.

ACG 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. A minimum of 24 credit hours is required.

ACG 8964r. Doctoral Preliminary Examination (0). (P/F grade only.) This preliminary examination determines if students have mastered the content area of accounting and are prepared to plan and conduct independent and scholarly research. Upon successful completion of the preliminary examination, students are admitted to candidacy and may begin taking dissertation hours.

ACG 8985. Dissertation Defense Examination (0). (P/F grade only.)

BUL 5335. Law for Accountancy (3). This course exposes students to the basic concepts of law as applied to the accounting profession. This course focuses on the application and analysis of legal and ethical principals.

GEB 5086r. Business and Professional Development (1-3). (S/U grade only.) This course provides students with "soft skills" that are critical for success in the business world. Students study a variety of topics to help facilitate the transition from college life to the professional world. During the spring offering of the course, students will travel abroad to London to gain a global perspective of the business world. May be repeated to a maximum of three credit hours.

GEB 5907r. Special Studies in Business (1-3). May be repeated to a maximum of three credit hours.

GEB 6897. Applied Econometrics for Business Research I (3). This course provides students with an in depth understanding of statistical techniques commonly used in business research, such as accounting, finance, risk management & assurance, and management. Actual applications within a variety of studies are examined to help students learn how to conduct statistical tests and interpret the results.

GEB 6904r. Readings for Examination (1-12). (S/U grade only.) Prerequisite: All coursework required for the PhD. This course is designed for PhD students who have completed all of their required course work and are preparing to sit for their preliminary examinations in the current semester. May be repeated to a maximum of 24 credit hours.

TAX 5005. Taxes and Business Strategy (3). Prerequisite: TAX 4011. This course provides a framework for understanding how taxes affect decision-making, asset prices, equilibrium returns, and the financial and operational structure of firms.

TAX 5015. Federal Income Tax Accounting II (3). TAX 5015 Prerequisites: TAX 4001 with a grade of "C-" or better. This course explores the concepts and methods of determining income of corporations, partnerships, estates, and trusts for tax purposes as well as the interpretation of Internal Revenue Code, related regulations, and tax advisory services.

TAX 5065. Research in Federal Taxation (3). Prerequisite: TAX 4001. This course is a critical examination of the legal aspects of taxation and the development of federal tax law as a basis for planning business decisions.

TAX 5105. Seminar in Corporate Income Taxation (3). Prerequisite: TAX 4011. This course allows students to develop comprehensive knowledge of corporate income taxation concepts, problems, and authorities.

TAX 5205. Pass-Through Entities and Fiduciaries (3). Prerequisite: TAX 4001. This course includes in-depth coverage of the U.S. federal income taxation of pass-through entities including partnerships, Subchapter S corporations, trusts, and estates.

TAX 5405. Seminar in Federal Taxation of Estates and Gifts (3). Prerequisite: TAX 4001. This course allows students to develop a comprehensive mastery of concepts, problems, and authorities related to federal estate and gift taxation.

TAX 5527. Multijurisdictional Tax Issues (3). Prerequisite: TAX 4001. This course provides an in-depth examination of multijurisdictional tax issues including U.S. federal income taxation of inbound and outbound transactions, state and local taxation, and multijurisdictional tax policy issues.

TAX 5875r. Special Topics in Taxation (1-3). Prerequisite: Instructor permission. In this course, the content varies to provide an opportunity for students to study technical topics in taxation not offered in other courses. May be repeated to a maximum of six credit hours.

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

Undergraduate Department of Business Analytics, Information Systems & Supply Chain

COLLEGE OF BUSINESS

Chair: Noyan Ilk; **Assistant Chair**: Lance Kerwin; **Professors:** D. Armstrong, Brusco, Bush, Giunipero; **Associate Professors:** Ilk, Lu, Shang, Tang; **Assistant Professors**: Olivera; **Teaching Faculty III:** K. Armstrong, Larsen; **Teaching Faculty II:** Kerwin; **Teaching Faculty I:** Lee; **Instructional Specialist:** Bryan; **Senior Research Scholar:** Etschmaier; **Bank of America Professor of Business Administration:** Bush; **Haywood & Betty Taylor Eminent Scholar of Business Administration:** Brusco; **Jim Moran Associate Professor of Business Administration:** Shang; **Synovus Associate Professor of Business Administration:** Ilk

The Department of Business Analytics, Information Systems and Supply Chain administers the undergraduate degree program in Management Information Systems (MIS).

The undergraduate major in Management Information Systems is designed for those who want to learn more about the intersection of people, processes, and technology to provide competitive advantage to organizations. The purpose of the Management Information Systems program is to provide students with a broad understanding of the role and use of managerial technology in the various functional areas of modern organizations. With this understanding students will design, implement, and manage systems for use in problem solving, decision making, and innovation in organizations. The overall intent is to prepare the student for entry-level positions in medium- and large-sized organizations leading to high-level technical or managerial careers in both the public and private sectors. Students who successfully complete the Management Information Systems major receive a Bachelor of Science (BS) degree in Management Information Systems. The program Website is accessible at https://business.fsu.edu/undergraduate/majors/mis.

The department also offers a combined BS/MS-MIS pathway and a combined BS/MBA pathway that allows highly qualified undergraduate students the opportunity to accelerate their coursework and take up to nine credit hours of graduate coursework, which may be counted toward both the BS and MS-MIS or MBA degrees. Detailed descriptions of the MS-MIS and MBA program can be found in the Graduate section.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in Management Information Systems satisfy this requirement by earning a grade of "C–" or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 with a "C–" or better is a graduation requirement for students in the MIS major.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a "C–" or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a "C–" or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Business Analytics

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Business Analytics. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/126/221.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. **Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.**

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

MANAGEMENT INFORMATION SYSTEMS MAJOR

Requirements

All students must complete: (1) the University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter; (2) the state of Florida common prerequisites for management information systems majors; (3) the general business core requirements for Management Information Systems majors; (4) the general business breadth requirements for Management Information Systems majors; and (5) the major area requirements for Management Information Systems majors.

Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a Management Information Systems major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the "College of Business" chapter.

General Business Core Requirements

All Management Information Systems majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All Management Information Systems majors must complete three courses as follows. Each course selected must be completed with a grade of "C–" or better.

MAN 4720 Strategic Management and Business Policy (3)

Plus two electives from the following list of courses:

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

ISM 3003 Foundations of Management Information Systems (3)

MAN 3600 Multinational Business Operations (3)

MAR 3231 Retail Management (3)

MAR 3400 Professional Selling (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

REE 3043 Real Estate (3)

RMI 3011 Risk Management/Insurance (3)

Capstone Course

All management information systems majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of "C–" or better.

Major Area Requirements

All Management Information Systems (MIS) majors must complete six courses as listed below. Due to the dynamic nature of the MIS field, all students should verify the current MIS major requirements with the MIS undergraduate advisor upon entry to the major. A grade of "C–" or better must be earned in each course used to satisfy the MIS major area requirements. In all cases, prerequisites to courses must be completed with a grade of "C–" or better before subsequent courses may be entered.

ISM 4113 Management Information Systems Analysis and Design (3)

ISM 4212 Information for Operating Control and Data Management (3)

ISM 4220 Information and Communications Systems Management (3)

Plus three electives from the following list of courses including at least one programming course indicated with an asterisk below:

*CGS 3406 Object-Oriented Programming in C++ (3)

*CGS 3416 Java Programming for Non-Specialists (3)

*CGS 3465 Introduction to Programming in Python (3)

*COP 3014 Programming I (3)

*COP 4125 Advanced Application Development (3)

ISM 3540 Big Data (3)

ISM 4117 Business Intelligence (3)

ISM 4300 Technology Management (3)

ISM 4314 Project Management (3)

ISM 4482 Mobile Technology (3)

ISM 4545 Data Analytics and Mining for Business (3)

ISM 4552 Social Media Analytics (3)

ISM 4930r Special Topics in MIS (3)

ISM 4941 Management Information Systems Internship (3)

MAR 4524 Consumer Demand Analytics with Big Data (3)

QMB 4700 Operations Research for Managerial Decisions (3)

Honors in the Major

The Department of Business Analytics, Information Systems and Supply Chain offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information see the "University Honors Office and Honor Societies" chapter.

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

MINOR IN BUSINESS ANALYTICS

Requirements

The Business Analytics Minor is designed to produce analytically savvy students who will be adept at working in interdisciplinary teams in any organization to solve complex business problems. This is not a University degree program leading to a diploma. The Business Analytics Minor will consist of 12 credit hours. Students interested in pursuing the minor should register their intent to do so with the College of Business Undergraduate Advising office prior to starting the minor. Students are encouraged to begin their minor coursework at least three semesters before graduation.

The Business Analytics minor is open to both College of Business and non-College of Business students. Students are required to complete four 3-hour electives as described below. Only coursework with a grade of "C–" or above will count toward the minor. All courses must be completed at FSU.

X = Courses that will satisfy the minor requirement.

		MIS Major*	Business Major (other than MIS)	Non-Business Major
		Complete 4 courses with C- or better		
IDC 3931	Special Topics – Supply Chain Analytics	X	X	X
ISM 3540	Big Data	X	X	X
ISM 3541	Introduction to Business Analytics			X
ISM 4117	Business Intelligence	X	X	X
ISM 4212	Information for Operating Control and Data Management	X	X	X
ISM 4545	Data Analytics and Mining for Business	X	X	X
ISM 4552	Social Media Analytics	X	X	X
MAR 4524	Consumer Demand Analytics with Big Data	X	X	X
QMB 4700	Operations Research for Managerial Decisions	X	X	X
*MIS majors may count ISM 4212 and one of the following for both the major and minor: ISM 3540, ISM 4117, ISM 4545, ISM 4552, MAR 4524, QMB 4700				

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

Undergraduate Courses

Definition of Prefixes

CGS—Computer General Studies

IDC—Interdisciplinary Computing

ISM—Information Systems Management

MAN—Management

MAR—Marketing

QMB—Quantitative Methods in Business

Undergraduate Courses

CGS 2518. Spreadsheets for Business Environments (3). This course provides an in-depth study of spreadsheets utilizing a problem-solving approach. Spreadsheet-based solutions are explored for common business tasks and problems. The course presents a thorough coverage of spreadsheet functions and tools, along with a deep understanding of their purpose in a business environment. The course is ideal for students with professional interests related to business and economics, as well as for students wishing to obtain a deeper understanding of spreadsheets in general.

IDC 3931r. Special Topics in Interdisciplinary Computing - Intermediate Level (3). This course covers current issues and topics in interdisciplinary computing that are not discussed in other courses. Topics vary. May be repeated to a maximum of nine (9) credit hours.

ISM 3003. Foundations of Management Information Systems (3). This course provides a broad overview of the role of management information systems (MIS) within organizations with an emphasis on understanding the three key resources that MIS focuses on–people, information, and information technology.

ISM 3540. Big Data (3). This introductory course addresses issues surrounding the accumulation, transformation and analysis of large datasets typically encountered in both business and research environments. Additionally, students work in a classroom lab setting using cutting-edge technologies to analyze and mine data associated with their interests.

ISM 3541. Introduction to Business Analytics (3). This course provides students with an introduction to basic business analytics concepts and applications. The course covers the principles of data analytic thinking and provide a solid foundation for data driven decision making in various business and organizational settings. The course places special emphasis on working through applications and examples of analytics in the real world.

ISM 4113. Management Information Systems Analysis and Design (3). This course is an in-depth treatment of the theory and practice of management information systems including information requirements analysis, design methodology, and system implementation considerations.

ISM 4117. Business Intelligence (3). This course helps students explore managerial, strategic, and technical issues associated with developing and deploying Business Intelligence applications.

ISM 4212. Information for Operating Control and Data Management (3). This course covers the theory, techniques, and applications of information management and control including organizations as information-processing systems and executive support systems.

ISM 4220. Information and Communications Systems Management (3). Prerequisite: ISM 4113. This course is an introduction to the design, operation, and management of telecommunication systems including electronic data interchange, office support, transborder information flow, and management support for networking. For MIS majors only.

ISM 4314. Project Management (3). Prerequisite: ISM 4113. This course covers the fundamental knowledge areas related to successful project management. Topics include project selection and initiation, work breakdown structure and scope management, scheduling, budgeting and cost analysis, quality control, project communication plans, project risk analysis, resource leveling and procurement issues.

ISM 4545. Data Analytics and Mining for Business (3). This course discusses the most important data analytics and mining techniques to support data-driven decision making and help corporations acquire knowledge from large data sets. Specifically, it introduces methods such as clustering, classification, association rule mining, etc. through a hands-on approach using specialized software.

ISM 4552. Social Media Analytics (3). This course is an introduction to the field of social media data analytics with a study of current social media theory concepts, data analytics tools, customer engagement analytics, platforms, and other technologies associated with the analysis of social network data. This course will provide the student an end-to-end framework to analyze social networks, social media, social campaigns, and to synthesize insights into the behavior of persons (or non-persons) interacting on social media.

ISM 4905r. Directed Individual Study (1-3). May be repeated to a maximum of twelve (12) credit hours.

ISM 4930r. Special Topics in Management Information Systems (1-3). This course provides an opportunity to study current issues in management information systems and topics not covered in other courses. May be repeated to a maximum of nine semester hours as content varies. Prerequisites vary depending on the topic of the course; refer to department for details.

ISM 4941r. Field Study in Management Information Systems (3). (S/U grade only.) Prerequisite: ISM 4212. This course provides students with learning opportunities in the organizational management information systems environments beyond those available in existing MIS courses. No more than three credit hours allowed in a semester. May be repeated to a maximum of six semester hours.

ISM 4970r. Honors in the Major Research (1-6). Prerequisites: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six (6) credit hours total, but may be repeated up to a maximum of twelve credit hours in total.

MAN 3504. Service Operations Management (3). Prerequisites: CGS 2100 and QMB 3200. This course covers methodology and theory of the design and management of productive systems, especially in the services industry. Includes quantitative techniques and procedures for process analysis.

MAR 4203. Logistics and Supply Chain Management (3). Prerequisite: MAR 3023. This course introduces the student to the management of logistics activities involved in the flow of goods, information, and funds throughout the supply chain.

MAR 4524. Consumer Demand Analytics with Big Data (3). This course is an advanced undergraduate class for mainly business students. However, students from economics, engineering, and other disciplines may find it useful.

QMB 4700. Operations Research for Managerial Decisions (3). This course focuses on the prescriptive perspective. The course studies many of the mathematical tools available to the decision maker to use the information derived from descriptive and predictive analytics.

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/baissc

Chair: Ashley Bush; **Professors:** D. Armstrong, Brusco, Bush, Giunipero; **Associate Professors:** Ilk, Lu, Shang, Tang; **Assistant Professors:** Baucum; **Teaching Faculty III:** K. Armstrong, Larsen; **Teaching Faculty II:** Kerwin; **Instructional Specialist:** Bryan; **Bank of America Professor of Business Administration:** Bush; **Haywood & Betty Taylor Eminent Scholar in Business Administration:** Brusco; **Jim Moran Associate Professor of Business Administration:** Shang; **Synovus Associate Professor of Business Administration:** Ilk

The Department of Business Analytics, Information Systems and Supply Chain has a diversified faculty with a wide field of teaching and research specialties at the graduate level. These research areas include business analytics, management information systems, operations research, and supply chain.

The graduate mission of the department is to provide education at both the master's and doctoral level and to stimulate and carry out research resulting in scholarly publications. At the master's level, this teaching and research reflects a strongly applied focus with examination of the practices of various companies and other organizations. At the doctoral level, the focus is more analytical with emphasis on theory development and testing.

For additional information related to graduate Business Analytics and Management Information Systems programs, contact the Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110, or e-mail gradprograms@business.fsu.edu or visit https://business.fsu.edu/graduate.

Doctoral Degree

The college offers a Doctor of Philosophy (PhD) in business administration. The Business Analytics, Information Systems and Supply Chain department offers one concentration in the PhD program: management information systems. The PhD program prepares students for teaching and research at the university level.

Graduates have been placed at universities throughout the United States, including University of Georgia, Texas A&M, Northern Michigan University, Wake Forest University, Washington State University, and Washington and Lee University. For current information, please visit https://business.fsu.edu/phd.

Master's Degree

The MBA program offers a specialization in business analytics, management information systems, and supply chain management where students take 9 credit hours of electives in one of these areas. For current information, please visit https://business.fsu.edu/mba.

Master of Science Degree in Business Analytics

The Master of Science Degree Program in Business Analytics (MS-BA) was developed to address the need for specialized training in business analytics. The purpose of the Business Analytics master's program is to develop students' in-depth skills in analyzing large datasets and making strategic business recommendations based on this analysis. With approval on an individual basis, other graduate students in the College of Business may take specific electives in the MS-BA program.

The Master of Science in Business Analytics (MS-BA) is a full-time, on-campus program. Students must complete thirty-three semester hours. The program is designed so that students can complete the degree in three semesters. Entry into the program occurs in the Summer semester. Deadlines for receipt of all application materials is March 1 for Summer. For current information, please visit https://business.fsu.edu/msba.

Master of Science Degree in Management Information Systems

The Master of Science Degree Program in Management Information Systems (MS in MIS) was formed to increase the emphasis on technological education in the business curriculum. The purpose of the MIS master's program is to update the skills of working MIS professionals and has a managerial focus. With approval on an individual basis, other graduate students in the College of Business may take specific electives in the MS in MIS program.

The Master of Science in Management Information Systems (MS in MIS) is an online program only. Students must complete thirty-three semester hours. The program is designed so that students can complete the degree in twenty-four months by taking two online courses each semester. Entry into the program occurs in the Fall, Spring, and Summer semesters. Deadlines for receipt of all application materials are June 1 for Fall, October 1 for Spring, and March 1 for Summer. For current information, please visit https://business.fsu.edu/msmis.

Combined Bachelor's in Management Information Systems/Master of Business Administration Pathway (BS-MIS/MBA)

The undergraduate MIS degree gives students a broad exposure to the technology skills necessary in any organization with an information systems (IS) group. These skills include programming, systems analysis and design, database design & development, information technology infrastructure design, and analytics. Students who pursue the MBA degree with the MIS concentration following the undergraduate MIS degree will strengthen and deepen their overall business skills while fine tuning their MIS skills in the specialization.

Students will need to apply for admission to the combined BS-MIS/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division management information systems GPA of at least 3.2 based on at least two upper-division management information systems courses at the time of application. Admitted students are then able to register during their senior year for up to nine semester hours of graduate courses that count towards both the BS-MIS and MBA degrees. Students admitted to the combined BS-MIS/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain an average of 3.00 GPA or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Master of Science in Management Information Systems (MS-MIS)

At Florida State University there is a unique opportunity to leverage our strong undergraduate program in Management Information Systems and our highly ranked Master of Science in Management Information Systems (MS-MIS) program to provide students with the academic and professional preparation to take advantage of available opportunities. Through a variety of professional development programs offered by the Business Analytics, Information Systems and Supply Chain Center and a variety of student groups, undergraduate management information systems students have strong networking and professional development skills that allow them to create promising career paths. By allowing the top undergraduate management information systems students to take management information systems courses in the MS-MIS program their senior year, we are creating several key advantages for the students. By taking the graduate courses in their undergraduate program, it will allow the students to gain advanced, discipline-specific skills that will hopefully lead to stronger internships between the completion of their undergraduate degrees (typically in spring) and the start of their Master of Science in Management Information Systems program in the fall. This should lead to stronger placements overall.

Students will need to apply for admission to the combined BS-MIS/MS-MIS pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division management information systems GPA of at least 3.2 based on at least two upper-division management information systems courses at the time of application. Admitted students are then able to register during their senior year for up to nine semester hours of graduate courses that count towards both the BS-MIS and MS-MIS degrees. Students admitted to the combined BS-MIS pathway will still be required to apply for the MS-MIS program through the regular process in their senior year.

Combined pathway students must maintain an average of 3.00 GPA or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our online MS-MIS program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

DEPARTMENT OF BUSINESS ANALYTICS, INFORMATION SYSTEMS & SUPPLY CHAIN

GRADUATE COURSES

Definition of Prefixes

ISM—Information Systems Management

MAN—Management

MAR—Marketing

QMB—Quantitative Methods in Business

Graduate Courses

Masters

Note: The 5000-level courses are reserved exclusively for graduate students. Courses which may be repeated for credit are designated by “r” immediately following the course number.

ISM 5021. Information and Technology Management (3). This is an applied course in concepts and techniques used in the design and implementation of management information systems and decision support systems, with emphasis on management of these systems.

ISM 5123. Systems Analysis and Design (3). In this course, students learn about the particular MIS perspective on systems development and its life cycle, from the birth of a new information system to its death and replacement. In addition, students learn about the tools, techniques, and methodologies used by systems analysts to develop information systems in organizations.

ISM 5136. Data Analytics and Mining for Business (3). This course provides a managerial overview of the state of art technologies and techniques that are used to discover rich and existing patterns for generating business value i.e. “business intelligence” for organizations.

ISM 5206. Database Development and Management (3). Miscellaneous Requirement: Basic knowledge of relational databases. This course is designed to provide a comprehensive overview of the major issues underlying the organizational utilization of databases and database management systems. Theoretical, conceptual and practical concerns in the design and implementation of database systems are discussed. Organizational concerns in database use are highlighted through the use of case studies.

ISM 5315. Project Management (3). This course has been designed to be relevant for all professionals confronting project-related tasks, with particular attention given to the information systems context. Course content includes an overview of technology, an introduction to software development approaches, facets of project management, and organizational issues related to successful project management.

ISM 5327. Corporate Information Security (3). This course examines corporate information security from several perspectives. Topics include differences in security of physical versus digital assets; sources of security threats; solutions involving technology, people, and policy; and proper responses to attacks on digital assets.

ISM 5404. Business Intelligence (3). This course explores the concepts, technologies, and skills needed to produce and interpret actionable intelligence for enhanced managerial decision making.

ISM 5419. Fundamentals of Data Visualization (3). This course covers the tools and techniques needed to properly express the results of descriptive, predictive, and prescriptive analytical procedures. Students focus on identifying and applying the best methods and tools for a particular analytical question and dataset to produce a successful visualization.

ISM 5428. Knowledge Management (3). This course examines knowledge management from an organizational perspective. Topics include principles; strategic issues; systems design and development; as well as knowledge creation, capture, sharing, and application.

ISM 5560. Data Management in Business Analytics (3). This course discusses various data related issues in business analytics and introduce the best practices, underlying principles, and emerging technologies in data management. The course specifically covers: foundational data management concepts; best practices in managing big data; and unstructured data management.

ISM 5565. Foundational Concepts for Business Analytics (3). This course prepares graduate students in the Business Analytics graduate program with foundational tools and techniques used in subsequent courses. The primary focus is achieving and understanding the role of applied probability methods in business analytics.

ISM 5566. Forecasting, Revenue Management, and Pricing (3). This course explores how "big data" can be used for understanding and analyzing customer demand and behavior. This course surveys the canonical uses of data to analyze consumer demand--time-series forecasting. The course focuses on Exponential Smoothing and ARIMA models, then explores the idea that sales is not the same as demand.

ISM 5567. Supply Chain Analytics (3). This course examines the role that Business Analytics can play in the context of an organization's Operations and Supply Chain functions. The goal of this course is to develop critical skills in the management of Supply Chains.

ISM 5569. Business Analytics Capstone (3). This course provides students with an advanced level of analytical skills that enables them to examine business problems by developing models, analyzing alternatives, and recommending solutions using techniques and tools they have learned in previous Business Analytics courses.

ISM 5644. Programming for Analytics (3). This course introduces students to the basics of computer programing for business analytics. The course places special emphasis on utilizing Python programming language for data science and analytics related tasks.

ISM 5906r. Directed Individual Study (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of three semester hours.

ISM 5935r. Special Topics in Information and Management Sciences (1-3). This course is an in-depth study of current topics in information and management sciences. May be repeated to a maximum of nine (9) credit hours as topics vary.

MAN 5501. Operations Management (3). This course is a graduate survey of international business. Concepts of international economics blended with the marketing of goods and services in international markets. Current international events discussed.

MAR 5465. Purchasing and Supply Chain Management (3). This course provides an understanding of the purchasing/supply management process by analyzing the sourcing strategies, negotiation tools and contract management techniques required to provide organizations with the best value for their purchase expenditures.

MAR 5466. Logistics and Supply Chain Management (3). This course examines the downstream portion of the supply chain and the strategic marketing implications related to managing customer relationships. Focus is on the management of the processes necessary to stimulate and meet customer demand, as well as on the development of long-term customer relationships.

MAR 5726. Supply Chain and Marketing in the Digital Age (3). This course focuses on how technology affects the entire supply chain from marketing to suppliers. Students review databases, newer technologies such as 3D printing, blockchain, robotics, drones, automated vehicles etc. along with supporting systems such as procure to pay and other supply chain information systems.

QMB 5616. Probabilistic Optimization Methods for Analytics (3). This course teaches students techniques to address problems in regression, discriminant analysis, principal component analysis, logistic regression, SEM, etc. Students will utilize methods such as calculus and linear algebra.

QMB 5755. Quantitative Methods in Business Analytics I (3). Prerequisite: Working knowledge of MS Excel. This course focuses on deterministic methods for prescriptive business analytics.

QMB 5935r. Special Topics in Quantitative Methods (1-3). This course is an in-depth study of current topics in quantitative methods in business.

Doctoral

Note: The doctoral curriculum includes courses selected from the following in addition to those offered at the 5000 level. In exceptional cases master's candidates may elect 6000 level courses with permission of the instructor and the associate dean for academic programs.

ISM 6109. Doctoral Seminar in General Systems Theory (3). This seminar is a discussion of the different theories and views about organizations and the design of information and communication systems in organizations. Students gain an appreciation for the close and intertwining nature of the relationship between views of organizations and the philosophies governing the design and use of information systems.

ISM 6395. Doctoral Seminar in Management Information Systems (3). This course addresses the organizational issues associated with effective information technology-based innovation and the management of information technologies in organizational strategies and operations.

ISM 6405. Doctoral Seminar in Decision Processes and Structures (3). This course is a study of the structures and processes of decision-making at the individual, group, and organizational levels. Students also gain an appreciation for the impact of information technologies on these decision-making structures and processes.

ISM 6917r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean of academic programs. May be repeated to a maximum of five semester hours.

ISM 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. A minimum of twenty-four semester hours is required.

ISM 8964r. Doctoral Preliminary Examination (0). (P/F grade only.) This preliminary examination determines if students have mastered the content area of MIS and are prepared to plan and conduct independent and scholarly research. Upon successful completion of the preliminary examination, students are admitted to candidacy and may begin taking dissertation hours. Students can take the preliminary examination for admission to candidacy only two times.

ISM 8985. Dissertation Defense Examination (0). (P/F grade only.) Course Description not on file

DEPARTMENT OF FINANCE

UNDERGRADUATE DEPARTMENT OF FINANCE

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/finance

Chair: Don Autore; **Assistant Chair**: Kelsey Syvrud; **Professors**: Ang, Autore, Cheng, Hutton; **Associate Professors**: Christiansen, Dougal, Mityakov, Perfect; **Assistant Professors**: Filippou, Kim; **Senior Lecturers in Finance**: Bliss, Mahon, G. Smith; **Assistant Lecturers in Finance**: Herring, Khoshnoud, Lam, Schrowang, D. Smith, Syvrud, Wang; **Bank of America Eminent Scholar in Finance**: Ang; **Truist Associate Professor of Finance**: Christiansen; **Gene Taylor Bank of America Professor of Finance**: Hutton; **Dean L. Cash Professor of Finance**: Autore; **Truist Associate Professor of Finance**: Mityakov

Finance is considered one of the basic functions of our private enterprise system. Finance can be defined as the art and science of managing money. Each of the many firms, businesses, institutions, and governmental agencies in our economic system has the problems of obtaining, administering, and managing its funds efficiently and wisely. Nearly every decision made by an organization has important financial implications. Thus, the finance student is introduced to and studies the theory, concepts, applications, institutional environment, and analytical tools essential for proper decision making. Finance is designed as preparation for a broad variety of careers, since all organizations need individuals knowledgeable about finance. Careers may be in financial management and analysis, banking, financial institutions, financial markets, investments, portfolio analysis and management, financial planning, and multinational finance. Finance is also considered good preparation for graduate study in law or business. The department also offers a combined BS/MSF pathway and a combined BS/MBA pathway that allows highly qualified undergraduate students the opportunity to accelerate their coursework and take up to nine semester hours of graduate coursework, which may be counted toward both the BS and MSF or MBA degrees. Detailed descriptions of the MSF and MBA programs can be found in the Graduate Bulletin.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in finance satisfy this requirement by earning a grade of "C–" or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 with a grade of "C–" or better is required for students in the Finance major and is a prerequisite to all 4000-level courses offered in the Finance Department.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a "C–" or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a "C–" or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Finance

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Finance. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/138/1158.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

Requirements

Requirements for the Finance Program

Candidates for the Bachelor of Science (BS) or Bachelor of Arts (BA) degree with a major in finance must complete a minimum of one hundred twenty semester hours. Normally, four semesters of work are devoted to the CoreFSU Curriculum and additional foundation courses in mathematics, economics, and statistics. The finance major must complete the business common body of knowledge, which includes work in accounting, quantitative methods, management, business law, marketing, computer science, business communications, and basic finance. The finance major requirements consist of an additional eighteen semester hours of work in advanced finance and accounting courses.

Requirements for a Major in Finance

All students must complete the following: (1) the University-wide baccalaureate degree requirements summarized in the “Undergraduate Degree Requirements” chapter of this General Bulletin; (2) the state of Florida common program prerequisites for finance majors; (3) the general business core requirements for finance majors; (4) the general business breadth requirements for finance majors; and (5) the major area requirements for finance majors.

Note: To be eligible to pursue finance major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the “College of Business” chapter of this General Bulletin.

General Business Core Requirements for Finance Majors

All finance majors must complete the following six courses. A grade of “C–” or better must be earned in each course*

BUL 3310 The Legal and Ethical Environment of Business (3)

*FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements for Finance Majors

All finance majors must complete the two courses as follows. Each course must be completed with a grade of “C–” or better.

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

Capstone Course

All finance majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of “C–” or better.

Major Area Requirements for Finance Majors

All finance majors must complete six courses (eighteen semester hours) as listed below.

A grade of “B–” or better must be earned in FIN 3403 and a grade of “C–” or better must be earned in CGS 2518 and FIN 3244 to be eligible to enroll in any 4000-level course offered by the Finance Department.

A grade of “C–” or better must be earned in FIN 4424, FIN 4504, and the two additional finance electives used to satisfy the finance major area requirements. A minimum grade point average (GPA) of 2.0 must be earned in the courses used to satisfy the finance major area requirements.

Finance majors cannot repeat FIN 3403 more than three times. Non-finance majors are not subject to this repeat policy.

ACG 3171 Analysis of Financial Statement Presentation (3)

Note: The two course sequence, ACG 3101 (Financial Accounting and Reporting I) and ACG 3111 (Financial Accounting and Reporting II), may be substituted for ACG 3171.

ACG 3331 Cost Accounting and Analysis for Business Decisions (3)

Note: ACG 3341 (Cost Accounting) may be substituted for ACG 3331.

FIN 4424 Problems in Financial Management (3)

FIN 4504 Investments (3)

Plus two electives from the following list of courses:

FIN 4324 Commercial Bank Administration (3)

FIN 4433 Venture Capital and Private Equity

FIN 4412 Short-Term Financial Management (3)

FIN 4453 Financial Modeling and Forecasting (3)

FIN 4514 Security Analysis and Portfolio Management (3)

FIN 4604 Multinational Financial Management (3)

FIN 4730 Strategic Consulting for Finance (3)

FIN 4934r Senior Seminar in Finance (3)

GEB 4455 Perspectives on Free Enterprise (3)

*REE 4204 Real Estate Finance (3) or

*REE 4313 Real Estate Investment (3)

*Students may count only one of these REE courses as a Finance major elective.

Honors in the Major

The Department of Finance offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information see the "University Honors Office and Honor Societies" chapter of this General Bulletin.

DEPARTMENT OF FINANCE

Undergraduate Courses

Definition of Prefixes

FIN—Finance

GEB—General Business

QMB—Quantitative Methods in Business

Undergraduate Courses

FIN 3140. Personal Finance (3). This course is a study of the concepts and processes in planning, analyzing, and controlling personal financial resources. The course emphasizes financial planning, cash and credit management, managing expenditures, income and asset protection, investment planning, and retirement and estate planning. For non-business majors only. Credit not allowed for business majors.

FIN 3244. Financial Markets, Institutions, and International Finance Systems (3). Prerequisites: ACG 2021 and ECO 2013. This course focuses on money and capital markets, financial institutions, financial systems, and financial environment including an introduction to investments. Emphasizes the microfinancial decision-making process of the business firm.

FIN 3403. Financial Management of the Firm (3). Prerequisites: ACG 2021 and ECO 2023. This course is an examination of the basic concepts involved in the investment, financing, and dividend decisions of the business firm. Managerial orientation with emphasis on identification, analysis, and solution of financial problems confronting the firm.

FIN 4324. Commercial Bank Administration (3). FIN 4324 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course is a study of the operations and administration of commercial banks and their role in the money and capital markets. Examines banking regulation, the lending function, investments, and the financial decision-making process.

FIN 4412. Short-Term Financial Management (3). FIN 4412 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course focuses on the decisions impacting the short-term cash flows of organizations-public, private, governmental, and non-profit. Topics include: cash management, treasury management, and working capital management.

FIN 4424. Problems in Financial Management (3). FIN 4424 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course gives students an understanding of the underlying principles of finance from the decision-making perspective of financial managers. Topics include: project valuation and capital budgeting decisions, return and risk analysis, capital structure, payout policy, and corporate governance. Case studies are included.

FIN 4433. VENTURE CAPITAL AND PRIVATE EQUITY (3). Prerequisites: CGS 2518, FIN 3244, and FIN 3403. This course provides a comprehensive overview of the private equity industry with an emphasis on venture capital investing. The private equity industry is the set of investment funds that raise capital to buy ownership (equity) in private companies. This industry provides an important source of capital and managerial expertise throughout the life cycle of a firm.

FIN 4453. Financial Modeling and Forecasting (3). FIN 4453 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course is an introduction to financial modeling and forecasting. Emphasis is on computer models and forecasting financial variables.

FIN 4504. Investments (3). FIN 4504 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course is an introduction to investment/security analysis. Includes an examination of investment instruments, the investment environment, the concept of risk-return, and the interactive forces between the economy, industries, and individual firms.

FIN 4514. Security Analysis and Portfolio Management (3). FIN 4514 Prerequisites: FIN 3244 (C- or better) and FIN 3403 (B- or better) and FIN 4504 (C- or better) This course is an advanced and comprehensive coverage of investment topics including bond analysis, stock options, interest rate futures, options on futures contracts, portfolio analysis and management, and security market efficiency.

FIN 4540. Fixed Income (3). Prerequisites: CGS2518, FIN 3244, and FIN 3403. This course focuses on fixed income securities and global debt markets. This course defines the key characteristics of fixed income securities, and discusses the primary types of bonds. Students receive an overview of the Chartered Financial Analyst (CFA) Institute Code of Ethics and Standards of Professional Conduct.

FIN 4604. Multinational Financial Management (3). FIN 4604 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course introduces the environment of international capital and foreign exchange markets and examines the effects of the international business environment on risk, capital budgeting, working capital management, and capital structure decisions of the firm.

FIN 4730. Strategic Consulting for Finance (3). FIN 4730 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course helps students leverage creative skills to find solutions for business challenges. The course uses hands-on techniques and exercises including case studies and in-class activities to teach students how to gather data, transform it into useful information, locate problem areas, generate ideas, and choose optimal solutions rooted in ethics and values.

This course helps students determine the right approach to understanding business problems by teaching them to ask the right questions, improving their judgment, and optimizing their decision making. Current consulting strategies and techniques, including best practices, continuous improvement, business process outsourcing and others will be reviewed and discussed.

FIN 4905r. Directed Individual Study (1-3). This course permits study or exploration into a specialized topic of finance that is not included in one of the other finance courses. It also permits advanced and extensive study of finance topics beyond that included in the other finance courses. The study is conducted with the direct supervision of an individual faculty member. This course may not be used as one of the two required finance electives detailed in the major requirements. May be repeated to a maximum of five times with the requirement that the topic changes each time. Consent of the department chairperson is required.

FIN 4934r. Senior Seminar in Finance (3). FIN 4934 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) May be repeated to a maximum of nine credit hours as topics vary. Additional prerequisites may be required depending on the topic

FIN 4941. Finance Internship (3). (S/U grade only.) Prerequisites: FIN 3403 and FIN 3244. This internship is designed for College of Business students who desire to gain real world experience in the finance field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty advisor, and the internship director.

FIN 4960. Securities Industry Essentials (1). Prerequisites: CGS 2518, FIN 3244, FIN 3403, FIN 4504. This course is an introduction to the securities industry and provides preparation for the FINRA Securities Industry Essentials (SIE) examination. Individuals interested in pursuing employment as a representative-legal registrant (e.g., analysts at banks, brokerage firms, investment managers, and wealth managers) must pass the SIE examination.

FIN 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six (6) credit hours total, but may be repeated up to a maximum of 12 credit hours in total.

GEB 4455. Perspectives on Free Enterprise (3). GEB 4455 Prerequisites: CGS 2518 (C- or better) and FIN 3244 (C- or better) and FIN 3403 (B- or better) This course is an examination of the free enterprise system and the associated economic schools of thought. Sponsored by the BB&T Center for Free Enterprise.

GEB 4930r. Special Topics in Business (1-3). The content of this course varies to provide an opportunity to study current issues in business and topics not covered in other courses. Prerequisites may vary as content varies; contact the department for further information.

QMB 3200. Quantitative Methods for Business Decisions (3). Prerequisites: CGS 2100 and STA 2023. This course examines classical and modern decision-making techniques based on probabilistic concepts. Emphasizes applications to all areas of business.

DEPARTMENT OF FINANCE

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/finance

Chair: Don Autore; **Assistant Chair:** Kelsey Syvrud; **Professors**: Ang, Autore, Hutton; **Associate Professors:** Christiansen, Dougal, Mityakov, Perfect; **Assistant Professors**: Filippou, Kim, Li, Sampaio, Zhou; **Senior Lecturers**: Bliss, Mahon, G. Smith; **Assistant Lecturers in Finance**: Herring, Lam, Schrowang, D. Smith, Syvrud, Wang; **Bank of America Eminent Scholar in Finance**: Ang; **Truist Associate Professor of Finance**: Mityakov; **Gene Taylor/Bank of America Professor**: Hutton; **Dean L. Cash Professor of Finance**: Autore

The Department of Finance at Florida State University provides graduate students with a dynamic and intellectually rigorous environment that prepares them for leadership in finance, investment management, financial institutions, and research-driven careers. Faculty expertise spans a wide range of disciplines, including corporate finance, asset management, financial markets and institutions, multinational finance, and quantitative modeling.

Our faculty are committed to advancing financial knowledge and equipping students with the analytical skills needed to navigate the evolving financial landscape. Graduate courses integrate theory with real-world application, incorporating case studies, data-driven financial modeling, interactive simulations, and hands-on research projects. Through discussions, presentations, and collaborative learning experiences, students develop the critical thinking and technical expertise required for success in the finance industry.

Research is a cornerstone of the department, ensuring that students engage with cutting-edge financial theories and emerging industry trends. Faculty members actively contribute to the development of new financial tools and strategies, collaborating with students on research projects that address complex financial challenges. This exposure prepares graduates to adapt and become thought leaders in their respective fields.

Whether students aim to pursue careers in investment management, financial analysis, corporate finance, or academia, the Department of Finance provides the knowledge, mentorship, and resources necessary to excel.

The finance faculty is dedicated to the advancement of the finance profession not only through its teaching and research activities but also through its involvement with outside government, business, academic, and professional organizations.

For additional information related to graduate Finance programs, contact the Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110, or via e-mail at gradprograms@business.fsu.edu or visit https://business.fsu.edu/graduate.

Combined Bachelor's in Real Estate/Master of Science in Finance Pathway (BS-RE/MSF)

There is substantial growing demand for students with advanced training and graduate preparation in the area of real estate finance and investment. Outstanding opportunities in real estate investment, lending, asset management, valuation, brokerage, and other service areas are expanding within institutional investors, investment banks, private equity firms, portfolio lenders, pension funds, and other service providers. Students with a strong combination of advanced analytical skills in finance and real estate are ideally suited to compete for positions emerging within leading companies.

Students will need to apply for admission to the combined BS-RE/MSF pathway in their junior year to take graduate courses in their senior year. Admission requires an overall GPA of 3.4 or higher, an upper-division GPA of 3.2 or higher, and an upper-division GPA of 3.2 or higher in their upper division finance and real estate courses. Admitted students are then able to register during their senior year for up to nine semester hours of graduate courses that count towards both the BS-RE and MSF degrees. Students admitted to the combined BS-RE/MSF pathway will still be required to apply for the MSF program, which begins in the second six-weeks of the summer semester and is completed the following spring semester, through the regular process in their senior year. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Finance/Master of Science in Finance Pathway (BS-MSF)

The real estate and finance industry continues to see growing demand for professionals with advanced financial and analytical expertise. The combined BS-RE/MSF pathway equips students with the skills needed for careers in real estate investment, lending, asset management, valuation, private equity, brokerage, and institutional portfolio management. Graduates with expertise in both finance and real estate are highly sought after by investment banks, private equity firms, pension funds, and institutional investors.

Students will need to apply for admission to the combined BS-RE/MSF pathway in their junior year to take graduate courses in their senior year. Admission requires an overall GPA of 3.4 or higher, an upper-division GPA of 3.2 or higher, and an upper-division GPA of 3.2 or higher in their upper division finance and real estate courses. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-RE and MSF degrees. Students admitted to the combined BS-RE/MSF pathway will still be required to apply for the MSF program, which begins in the second six-weeks of the summer term and is completed the following spring term, through the regular process in their senior year.

Note: There is an option for a remote/online summer for students with approved internships. Combined pathway students must maintain grades of "B" or higher in graduate coursework. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Finance/Master of Science in Finance Pathway (BS-MSF)

The finance industry is increasingly competitive, and professionals with advanced analytical skills and financial expertise are in high demand. The combined BSF/MSF pathway gives students a direct route to graduate-level finance training, equipping them with the technical and strategic skills needed for leadership roles in finance. Graduates of the MSF program are well-positioned for careers in Investment Banking, Asset & Wealth Management, Corporate Finance, Private Equity & Venture Capital, Risk Management & Financial Consulting, and Financial Technology (FinTech).

Students will need to apply for admission to the combined BS-MSF pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division finance GPA of at least 3.2 based on at least two upper-division finance courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-FIN and MSF degrees. Students admitted to the combined BS-MSF pathway will still be required to apply for the MSF program through the regular process in their senior year. Combined pathway students must maintain B-grades or higher in graduate coursework. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Finance/ Master of Business Administration Pathway (BS-FIN/MBA)

The combined BSF/MBA pathway at Florida State University offers top undergraduate finance students a streamlined path to earning an MBA while enhancing their career prospects and professional development. This program allows students to build on FSU's strong undergraduate finance curriculum while gaining graduate-level expertise in business strategy, leadership, and financial decision-making. Graduates of the MBA program are well-positioned for careers in corporate finance, consulting, and financial strategy.

Students will need to apply for admission to the combined BS-FIN/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division finance GPA of at least 3.2 based on at least two upper-division finance courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-FIN and MBA degrees. Students admitted to the combined BS-FIN/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Master's Degree

The Master of Science in Finance (MSF) is an intensive one-year, lock-step program designed to provide students with advanced analytical, financial modeling, and investment management skills. The program has two specializations: 1) Corporate Finance & Investment Banking or 2) Real Estate Finance & Investment. The 32-credit-hour curriculum integrates theory, empirical analysis, and real-world financial applications, preparing graduates for careers in Investment Banking, Asset & Wealth Management, Corporate Finance, Private Equity & Venture Capital, Risk Management & Financial Consulting, and Financial Technology (FinTech).

All students begin in the second six-week summer session, with an option for a remote/online summer for students with approved internships. Students complete the program in the following spring term, where students in the Corporate Finance & Investment Banking specialization have the ability to select from a series of elective courses most aligned with their career goals.

Specialization in Real Estate Finance & Investment:

Students who choose this track take specialized real estate finance and investment courses, equipping them with the skills needed for careers in real estate private equity, commercial lending, property investment, and development finance. This replaces the Private Wealth Management course in the Fall and the two elective courses in the Spring.

Master of Business Administration (MBA)

The Master of Business Administration (MBA) at Florida State University equips students with the financial, strategic, and leadership skills needed to thrive in today's complex business environment. Designed for professionals looking to accelerate their careers or transition into executive roles, the program blends analytical rigor with hands-on learning experiences in areas such as corporate strategy, financial management, and corporate finance positions.

New Online MBA Major: Alternative Finance & Investment

FSU's new Alternative Finance & Investment major is a fully online MBA track that focuses on private markets and alternative asset classes, with a particular emphasis on:

- Private equity and venture capital
- Hedge funds and structured finance
- Real estate investment strategies
- Risk management and insurance (RMI) in alternative markets

This specialized track is designed for professionals interested in non-traditional finance sectors, providing them with the expertise needed to navigate the growing demand for alternative investment strategies.

For information on master's degrees, please visit https://business.fsu.edu/graduate.

Doctoral Degree

A Doctor of Philosophy (PhD) in business administration is offered by the college. The Department of Finance offers a major in finance. The finance doctoral program facilitates the development of a solid foundation in the use of analytical and research tools applicable to finance problems and a thorough understanding of modern finance theory and applications. The primary objective of the curriculum is to develop the knowledge and skills necessary for prospective teachers and researchers in finance. The employment goal of most finance doctoral students is to teach and conduct research at the college or university level. However, many employment opportunities for PhD graduates exist in government and business.

The prospective finance doctoral student must meet college-wide admission standards and be recommended by the finance faculty. Students plan their program in consultation with the finance doctoral advisor and an advisory committee. The student must complete the courses in the finance primary area, a support area, and the analytical and research tools area. The support area can be chosen from another area of business or from a non-business discipline such as economics, mathematics, or statistics. Extensive student-faculty interaction is stressed throughout the program and culminates in the completion and defense of a dissertation under the guidance of the finance faculty. For current information, please visit https://business.fsu.edu/phd.

DEPARTMENT OF FINANCE

Graduate Courses

Definition of Prefixes

FIN—Finance

GEB—General Business

MAN—Management

Graduate Courses

Master's

Note: The 5000-level courses are reserved exclusively for graduate students. Courses which may be repeated for credit are designated by "r" immediately following the course number.

FIN 5306. Investment Banking (3). This course introduces the structure and major activities of investment banks, including trends in the investment banking business.

FIN 5425. Problems in Financial Management (3). Prerequisite: ACG 5026. This advanced-case course includes an in-depth study of topics such as the investment, financing, and dividend decisions of firms and the valuation theory.

FIN 5455. Financial Data Analytics (3). Prerequisites: FIN 4424 and FIN 4504. This course provides an introduction and understanding of how financial data analytics are used in business, specifically through the use of R. Students develop data analysis skills that enable them to implement financial modeling across a variety of topics while utilizing a variety of common financial and economic data sources.

FIN 5515. Investment Management and Analysis (3). Prerequisite: FIN 5425. This course offers an analysis of financial assets with emphasis on the securities market, the valuation of individual securities, and portfolio management.

FIN 5537. Financial Derivatives and Risk Management (3). Prerequisite: FIN 4504 or FIN 5515 or instructor permission. This course covers issues related to the pricing and application of futures, swaps, and options. Emphasis is placed on different methods of valuing derivative securities and of hedging macroeconomic and firm-specific risks. The course examines real-world examples of derivative uses and how they impact firm value.

FIN 5545. Fixed Income Securities (3). This course describes important fixed income securities and markets, and develops tools for valuing fixed income securities and managing interest rate risk. The course covers traditional bonds and term structure concepts as well as fixed income derivatives and interest rate modeling.

FIN 5605. Multinational Financial Management (3). This course focuses on the environment of international markets and institutions, with emphasis on implications of international business on capital budgeting, working capital management, and capital procurement.

FIN 5840. Applied Econometrics in Finance (3). Prerequisite: FIN 4504 or FIN 4424 or equivalent. This course covers statistical techniques commonly employed in financial studies. Students examine actual applications within a variety of financial studies in order to learn how to conduct statistical tests and interpret their results, and also familiarize themselves with WRDS and a variety of databases in order to learn how to conduct research.

FIN 5906r. Directed Individual Study (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of nine credit hours. May be repeated within the same term.

FIN 5907r. Special Studies in Management (1-3). Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of nine semester hours. May be repeated within the same term.

FIN 5917r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. This course is for master's candidates only. A maximum of three hours may apply towards the master's degree. May be repeated to a maximum of five credit hours. May be repeated within the same term.

FIN 5935r. Seminar on Current Topics in Finance (3). This seminar is an in-depth study of current topics in finance. May be repeated to a maximum of nine credit hours; may be repeated within the same term.

GEB 5907r. Special Studies in Business (1-3). May be repeated to a maximum of three credit hours.

GEB 5932r. Professional Development (1-3). This course surveys professional development and familiarizes students with various aspects of successful career preparation and position acquisition, as well as crucial team participation skills and an understanding of workplace dynamics.

GEB 6904r. Readings for Examination (1-12). (S/U grade only.) This course is designed for PhD students who have completed all of their required course work and are preparing to sit for their preliminary examinations in the current semester. May be repeated to a maximum of 24 credit hours.

MAN 5716. Business Conditions Analysis (3). This course covers problems of managing the firm in relation to the changing economic environment. Analysis of major business fluctuations and development of forecasting techniques.

Doctoral

Note: The doctoral curriculum includes courses selected from the following in addition to those offered at the 5000 level.

FIN 6449. Seminar in Finance (3). This seminar focuses on the corporate finance literature with topics including the theory of financial management, cash and working capital management, capital budgeting and rationing; and financing decisions of the firm.

FIN 6527. Seminar in Finance - Investments (3). Prerequisite: FIN 6842. This seminar studies the development of investment theories and empirical research. Topics include asset pricing, utility analysis, risk measurement, the structure and efficiency of security markets, as well as other current issues in investments.

FIN 6804. Foundations of financial theory (3). This course places emphasis on the foundations of financial theories and provides an in-depth examination of the major theoretical developments in finance, including the study of related empirical tests.

FIN 6842. Research Methods in Finance (3). Prerequisite: FIN 6804. This course offers a critical examination of empirical research in finance and its related issues including design, methodology, analysis, and critique. Students utilize financial databases with appropriate quantitative techniques to design and conduct empirical research.

FIN 6917r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of five credit hours; may be repeated within the same term.

FIN 6946r. Supervised Teaching (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of five credit hours; may be repeated within the same term.

FIN 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. A minimum of 24 credit hours is required; may be repeated within the same term.

FIN 8964r. Doctoral Preliminary Examination (0). (P/F grade only.) May be taken up to two times; may be repeated within the same term.

FIN 8985r. Dissertation Defense Examination (0). (P/F grade only.) May be repeated within the same term.

DEPARTMENT OF FINANCE

FINANCE IN THE COLLEGE OF APPLIED STUDIES

FINANCIAL PLANNING IN THE COLLEGE OF APPLIED STUDIES

Website: https://pc.fsu.edu/financial-planning

Teaching Faculty I: Diana Simpson, Joseph Krupka

The College of Applied Studies offers a Bachelor of Science degree in Financial Planning. This program prepares students to become effective and successful financial planners and is registered by the Certified Financial Planner Board of Standards, Inc. Upon graduation, students will be eligible to take the CFP® Certification Examination and be proficient in the academic, professional, and applied skills required for success in financial planning career. The Financial Planning major courses can be taken fully online, which provides ultimate flexibility for students in their undergraduate studies.

Admission Information

This is not a specialized admissions program. Students transferring from another institution are strongly encouraged to earn an AA before matriculating at Florida State University and should apply for admission to the College of Applied Studies before transferring to Florida State University. Students who transfer must have an overall GPA of 2.0 or higher on all college coursework considered for admission. For more information, contact Dana Smith at dsmith@pc.fsu.edu or call (850) 770-2266.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in financial planning can satisfy this requirement by earning a grade of "C–" or higher CGS2100 or CGS X518.

State of Florida Common Program Prerequisites

The state of Florida has identified common program prerequisites for this University degree program. Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

At the time this document was published, some common program prerequisites were being reviewed by the state of Florida and may have been revised. Please visit https://cpm.flvc.org/programs/136/3514 for a current list of state-approved prerequisites.

Requirements

The following lists the common program prerequisites or their substitutions necessary for admission into this upper-division degree program.

Prerequisite Coursework (21 Credit Hours / 7 Courses)

The following courses must be completed with a C minus or better prior to entering the Financial Planning major.

ACG 2021 Introduction to Financial Accounting (3)

ACG 2071 Introduction to Managerial Accounting (3)

CGS 2100 Microcomputer Applications (3)

OR

CGS 2518 Spreadsheets for Business Environments (3)

ECO 2013 Principles of Macroeconomics (3)

ECO 2023 Principles of Microeconomics (3)

MAC 2233 Calculus for Business and Non-Physical Sciences (3)

STA 2023 Business Statistics (3)

Oral Communication Competency

Students must demonstrate the ability to orally transmit ideas and information clearly. This requirement may be met through appropriate high school speech training or with an approved college-level course.

Language Requirement

All students must meet the foreign language admission requirement. Students do not have an additional language requirement for the BS degree. The BA degree requires proficiency in a foreign language.

Major Program of Studies in Financial Planning (39 Credit Hours / 13 Courses)

No grade below a "C–" will be accepted for any course in the major. Maintenance of a 2.0 cumulative GPA is required. The College of Applied Studies reserves the right to refuse admission or discontinue enrollment of any student at any time, if, in the judgment of the faculty, the student does not meet departmental or major standards.

FIN 3124 Introduction to Financial Planning

ECO 3042 Family and Consumer Economics

TAX 4006 Personal Income Tax Concepts for Financial Planners

FIN 4125 Advanced Financial Planning

FIN 4133 Retirement Planning Concepts

Note: Additional courses are in the process of being approved. For further information please contact our program staff/faculty.

Required Specialized Interdisciplinary Courses (21 Credit Hours)

Students select seven courses from a list of approved courses.

If courses used to satisfy major requirements are used to meet the General Education requirements, no more than four semester hours of the General Education Requirements may also be counted towards the major requirement.

DEPARTMENT OF MANAGEMENT

UNDERGRADUATE DEPARTMENT OF MANAGEMENT

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/management

Chair: Gang Wang; **Assistant Chair:** C. Darren Brooks; **Professors:** Fiorito, Hochwarter, Holmes, King, Lamont, Wang; **Associate Professors**: Daniels, Maslach, Rousseau; **Assistant Professors**: Jennings, Kang, Lee; Matta; **Senior Lecturers**: Blass, Brooks, Trammell; **Associate Lecturers**: Harding, Hayes; **Dean's Emerging Scholars**: Daniels, Jennings, Lee, Rousseau; **J. Frank Dame Professor of Management**: Fiorito; **Melvin T. Stith Sr. Professor of Business Administration**: Hochwarter; **Jim Moran Professor of Business Administration:** Holmes; **Jim Moran Eminent Scholar of Business Administration:** Lamont; **Higdon Professor of Management**: King; **Madeline Duncan Rolland Professor of Business Administration**: Wang; **Director of the Master's in Business Administration Programs:** Brooks; **Professors Emeriti**: Anthony, Dobson, Douglas, Ferris, Martinko, Perrewé, Voich, Wilkens

The management curricula provide students with an understanding of the nature of managerial work, including both the art and the science of managing. The curricula emphasize the management of human resources, managerial problem-solving, and decision-making. Within the management degree program, students choose to major in general management or human resource management consistent with their specific interests. The overall objective of these curricula is to prepare students for entry-level positions in small and large organizations, leading to line or staff management careers in either the public or private sector. Many graduates enter jobs as managerial associates, sales associates, or human resource management professionals. The department also offers a combined BS-HRM//MBA pathway that allows highly qualified undergraduate students in the human resource management major the opportunity to accelerate their coursework and take up to nine credit hours of graduate coursework, which may be counted toward both the BS and MBA degrees. A detailed description of the MBA program can be found in the Graduate Bulletin.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in general management and human resources management satisfy this requirement by earning a grade of "C–" or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 with a "C–" or better is a graduation requirement for students in one of the Management majors.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a "C–" or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a "C–" or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Management

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.FLVC has identified common program prerequisites for the degree program in Management. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/103/210.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. **Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.**

DEPARTMENT OF MANAGEMENT

THE MANAGEMENT MAJOR

Requirements for a Major in Management

All students must complete:

1. The University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of this *General Bulletin;*
2. The state of Florida common prerequisites for general management majors;
3. The general business core requirements for general management majors;
4. The general business breadth requirements for general management majors; and
5. The major area requirements for general management majors

Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a general management major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the "College of Business" chapter of this *General Bulletin*.

General Business Core Requirements

All management majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All management majors must complete three courses as follows. Each course selected must be completed with a grade of "C–" or better.

MAN 4720 Strategic Management and Business Policy (3)

Plus two electives from the following list of courses:

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

ISM 3003 Foundations of Management Information Systems (3)

MAN 3600 Multinational Business Operations (3)

MAR 3231 Retailing Management (3)

MAR 3400 Professional Selling (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

REE 3043 Real Estate (3)

RMI 3011 Risk Management/Insurance (3)

Capstone Course

All management majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of "C–" or better.

Major Area Requirements

All management majors must complete six courses as listed below. A grade of "C–" or better must be earned in each course used to satisfy the general management major area requirements.

MAN 4301 Human Resource Management (3)

MAN 4701 Business and Society (3)

Plus four electives from the following list of courses:

MAN 4054 Innovation Management (3)

MAN 4093 Healthcare Management (3)

MAN 4113 Diversity and Inclusion Management (3)

MAN 4143 Contemporary Leadership Challenges (3)

MAN 4201 Organizational Analysis and Change (3)

MAN 4310 Disability Inclusion in the Workforce (3)

MAN 4330 Compensation (3)

MAN 4401 Management of Labor and Industrial Relations (3)

MAN 4441 Negotiation and Conflict Management (3)

MAN 4605 Cross Cultural Management (3)

MAN 4752 Competitive Dynamics (3)

MAN 4930r Special Studies in Business (3)

MAN 4941 Management Internship (3)

DEPARTMENT OF MANAGEMENT

THE MAJOR IN HUMAN RESOURCE MANAGEMENT

THE MAJOR IN HUMAN RESOURCE MANAGEMENT

Requirements for a Major in Human Resource Management

All students must complete:

1. The University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of this *General Bulletin*;
2. The state of Florida common prerequisites for human resource management majors;

3. The general business core requirements for human resource management majors;
4. The general business breadth requirements for human resource management majors; and
5. The major area requirements for human resource management majors.

Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a human resource management major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the "College of Business" chapter of this *General Bulletin*.

General Business Core Requirements

All human resource management majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All human resource management majors must complete three courses as follows. Each course selected must be completed with a grade of "C–" or better.

MAN 4720 Strategic Management and Business Policy (3)

Plus two electives from the following list of courses:

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

ISM 3003 Foundations of Management Information Systems (3)

MAN 3600 Multinational Business Operations (3)

MAR 3231 Retailing Management (3)

MAR 3400 Professional Selling (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

REE 3043 Real Estate (3)

RMI 3011 Risk Management/Insurance (3)

Capstone Course

All human resource management majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of "C–" or better.

Major Area Requirements

All human resource management majors must complete five courses as listed below. A grade of "C–" or better must be earned in each course used to satisfy the human resource management major area requirements.

MAN 4301 Human Resource Management (3)

MAN 4310 Disability Inclusion in the Workforce (3)

MAN 4320 Staffing (3)

Plus two electives from the following list of courses:

MAN 4113 Diversity and Inclusion Management (3)

MAN 4201 Organizational Analysis and Change (3)

MAN 4330 Compensation (3)

MAN 4350 Training and Development (3)

MAN 4390 Current Issues in Human Resource Management (3)

MAN 4401 Management of Labor and Industrial Relations (3)

MAN 4441 Negotiation and Conflict Management (3)

MAN 4605 Cross Cultural Management (3)

MAN 4941 Management Internship (3)

RMI 4135 Employee Benefit Plans (3)

Honors in the Major

The Department of Management offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information see the "University Honors Office and Honor Societies" chapter.

DEPARTMENT OF MANAGEMENT

Undergraduate Courses

Definition of Prefixes

GEB—General Business

IDS—Interdisciplinary Studies

MAN—Management

Undergraduate Courses

GEB 1030. Professional Development for Business Careers (1). This course is designed for sophomore students who intend to major in business. Career options in various business disciplines are described. Appropriate personal characteristics and skills required for a successful business career are discussed. This course cultivates critical thinking as it relates to these and other academic and career development topics.

GEB 1920r. LLC Colloquium for Business Majors (1). (S/U grade only.) This course allows students to explore the academic majors available at the College of Business while assessing their strengths and career interests to make informed academic and professional choices.

GEB 1930. Setting a Path for Success in Business: The Florida State Experience (1). (S/U grade only.) This seminar serves as an introduction to engagement opportunities and academic expectations for incoming students who intend to declare a major within the College of Business at FSU. The primary course aim is to equip students with experiences and tools essential for building lasting connections and achieving success within the College.

GEB 3211. Communications and Critical Thinking in the Business World (3). The course helps students develop and employ critical thinking, writing, verbal and interpersonal skills that are essential for a successful career in the business field.

GEB 3213. Business Communications (3). Prerequisite: Upper-division business major. This course is designed to help business students develop the writing, verbal, and interpersonal skills that are necessary for a successful business career.

GEB 4034. Learning Experientially in Business (0-6). (S/U grade only.) Prerequisites: Permission required. This course examines experiential learning concepts in business and allows students to reflect on past experiences while engaging in meaningful practices designed to help prepare them for the workforce.

GEB 4844. Executive Perspectives (3). This course gives students an understanding of industry specific operational executive perspectives. The class focuses on the executive's perspective of industry trends, industry case studies, ethics, governmental influences, environmental impacts, and understanding the specific functions within an industry.

GEB 4930r. Special Topics in Business (1-3). The content of this course varies to provide an opportunity to study current issues in business and topics not covered in other courses. Prerequisites may vary as content varies; contact the department for further information.

GEB 4941r. Business Internship (0-6). (S/U grade only.) Prerequisite: Instructor permission. This business internship is designed for College of Business students who desire to gain real-world experience in the accounting field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty advisor, and the internship director. May be repeated to a maximum of six credit hours.

IDS 2129. When Culture and Business Collide: Communication in an International Context (3). In this course, students engage in critical and creative thinking about contemporary problems and solutions in intercultural business communication. Students also grapple with these issues in both an international and domestic context.

IDS 2165. Intercultural Communication, Business, and Sustainability: Writing for 'Green' Everywhere (3). This course examines the intersections between communication, business, intercultural business, sustainability, social responsibility, ethics, and professional leadership. One facet of the course explores the communication issues and challenges that managers of businesses and other organizations face. Additionally, the course discusses sustainability issues through the lens of Permaculture and Transition Town philosophies, tackling topics such as "peak oil," permaculture design, local and alternative currencies, and the "triple bottom line" ideal; these topics are also examined via a global perspective.

MAN 3025. Concepts of Management (3). This course introduces the nature and process of management, with emphasis upon management of physical and human resources. (Credit not allowed for business majors.)

MAN 3240. Organizational Behavior (3). This course applies concepts from psychology and social psychology to organizational problems that managers face.

MAN 4054. Innovation Management (3). Prerequisite: MAN 3240. This course details the challenges of managing creative workspaces, whether it be new product development teams, small organizations, or large multinationals. Creative workspaces are not utopian organizations but are often characterized by tension, stress, and intense disputes. This course discusses some of these challenges and leads students to understand how to manage creative workspaces.

MAN 4093. Healthcare Management (3). Prerequisite: MAN 3240. This course provides a broad orientation and overview to healthcare management with a combination of lecture and the application of data and analysis used to interpret and make decisions in the healthcare industry.

MAN 4113. Diversity Management (3). Prerequisites: Upper-level business major, completion of common prerequisites for business majors, and MAN 3240. This course provides a foundation for understanding diversity in the workplace and how to manage diversity effectively in organizations.

MAN 4143. Contemporary Leadership Challenges (3). Prerequisite: MAN 3240. In this course, students explore leadership from the perspective of influencing others. This discussion- and activity-based course covers theories and ideas about an individual's influence, introducing thought-provoking experiences. Class discussions take students on a journey of exploration and reflection through the landscape of contemporary thinking on social interaction.

MAN 4201. Organizational Analysis and Change (3). Prerequisite: MAN 3240. In this course students explore how to be innovators and leaders within an organizational context. Students are exposed to a wide collection of theories and ideas about how individuals can be intrapreneurial within an existing organizational culture.

MAN 4301. Human Resource Management (3). Prerequisite: MAN 3240. The course provides a foundation for understanding human resource (HR) management as a key determinant of the success of any organization rests on its people, and it fosters an understanding of how HR management best practices. The course examines the important contribution of HR management practices to an organization's competitive advantage.

MAN 4310. Disability Inclusion in the Workforce (3). Prerequisites: MAN 3240 and MAN 4301. This course emphasizes HRM theory and research methods, and the application of those principles and methods to solving "people issues" by examining public policy and current events within the workforce. This course specifically examines the challenges that individuals with disabilities face entering, assimilating, and excelling within the workforce.

MAN 4320. Staffing (3). Prerequisites: MAN 3240 and MAN 4301. This course is a study of the design and operation of systems for employee recruitment and selection, including current practice and issues.

MAN 4330. Compensation (3). Prerequisites: MAN 3240 and MAN 4301. This course is a study of the methods and implications of making wage and salary decisions for recruiting and retaining employees.

MAN 4350. Training and Development (3). Prerequisites: MAN 3240 and MAN 4301. This course is a study of the various forms of training and development and their implementation both on and off the job.

MAN 4390. Current Issues in Human Resource Management (3). Prerequisites: MAN 3240 and MAN 4301. This course is a seminar that probes current topics in human resource management in depth. Emphasis is on the impact of recent legal and societal developments on human resource management practice.

MAN 4401. Management of Labor and Industrial Relations (3). Corequisite: MAN 3240. This course covers a managerial perspective of labor and manpower concepts and issues in industrial and postindustrial society and work organizations.

MAN 4441. Negotiation and Conflict Management (3). Prerequisite: MAN 3240. This course exposes students to the conceptual elements, application of, and nature of interpersonal negotiations in personal and work life as well as the management of interpersonal conflict associated within them. Students review various negotiating approaches and contexts as they utilize hands-on experiences and practical examples of real-world negotiating situations.

MAN 4605. Cross-Cultural Management (3). Prerequisite: MAN 3240. This course studies the unique issues of managing non-native cultures that require collaboration, leading cross-cultural teams, and appreciating diversity. Globalization has increased interactions between businesses and markets to increase the flow of people, products, knowledge and finance between nations. As a result, the ability to understand, manage and communicate in culturally diverse settings represents an increasingly important business skill.

MAN 4680r. Selected Topics in International Management (3). This course covers selected topics in international management which vary depending upon the instructor for the course. Topics such as cultural influences on management, international personnel management, and other related management topics are discussed. May be repeated to a maximum of six credit hours.

MAN 4701. Business and Society (3). Prerequisite: MAN 3240 or MAN 3025. This course is an examination of current and future issues in business and society with emphasis on the social responsibility of business and future challenges for business in a pluralistic society.

MAN 4720. Strategic Management and Business Policy (3). Prerequisites: FIN 3403, MAN 3240, and MAR 3023. This course is a case analysis of business and management problems for the formulation of managerial strategies and policies.

MAN 4752. Competitive Dynamics (3). Prerequisites: MAN 3240, MAR 3023, ISM 3541, FIN 3403, and BUL 3310. The primary focus of the course is on using strategy to manage companies effectively in competitive settings that are constantly changing. A comprehensive, but adaptive approach to competitive dynamics is emphasized. A computer simulation is used extensively.

MAN 4905r. Directed Individual Study (1-3). May be repeated to a maximum of nine credit hours.

MAN 4930r. Special Studies in Business (1-3). This course covers current issues and topics in management that are not discussed in other courses. Topics vary. May be repeated to a maximum of nine credit hours; repeatable within the same term.

MAN 4941. Field Study in Management (1-3). (S/U grade only.) Prerequisite: Instructor permission. This course provides students with on-the-job experience in major area.

MAN 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum

DEPARTMENT OF MANAGEMENT

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Website: **https://business.fsu.edu/departments/management**

Chair: Gang Wang; **Assistant Chair:** C. Darren Brooks; **Ph.D. Program Director:** Wang; **MBA Program Director:** Brooks; **Professors:** Fiorito, Hochwarter, Holmes, King, Lamont, Wang; **Associate Professors:** Daniels, Maslach, Rousseau; **Assistant Professors:** Jennings, Kang, Lee, Matta; **Senior Lecturers:** Blass, Brooks, Trammell; **Associate Lecturers:** Harding, Hayes; **Dean's Emerging Scholars:** Daniels, Jennings, Lee, Rousseau; **J. Frank Dame Professor of Management:** Fiorito; **Melvin T. Stith Sr. Professor of Business Administration:** Hochwarter; **Jim Moran Eminent Scholar of Business Administration**: Lamont

The Department of Management has a diversified faculty with a wide field of teaching and research specialties at the graduate level. These research areas include organizational behavior, human resources management, strategic management, entrepreneurship, leadership, labor relations, research methods, job stress, employee turnover, and training and development.

The graduate mission of the department is to provide education at both the master's and doctoral level and to stimulate and carry out research resulting in creation of new knowledge and its dissemination through scholarly publications. At the master's level, this teaching and research reflects a strongly applied focus with examination of the practices of various companies and other organizations. At the doctoral level, the focus is more analytical with emphasis on theory development and testing.

Combined Bachelor's in Human Resources Management/Master of Business Administration Pathway (BS-HRM/MBA)

The field of HR is becoming more complex requiring professionals with expertise in such areas as talent management, employment law/compliance, compensation and benefits, training and development, workforce analytics, employee engagement, organizational design, labor relations, and change management. Each functional area requires an enhanced skill set with special knowledge and expertise necessary to guide organizations of all sizes and guide the human side of the business. Moreover, globalization of competition will continue to require HR professionals versed in dealing with the challenges of managing human resources across geographic, political, and cultural lines. Strong competition can be expected for most positions within the field requiring HR professionals to understand not only human resources, but also employment laws, compliance, conflict resolution, and business analytics.

Students will need to apply for admission to the combined BS-HRM/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division human resource management GPA of at least 3.2 based on at least two upper-division human resource management courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-HRM and MBA degrees. Students admitted to the combined BS-HRM/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Doctoral Degree

The college offers a Doctor of Philosophy (PhD) in business administration. The management department offers two majors in the PhD program: 1) organizational behavior and human resources; and 2) strategy. The PhD program prepares students for teaching and research at the university level.

Graduates have been placed or currently hold faculty positions at major universities including Auburn University, Baylor University, Erasmus University (Netherlands), Florida Atlantic University, Georgia Southern University, Illinois State University, Iowa State University, James Madison University, Meliksah University (Turkey), Michigan State University, Mississippi State University, Northeastern University, Old Dominion University, Penn State University, Texas Christian University, Texas Tech University, University of Arkansas, University of Buffalo (SUNY Buffalo), University of Calgary, University of Colorado – Colorado Springs, University of Houston, University of New Hampshire, University of North Carolina at Charlotte, University of South Florida, University of Richmond, University of Tampa, University of Tennessee, West Virginia University, and Xavier University.

For additional information related to graduate Management programs, contact the Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110, or via e-mail at gradprograms@business.fsu.edu. For current information, please visit https://business.fsu.edu/phd.

DEPARTMENT OF MANAGEMENT

Graduate Courses

Definition of Prefixes

GEB—General Business

MAN—Management

Graduate Courses

MASTER'S

Note: The 5000-level courses are normally reserved exclusively for graduate students. No courses carrying both undergraduate and graduate credit are offered. Courses which may be repeated for credit are designated by "r" immediately following the course number.

GEB 5907r. Special Studies in Business (1-3). May be repeated to a maximum of three credit hours.

GEB 5944r. Graduate Internship (1-6). (S/U grade only.) This internship offers a working and learning experience in the business industry. May be repeated to a maximum of six credit hours.

MAN 5099. Staffing in Healthcare Organizations (3). Prerequisite: MBA/Masters status. This course focuses on key issues associated with staffing healthcare organizations. The main objectives of this course are to help students better understand the relevance of staffing to today's organizations, and to help prepare them to deal with employee staffing issues in healthcare settings.

MAN 5245. Organizational Behavior (3). This course offers a dynamic examination of managerial concepts of human behavior in work organizations.

MAN 5305. Personnel/Human Resource Management (3). This course is a survey, covering strategic practices and problems in human resource management. Topics include job analysis, selection, training, compensation, and other employee rights.

MAN 5331. Compensation Management (3). This course exposes students to the conceptual elements, application of, and nature of organizational compensation programs. Students learn how compensation programs are designed and administered. Students gain practical knowledge of and skills in the field as well as an understanding of how the discipline connects to the broader field of organizational management.

MAN 5351. Training and Development (3). This course focuses on the important role that training and development plays in today's organizations. The course explores numerous strategies and methods used by organizations in a variety of industries and sectors to improve employee and organizational performance.

MAN 5365. Staffing (3). The course focuses on key issues in staffing employees in organizations. Students will gain an understanding of the relevance of staffing to today's organizations. The course covers theoretical and practical issues in areas such as job analysis, applicant recruitment/assessment/selection, and legal issues related to staffing.

MAN 5375. HR Analytics (3). This course focuses on the analysis and application of a company's HR data to uncover insights that inform HR strategies, process changes, and investments – with the goal of improving organizational performance (i.e., driving business outcomes). Students learn about theory and research regarding drivers of employee performance, retention, and engagement, as well as the critical HR metrics that are important for business outcomes.

MAN 5721. Strategy and Business Policy (3). Prerequisites: ACG 5026, BUL 5810, FIN 5425, GEB 5935, ISM 5021, MAR 5125, MAN 5245, MAN 5501, and MAN 5716. This course covers the relation between theories and practices of management, and focuses on utilizing methodologies and theories for strategic decision making.

MAN 5905r. Directed Individual Study (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of three credit hours; may be repeated within the same term.

MAN 5907r. Special Studies in Management (1-3). Prerequisite: Consent of associate dean for academic programs. May be repeated up to three credit hours; may be repeated within the same term.

MAN 5911r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. This course is for master's candidates only. A maximum of three credit hours may apply towards the master's degree. May be repeated to a maximum of five credit hours; may be repeated in the same term.

MAN 5935r. Special Topics in Management (1-3). This course is an in-depth study of topics in management that provides students with a solid understanding of the skills necessary to develop as a respected business professional. Students participate in practical activities designed to improve their writing and speaking skills and enhance their academic knowledge, therefore making them more marketable. May be repeated to a maximum of nine credit hours.

DOCTORAL

Note: The doctoral curriculum includes courses selected from the following in addition to those offered at the 5000 level. In exceptional cases master's candidates may elect 6000 level courses with permission of the instructor and the Senior Associate Dean for Academic Programs.

GEB 6904r. Readings for Examination (1-12). (S/U grade only.) This course is designed for PhD students who have completed all of their required course work and are preparing to sit for their preliminary examinations in the current credit. May be repeated to a maximum of 24 credit hours.

GEB 6931r. Doctoral Issues in Professional Development (1-3). (S/U grade only.) This seminar focuses on a wide range of issues pertaining to careers as business scholars, and provides a versatile vehicle to impart knowledge and build skill on issues in the field that typically are not covered in traditional Ph.D. content and methods seminars. Through reading assignments, discussion, simulations, and webcasts, students gain an appreciation for the many issues that will challenge them as they seek to build and manage a successful career in the business academics.

MAN 6235r. Doctoral Seminar in Organizational Theory (3). This course is a review of the literature and research in the field of organization theory. Emphasis is on both current and classical literature. May be repeated to a maximum of six credit hours.

MAN 6275r. Organization Behavior I: Literature (3). This course is a review of the literature and research in the field of organization behavior. Emphasis is on both current and classical literature.

MAN 6306. Doctoral Seminar in Human Resource Management (3). This course is an advanced research seminar in human resources management. The scope and coverage of the seminar representatively reflect the important content areas in the field and the major theoretical and empirical contributions in each area.

MAN 6686. International Business (3). This seminar course provides students with an in-depth understanding of the dominant theoretical approaches used in international business and further develop their skills in evaluating, extending, and communicating ideas about IB research.

MAN 6795r. Doctoral Seminar in Strategic Management: Selected Topics (3). This course involves a critical review of theory and research by introducing representative conceptual and empirical research in management. May be repeated to a maximum of nine credit hours.

MAN 6911r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. Course Description not on file

MAN 6917. Doctoral Seminar in Management Research: Research Design (3). This course covers theory and hypothesis testing, measurement of constructs, publication strategies, and various special topics in empirical research.

MAN 6931. Strategy Microfoundations (3). Doctoral Seminar in Strategy Microfoundations focuses on scholarly research that explains (1) why organizations behave as they do and (2) why some of them outperform others. The course focuses on theoretical and empirical contributions relevant to two large sub-streams of management research.

MAN 6932. Doctoral Seminar in Strategic Management I: Literature (3). This course covers the study of organizational strategies and polices of the literature and analysis of conceptual and empirical research issues in strategic management.

MAN 6933r. Doctoral Seminar in Organization Behavior: Special Topics (3). This course is an examination of special topics in organizational behavior. Topic changes from term to term. May be repeated to a maximum of six credit hours.

MAN 6934. Doctoral Seminar in Management Research: Data Analysis (3). This course is a hands-on application of statistical tests utilizing computer packages to analyze various databases.

MAN 6941r. Supervised Teaching (1-3). (S/U grade only.) Prerequisite: Consent of associate dean for academic programs. May be repeated to a maximum of five credit hours.

MAN 6979. Doctoral Seminar in Research (3). This course focuses on the epistemological foundations of basic research methods in the organizational sciences such as observation, interviews, questionnaires, field experiments, and laboratory experiments.

MAN 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. For this course, a minimum of 24 credit hours are required.

MAN 8964r. Doctoral Preliminary Examination (0). (P/F grade only.) May be taken up to two times; may be repeated within the same term.

MAN 8985r. Dissertation Defense Examination (0). (P/F grade only.)

DEPARTMENT OF MARKETING

Undergraduate Department of Marketing

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/marketing

Chair: Ruby Lee; **Professors**: Brady, Cronin, Harmeling, Hartline, Hofacker, Kim, Lee; **Associate Professors**: Bonney, Fajardo; **Assistant Professors**: Bosukonda, Crolic, Krotz, Maciel; **Senior Lecturers**: Dever, Hopkins; **Associate Lecturers**: Ferguson, Jackson, Viosca; **Assistant Lecturers**: Kovarik, Pugh; **Bob Sasser Professor of Marketing**: Lee; **Charles A. Bruning Professor of Business Administration**: Hartline; **John R. Kerr Eminent Scholar of Marketing and Service Innovation**: Cronin; **Persis E. Rockwood Professors**: Brady, Harmeling, Hofacker; **Spencer-Feheley MBA Professor**: Kim

The marketing curriculum prepares students for successful careers in both the public and private sectors. Courses are oriented toward: (1) problem solving and management decision making; (2) providing knowledge of the tools, types of organization, and institutions utilized in performing marketing activities; and (3) developing the ability to plan and implement marketing policy, strategy, and procedures. Consistent with their interests and career goals, students may choose to major in either marketing or professional sales within the marketing degree program.

The curriculum includes qualitative and quantitative elements with an emphasis on the successful deployment of marketing strategies, especially among the service sector enterprises that dominate our state and national economies. The curriculum is designed to impart knowledge and competence in marketing that will enable graduates to (1) progress well in the early stages of their careers; (2) analyze, plan, organize, coordinate, and control marketing activities; (3) think analytically and respond creatively; (4)

communicate effectively; and (5) gain broad perspectives essential to the attainment of top management responsibilities. The department also offers a combined BS/MBA pathway that allows highly qualified undergraduate students in the marketing major the opportunity to accelerate their coursework and take up to nine semester hours of graduate coursework, which may be counted toward both the BS and MBA degrees. A detailed description of the MBA program can be found in the Graduate Bulletin.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in marketing, retail management, and professional sales satisfy this requirement by earning a grade of "C–" or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 with a "C–" or better is a graduation requirement for students in one of the Marketing majors.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a "C–" or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a "C–" or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Marketing

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Marketing. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/123/219.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

Requirements for a Major in Marketing

All students must complete:

- the University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of this General Bulletin;
- the state of Florida common prerequisites for marketing majors;
- the general business core requirements for marketing majors;
- the general business breadth requirements for marketing majors;
- the major area requirements for marketing majors.
- Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a major in marketing, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the "College of Business" chapter of this General Bulletin.

General Business Core Requirements

All marketing majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3).

FIN 3403 Financial Management of the Firm (3).

GEB 3213 Business Communications (3).

ISM 3541 Introduction to Business Analytics (3).

MAN 3240 Organizational Behavior (3).

MAR 3023 Basic Marketing Concepts (3).

General Business Breadth Requirements

All marketing majors must complete three courses as follows. Each course selected must be completed with a grade of "C–" or better. No course may be used to satisfy part of the general business breadth requirements and part of the marketing major area requirements.

MAN 4720 Strategic Management and Business Policy (3).

Plus two electives from the following list of courses:

MAN 3600 Multinational Business Operations (3).

MAR 3231 Retailing Management (3).

MAR 3400 Professional Selling (3).

QMB 3200 Quantitative Methods for Business Decisions (3).

Capstone Course

All marketing majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of "C" or better.

Major Area Requirements

All marketing majors must complete six courses as listed below. A grade of "C–" or better must be earned in each course used to satisfy the marketing major area requirements. No course may be used to satisfy part of the marketing major area requirements and part of the general business breadth requirements.

MAR 3503 Consumer Behavior (3).

MAR 4480 Marketing Strategy (3).

MAR 4613 Marketing Research (3).

Plus three electives from the following list of courses:

MAN 3504 Service Operations Management (3).

MAN 3600 Multinational Business Operations (3).*

MAN 4143 Contemporary Leadership Challenges (3).

MAN 4301 Human Resource Management (3).

MAR 3231 Retailing Management (3).*

MAR 3323 Promotional Management (3).

MAR 3400 Professional Selling (3).*

MAR 3461 Principles of Purchasing (3).

MAR 3711 Sports, Recreation, and Entertainment Marketing (3).

MAR 4156 Multinational Marketing (3).

MAR 4203 Logistics and Supply Chain Management (3).

MAR 4233 Social Media Marketing (3).

MAR 4238 Advanced Strategic Retail Management (3).

MAR 4403 Sales Management (3).

MAR 4415 Advanced Sales Techniques (3).

MAR 4524 Consumer Demand Analytics with Big Data (3).

MAR 4462 Seminar in Purchasing/Materials Management (3).

MAR 4614 Advanced Marketing Research (3).

MAR 4717 Strategic Sports Marketing (3).

MAR 4721 Electronic Marketing (3).

MAR 4832 Product Innovation Management (3).

MAR 4841 Services Marketing (3).

MAR 4939r Marketing Seminar (3).

MAR 4941 Marketing Internship (3).

Only 1 out of the 3 electives below may be used toward the required 3 Marketing Electives

IDS 3121 Business Case Analysis and Solution Development

ADV 4411 Multicultural Marketing Communications

ADV 4603 Account Planning

*MAN 3600, MAR 3231, and MAR 3400 cannot be double-counted to satisfy the General Breadth Elective and the major requirements.

Honors in the Major

The Department of Marketing offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information see the "University Honors Office and Honor Societies" chapter of this General Bulletin.

Undergraduate Courses

Definition of Prefixes

GEB—General Business

MAN—Management

MAR—Marketing

Undergraduate Courses

GEB 4844. Executive Perspectives (3). This course gives students an understanding of industry specific operational executive perspectives. The class focuses on the executive's perspective of industry trends, industry case studies, ethics, governmental influences, environmental impacts, and understanding the specific functions within an industry.

IDS 3121. Business Case Analysis and Solution Development (3). In this course, students discuss real-world business problems, learn to identify key issues, and analyze and develop solutions. To complete the thought process, students also think through the implementation and the expected outcomes. Critical reading, writing and presenting are used to convey the solution.

MAN 3600. Multinational Business Operations (3). Prerequisites: ECO 2013 and ECO 2023. This course provides an overview of the environments, markets, institutions, challenges, strategies, and operations of international and cross-cultural business; the globalization of business and associated challenges posed for the competitiveness of the modern enterprise; and the orientations, strategies, and tactics appropriate for international business success.

MAN 4680r. Selected Topics in International Management (3). Prerequisites: ECO 2013, ECO 2023, and MAN 3600. This course covers selected topics in international management which vary depending upon the instructor for the course. Topics such as cultural influences on management, international personnel management, and other related management topics are discussed. May be repeated to a maximum of six credit hours.

MAR 3023. Basic Marketing Concepts (3). Prerequisites: ECO 2023. This course is a required prerequisite for all marketing courses. Gives the student an understanding of the decision areas and the ability to utilize marketing concepts to make business decisions.

MAR 3231. Retailing Management (3). This course introduces students to the multifaceted world of retail. Students are exposed to the managerial side of retail principles including pricing strategies, multichannel retailing, consumer behavior, merchandising and customer service.

MAR 3323. Promotional Management (3). Prerequisite: MAR 3023. This course focuses on issues related to management of promotional tools including advertising, personal selling, sales promotion, public relations, and publicity.

MAR 3400. Professional Selling (3). Corequisite: MAR 3023. This course addresses the application of behavioral and persuasive communication theories, as well as the techniques necessary to develop effective personal selling skills within organizations.

MAR 3503. Consumer Behavior (3). Prerequisite: MAR 3023. This course provides students the opportunity to acquire knowledge and understanding of consumer behavior. Students learn about the consumer decision making process, what influences purchasing behavior, and the role of products and services in consumers' lives and society.

MAR 3711. Sports, Recreation and Entertainment Marketing (3). Prerequisite: MAR 3023. This course provides students a framework for understanding how marketing strategies and tactics can be successfully applied within sports, and within recreational and entertainment organizations.

MAR 4025. Innovation and Marketing of Small Business Enterprises (3). This course investigates ways small businesses innovate and market to consumers by focusing on the entrepreneurial creation process and marketing tactics used by small business owners in the role of entrepreneurs. Students learn to understand demands, resource challenges, risks, rewards, as well as how to construct a business plan to guide the operations of a small business.

MAR 4156. Multinational Marketing (3). Prerequisite: MAR 3023 and MAN 3600. This course introduces the student to marketing management decision making in international environments through using cases and/or business games.

MAR 4233. Social Media Marketing (3). Prerequisite: MAR 3023. This course introduces the field of social media marketing with a detailed study of the marketing concepts, customer engagement practices, platforms, analytics, and other technologies associated with marketing to customers using social media. Students learn to develop and present social media marketing strategies, including marketing plans and analytics. Students in this course come to understand the relevance and application of social media marketing principles, strategies, analytics, and practices in various business environments.

MAR 4238. Advanced Strategic Retail Management (3). This course introduces the complex nature of the retail industry, shows how to recognize and manage the many challenges when students begin their career, and examines the many characteristics of leadership and the necessary critical thinking and strategic decision-making skills they need to effectively build and lead teams.

MAR 4403. Sales Management (3). MAR 4403 Prerequisites: MAR 3023 (C- or better) and MAR 3400 (C- or better) This course exposes the student to concepts, activities, and analysis pertaining to sales and the management of the sales force.

MAR 4415. Advanced Sales Techniques (3). MAR 4415 Prerequisites: MAR 3023 (C- or better) and MAR 3400 (C- or better) This course builds upon and enhances student skills and knowledge developed in the basic professional selling course. Focus is on using a strategic and consultative sales model to develop, manage, and deliver realistic sales presentations.

MAR 4480. Marketing Strategy (3). Prerequisite: MAR 3023 This course teaches students to draw upon and utilize the knowledge and skills developed in marketing and business courses, and integrate the frameworks and analytical tools of marketing strategy that will enable students to develop a cohesive strategy that an organization can execute.

MAR 4613. Marketing Research (3). Prerequisites: MAT 3023 and QMB 3200. This course examines marketing research as an information-providing activity for the purpose of management decision making.

MAR 4717. Strategic Sports Marketing (3). Prerequisites: MAR 3023 and MAR 3711. This course enables students to conduct strategic analyses relating to the marketing of sports. Topics include a wide range of issues within the realm of professional sports, in an interactive seminar and a workshop-like environment.

MAR 4721. Electronic Marketing (3). Prerequisite: MAR 3023. This course examines Internet communication, direct sales through electronic commerce, as well as Internet-based promotional communications.

MAR 4832. Product Innovation Management (3). Prerequisite: MAR 3023. This course is a structured way of thinking about product development. Students are provided with an up-to-date toolbox for developing and managing new products. The course focuses on hands-on individual assignments, creating aura to stimulate consumer awareness, and a group project to simulate the development process of a new and original product or service.

MAR 4841. Services Marketing (3). Prerequisite: MAR 3023. This course is designed for students interested in working in service industries and addressing the distinct challenges of managing services and delivering quality service to customers.

MAR 4905r. Directed Individual Study (1-3). May be repeated to a maximum of 12 credit hours.

MAR 4939r. Marketing Seminar (3). This course covers various topics taught by different instructors each semester. May be repeated to a maximum of six credit hours.

MAR 4941. Marketing Internship (3). (S/U grade only.) Prerequisites for Marketing Majors: MAR 3023. Prerequisites for Professional Sales Majors: MAR 3023 and MAR 3400. This course is a marketing and sales internship course designed for marketing and sales majors who want to gain real world experience in the marketing and/or sales field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty adviser, and the internship director."

MAR 4946. Professional Sales Practicum (3). Prerequisites: MAR 3023, MAR 3400, and MAR 4415. This course is designed for Professional Sales majors who want to gain real-world experience through one of three options: (1) on the job practice, i.e., a sales internship, (2) strategic account management, i.e., a faculty-directed study of sales research techniques, or (3) a professional sales competition, with the permission of the sales program director.

MAR 4970r. Honors in the Major Research (1-6). Prerequisites: MAR 3023 and admission to the honors-in-the-major program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six credit hours total but may be repeated up to a maximum of 12 hours in total.

DEPARTMENT OF MARKETING

PROFESSIONAL SALES MAJOR

The Major in Professional Sales

Requirements

All students must complete:

- the University-wide baccalaureate degree requirements summarized in the “Undergraduate Degree Requirements” chapter of this General Bulletin;
- the state of Florida common prerequisites for professional sales majors;
- the general business core requirements for professional sales majors;
- the general business breadth requirements for professional sales majors; and
- the major area requirements for professional sales majors.
- Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a major in professional sales, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the “College of Business” chapter of this General Bulletin.

General Business Core Requirements

All professional sales majors must complete the following six courses. A grade of “C–” or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3).

FIN 3403 Financial Management of the Firm (3).

GEB 3213 Business Communications (3).

ISM 3541 Introduction to Business Analytics (3).

MAN 3240 Organizational Behavior (3).

MAR 3023 Basic Marketing Concepts (3).

General Business Breadth Requirements

All professional sales majors must complete three courses as follows. Each course must be completed with a grade of “C–” or better. No course may be used to satisfy part of the general business breadth requirements and part of the professional sales major area requirements.

MAN 4720 Strategic Management and Business Policy (3).

MAR 3400 Professional Selling (3).

Plus one elective from the following list of courses:

MAN 3600 Multinational Business Operations (3).

MAR 3231 Retailing Management (3).

QMB 3200 Quantitative Methods for Business Decisions (3).

Capstone Course

All professional sales majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of “C–” or better.

Major Area Requirements

All professional sales majors must complete six courses as listed below. A grade of “C–” or better must be earned in each course used to satisfy the professional sales major area requirements. No course may be used to satisfy part of the professional sales major area requirements and part of the general business breadth requirements.

MAR 4403 Sales Management (3).

MAR 4415 Advanced Sales Techniques (3).

MAR 4613 Marketing Research (3).

MAR 4941 Marketing Internship (3).

Plus two electives from the following list of courses:

ACG 3101 Financial Accounting and Reporting I (3).

ENT 4014 Creating New Ventures (3).

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3).

IDS 3121 Business Case Analysis and Solution Development (3).

ISM 4113 Management Information Systems Analysis and Design (3).

MAN 3504 Service Operations Management (3).

MAN 3600 Multinational Business Operations (3). *

MAN 4143 Contemporary Leadership Challenges (3).

MAN 4301 Human Resource Management (3).

MAR 3231 Retailing Management (3). *

MAR 3323 Promotional Management (3).

MAR 3461 Principles of Purchasing (3).

MAR 3503 Consumer Behavior (3).

MAR 3711 Sports, Recreation, and Entertainment Marketing (3).

MAR 4156 Multinational Marketing (3).

MAR 4203 Logistics and Supply Chain Management (3).

MAR 4233 Social Media Marketing (3).

MAR 4238 Advanced Strategic Retail Management (3).

MAR 4462 Seminar in Purchasing/Materials Management (3).

MAR 4614 Advanced Marketing Research (3).

MAR 4717 Strategic Sports Marketing (3).

MAR 4721 Electronic Marketing (3).

MAR 4832 Product Innovation Management (3).

MAR 4841 Services Marketing (3).

MAR 4939r Marketing Seminar (3).

MAR 4941 Marketing Internship (3).

MAR 4946 Professional Sales Practicum (3).

*MAN 3600 and MAR 3231 cannot be double-counted to satisfy both the General Business Breadth Elective and the major area elective.

DEPARTMENT OF MARKETING

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/marketing

Director: Ruby Lee; **Assistant Director:** Luke Hopkins; **Professors**: Brady, Cronin, Harmeling, Hartline, Hofacker, Kim, Lee; **Associate Professors**: Bonney, Fajardo; **Assistant Professors**: Bosukonda, Crolic, Krotz, Maciel; **Senior Lecturers**: Dever, Hopkins; **Associate Lecturers**: Ferguson, Jackson, Viosca; **Assistant Lecturers**: Kovarik, Pugh; **John R. Kerr Eminent Scholar in Marketing and Service Innovation**: Cronin; **Bob Sasser Professor of Marketing** :Lee; **Charles A. Bruning Professor of Business Administration**: Hartline; **Persis E. Rockwood Professor of Marketing**: Brady, Hofacker; **Persis E. Rockwood Associate Professor of Marketing**: Harmeling; **Spencer-Feheley MBA Professor**: Kim

Relative to other marketing departments around the world, the FSU Dr. Persis E. Rockwood School of Marketing is unique in terms of composition and focus. In addition to faculty in the traditional areas of marketing strategy and consumer behavior, the department also houses faculty in sales, public policy, and multinational business. The ability to leverage the synergies among these academic areas is a key competitive advantage and strength for the department. In addition, many of the marketing faculty (regardless of academic specialty) have a scholarly focus in services marketing. This is also a key strength of the school, in that services focus coincides with the thrust of our national and state economies, virtually all the placement opportunities for marketing graduates, and an established scholarly interest in the interdisciplinary nature of services.

Combined Bachelor's in Marketing/Master of Business Administration Pathway (BS-MAR/MBA)

Given the vast number of career paths that stem from marketing, it is essential that students understand how they can most effectively prepare themselves for the options that lie ahead. The demand for many of the traditional marketing career paths continues to expand as jobs like sales management, retail merchandising, brand management, and advertising/PR, regularly appear in job postings. Additionally, the rapid growth of big data has created the tools for more accurate consumer insight, resulting in a new facet of marketing-based jobs. Companies continue to aggressively compete to recruit recent graduates who are trained in the skills required to conduct a more in-depth customer analysis. This change has created many marketing positions, including jobs like consumer insight analyst, customer analyst, market segment analyst, and consumer insights manager. Because these career paths are all rooted in an understanding of analytics, graduate programs in marketing are becoming more popular. By specializing in marketing, students can leverage the multifaceted career set they develop in our MBA program with a highly focused curriculum designed to help students understand consumer behavior, segmentation, and the application of big data.

Students will need to apply for admission to the combined BS-MAR/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division marketing GPA of at least 3.2 based on at least two upper-division marketing courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-MAR and MBA degrees. Students admitted to the combined BS-MAR/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain an average of "B" grades or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Marketing-Professional Sales/Master of Business Administration Pathway (BS-MAR-PS/MBA)

The Professional Sales major is a specialized curriculum designed for students who desire to excel in a professional selling environment. The program focuses on developing students into future business leaders who understand consultative selling. This, in turn, provides employers with young professionals who have the necessary skills to enhance their sales force and add value to the company. Professional sales majors are prepared for sales and sales management positions in all types of organizations and industries.

Students will need to apply for admission to the combined BS-MAR-PS/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division marketing GPA of at least 3.2 based on at least two upper-division marketing courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-MAR-PS and MBA degrees. Students admitted to the combined BS-MAR-PS/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain an average of "B" grades or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits if they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Doctoral Degree

The College of Business offers the Doctor of Philosophy (PhD) in Business Administration. The Dr. Persis E. Rockwood School of Marketing offers a major in marketing. The marketing doctoral program provides a solid foundation in the use of analytical and research tools applicable to marketing problems and a thorough understanding of modern marketing theory and applications.

The marketing faculty identifies and accepts doctoral students who are interested in and have the potential to pursue academic careers at leading universities and institutions throughout the world. It is the objective of the marketing faculty to provide students with the training and experience that will permit them to pursue these academic careers. The curriculum is designed to accomplish this objective. However, attainment of the objective requires that each student admitted to the doctoral program make a commitment to: 1) achieve a broad awareness of the various issues that constitute the field of marketing and an integrative understanding of their relationships, 2) develop abilities to design and conduct empirical research that is publishable in the leading journals of the student's primary interest area, and 3) maintain a tradition of scholarship and a professional commitment to excellence in teaching and instruction.

The prospective marketing doctoral student must meet college-wide admission standards and be recommended by the marketing faculty. Students plan their program in consultation with the marketing doctoral advisor and an advisory committee. The student must complete the courses in the marketing primary area, a support area, and the analytical and research tools area. The support area can be chosen from another area of business or from a non-business discipline such as economics, mathematics, communication, or statistics. Extensive student-faculty interaction is stressed throughout the program and culminates in the completion and defense of a dissertation under the guidance of the marketing faculty.

For additional information related to graduate Marketing programs, contact the Graduate Office, College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110, or via e-mail at gradprograms@business.fsu.edu. For current information, please visit https://business.fsu.edu/phd.

DEPARTMENT OF MARKETING

Graduate Courses

Definition of Prefixes

GEB—General Business

MAR—Marketing

Graduate Courses

MASTER'S

Note: The 5000 level courses are reserved exclusively for graduate students. No courses carrying both undergraduate and graduate credit are offered, except for students participating in the BS/MS Combined Program. Courses which may be repeated for credit are designated by "r" immediately following the course number.

GEB 5907r. Special Studies in Business (1-3). May be repeated to a maximum of three credit hours.

MAR 5125. Marketing Strategy in the Global Environment (3). This course examines the business-level marketing strategy in the context of global markets and uses the marketing-planning process as a framework for understanding how global environments, markets, and institutions affect the strategic marketing operations of the global business enterprise.

MAR 5409. Business-to-Business Sales and Marketing (3). This course focuses on building and managing relationships with business customers. It covers business-to-business management issues with an emphasis on topics at the mid-to-upper management level. Specific strategic marketing issues include problems and opportunities that leverage an understanding of the entire supply chain. Sales deals primarily with complex, large/key account management and customer relations. Sales management issues concentrate on managing a sales force focused on complex accounts.

MAR 5625. Marketing Research and Analytics (3). This course focuses on the tools, techniques, and procedures involved in the marketing research process, as well as the critical thinking skills necessary to interpret marketing research findings. In addition, the course covers major analytical techniques that are used in a variety of research settings in both marketing and general business.

MAR 5668. Big Data for Marketing Decision Making (3). This course serves as an introduction to the use of data in making marketing decisions, application of analytics, and the processes required for implementation. In this course, students develop "skills" that are marketable, helps them understand and interpret marketing research reports, and analyze real data from real cases to apply insights to strategic marketing decision-making.

MAR 5675. Marketing Analytics (3). This course surveys the Marketing Analytics field, reducing the startup cost to using a wide variety of techniques needed by the practicing marketing scientist, and shows how marketing analytic techniques feed into the strategic marketing process and business decision-making in general.

MAR 5839. Product Innovation Management (3). This course is a structured way of thinking about product and process development. Students receive an up-to-date toolbox for developing and managing new products and processes. The course focuses on hands-on individual assignments, creating aura to stimulate consumer awareness, and a group project to simulate the development process of a new and original products or services. Students work with an existing company to consult them on ways to be more innovative in their product development to meet consumer needs or develop process that create efficiencies, thus lowering costs and increasing profits.

MAR 5849. Service Marketing Management (3). In this course, students are exposed to a new way of thinking about marketing. No longer are manufacturing processes, defects per one-thousand, or logistics paramount. Services are different. The course discusses how they are different, why they are different, and what strategies result from these distinctions. The course covers why people are essential to service success, why expectations are important to service consumers, how the physical environment influences service delivery, and how services firms should recover from failure. Students also learn how quality is evaluated in service firms, why value is an essential deliverable, and what role loyalty has on the bottom line.

MAR 5861. Customer Relationship Management (3). This course emphasizes customers as arguably the single most important stakeholder of any modern corporation and focuses on strategies aimed at developing and maintaining enduring customer relationships. Management of customer relationships in concert with other key stakeholder relationships is also explored.

MAR 5907r. Directed Individual Study (1-3). (S/U grade only.) Prerequisite: Permission from the associate dean for academic programs. This course may be repeated up to a maximum of three times.

MAR 5908r. Special Studies in Management (1-3). Prerequisite: Permission from the associate dean for academic programs. May be taken up to three times, or to a maximum of nine credit hours, whichever is met first; may be repeated within the same term.

MAR 5935r. Special Topics in Marketing (1-3). This course is an in-depth study of current topics in marketing. May be repeated to a maximum of nine credit hours; repeatable within the same term.

MAR 5957r. Global Business Seminar (1-3). This course consists of on-campus class meetings and an international trip to an overseas destination. On-campus meetings help students understand the related international business theories as well as the inhibiting and opportunity-offering roles of local cultures in international business. The international trip is to gain access to the best business practices of world-class multinational firms in the destination city. May be repeated to a maximum of six credit hours.

DOCTORAL

Note: The doctoral curriculum includes courses selected from the following in addition to those offered at the 5000 level. In exceptional cases master's candidates may elect 6000 level courses with permission of the instructor and the associate dean for academic programs.

GEB 6904r. Readings for Examination (1-12). (S/U grade only.) This course is designed for PhD students who have completed all of their required course work and are preparing to sit for their preliminary examinations in the current semester. May be repeated to a maximum of 24 credit hours.

MAR 6506. Seminar in Consumer Behavior Methods (3). Prerequisite: Consent of Marketing doctoral program director. This course is an advanced doctoral seminar focused on learning procedures for designing and conducting experimental research.

MAR 6575. Seminar in Marketing: Selected Topics in Consumer Behavior (3). Prerequisite: Instructor permission. This course is an in-depth analysis of current selected topics in consumer information processing, attitudes, decision making, and social and cultural influences on consumer behavior.

MAR 6636. Quantitative Methods I: Measurement, Scaling, and Choice (3). Prerequisite: Instructor permission. This course covers topics such as psychographics, scaling, conjoint measurement, multidimensional scaling, brand switching models, as well as logit and probit regression. Students develop an understanding of these measurement techniques and apply these models with empirical data.

MAR 6665. Seminar in Marketing Models (3). Prerequisites: Doctoral standing and instructor permission. This course examines the applicability of modeling approaches within marketing contexts. Reviews of the modeling based literature forms the cornerstone of the class, with extensive discussion and analysis. Doctoral standing and consent of instructor are required for admission.

MAR 6817. Seminar in Marketing Management (3). For details on the requisites (pre/co/miscellaneous) for this class, please check the course listings under the appropriate departments & programs sections of the most current and relevant (Undergraduate/Graduate) edition of the General Bulletin This course is an exploration of the conceptual foundations and research traditions of marketing research. Emphasis is placed upon reviewing the totality of research contexts and subject matters examined within the marketing discipline. The class format revolves around the critical review of appropriate journal articles. Doctoral standing and consent of instructor are required for admission.

MAR 6828. Seminar in Marketing: Elements and Integration of Marketing Strategy (3). This course is an analysis of constraints and options when managing the major elements of marketing strategy, as well as optimizing opportunities, goals, and efficiency.

MAR 6918r. Supervised Research (1-3). (S/U grade only.) Prerequisite: Permission from the associate dean for academic programs. May be taken up to three times or up to five credit hours, whichever is met first; may be repeated within the same term.

MAR 6919r. Supervised Teaching (1-3). (S/U grade only.) Prerequisite: Permission from the associate dean for academic programs. May be repeated to a maximum of five credit hours; may be repeated within the same term.

MAR 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. For this course, a minimum of 24 credit hours are required.

MAR 8964r. Doctoral Preliminary Examination (0). (P/F grade only.)

MAR 8985r. Dissertation Defense Examination (0). (P/F grade only.)

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

Undergraduate Department of Risk Management/Insurance, Real Estate & Legal Studies

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/rmi

Chair: Nyce; **Professors**: Cole, Karl, McCullough, Nyce, Orozco, Patricia Schriefer, Sirmans; **Associate Professors**: Broxterman, Eastman, Letdin, Zhou; **Assistant Professors**: Kim, Saltzman, Wang; **Teaching Faculty III in Legal Studies and Real Estate**: Bailey, Woodyard; **Teaching Faculty II in Risk Management and Insurance**: Paul Schriefer; **Teaching Faculty I in Risk Management and Insurance**: Jones; **Teaching Faculty I in Legal** Studies: Adkins; **J. Harold and Barbara M. Chastain Eminent Scholar in Real Estate**: G.S. Sirmans; **Payne H. and Charlotte Hodges Midyette Eminent Scholar in Risk Management and Insurance**: Patricia Schriefer; **Kathryn Magee Kip Professor in Risk Management and Insurance**: McCullough; **Dr. William T. Hold/The National Alliance Professor in Risk Management and Insurance**: Nyce; **American General Insurance Professor of Insurance Law**: Eastman; **Bank of America Professor of Business Administration**: Orozco; **Robert L. Atkins Professor in Risk Management and Insurance**: Cole; **State Farm Professor of Risk Management and Insurance**: Karl; **Kyle Rivas Associate Professor of Business Administration**: Letdin

The risk management/insurance and real estate degree programs (i.e., B.S. with a major in Risk Management/Insurance and a B.S. with major in real estate) are designed to meet the academic needs of professional insurance, risk management, and real estate practitioners. The term “profession” connotes an occupation requiring advanced education and training and the ability to meet standards deemed desirable for the protection of the public.

The legal studies curriculum is a non-degree service program serving all students in the various business programs. A basic knowledge of legal studies is essential to the successful transaction of business and economic affairs. Advanced and specialized courses are available to students who wish for a more comprehensive knowledge of legal studies in relation to such fields as accounting, finance, insurance, and real estate.

The department also offers a combined BS/MSF pathway and a combined BS/MBA pathway that allows highly qualified undergraduate students in the real estate major the opportunity to accelerate their coursework and take up to nine semester hours of graduate coursework, which may be counted toward both the BS and MSF or MBA degrees. Additionally, the department offers a combined BS/MS-RMI pathway and a combined BS/MBA that allows highly qualified undergraduate students in the risk management and insurance major the opportunity to accelerate their coursework and take up to nine semester hours of graduate coursework, which may be counted toward both the BS and MS-RMI or MBA degrees. Detailed descriptions of the MBA, MSF, and MS-RMI programs can be found in the Graduate Bulletin.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of “C–” or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in risk management/insurance and real estate satisfy this requirement by earning a grade of “C–” or higher in CGS 2100 (state mandated business prerequisite requirement) or CGS 2518.

Note: CGS 2518 is required for students in the Real Estate major and for students in the Risk Management/Insurance major and is prerequisite to all 4000-level real estate and risk management/insurance courses.

Required Risk in Business and Society Course

All undergraduates at Florida State University intending to enter a business major should complete RMI 2302, Risk in Business and Society, with a “C–” or better by the end of their sophomore year, but no later than their fifth mapping term.

Required Professional Development Course

All undergraduates entering Florida State University in Fall 2019 and later must complete a one-credit course in professional development, GEB 1030, with a “C–” or better by the end of their fifth mapping term. However, students are encouraged to complete the course by the end of their sophomore year to take full advantage of the material.

State of Florida Common Program Prerequisites for Risk Management

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Risk Management. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/190/238.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

Honors in the Major

The Department of Risk Management/Insurance, Real Estate and Legal Studies offers honors in the major to encourage talented students to undertake independent and original research as part of the undergraduate experience. For requirements and other information see the "University Honors Office and Honor Societies" chapter of this *General Bulletin*.

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

RISK MANAGEMENT/INSURANCE PROGRAM

Introduction

The curriculum in risk management/insurance provides students with the knowledge necessary to analyze the impact of risk and uncertainty upon business and society. Students who major in risk management/insurance prepare for a career in insurance, consulting, financial services, or corporate risk management. Classes cover a variety of topics, including analysis of the risk management process with a focus on enterprise risk management.

Students completing either an undergraduate or graduate risk management and insurance degree satisfy the educational requirements to receive several licenses without sitting for the licensing exams and receive credit for courses required as part of several professional designations including Certified Insurance Councilor (CIC), the Certified Risk Managers (CRM), the Certified Chartered Property and Casualty Underwriters (CPCU), and the Associate in Insurance Data Analytics (AIDA).

Requirements for a Major in Risk Management/Insurance

All students must complete:

- The University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of this *General Bulletin*
- The state of Florida common program prerequisites for risk management/insurance majors
- The general business core requirements for risk management/insurance majors
- The general business breadth requirements for risk management/insurance majors
- The major area requirements for risk management/insurance majors
- Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a risk management/insurance major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the "College of Business" chapter of this *General Bulletin*.

General Business Core Requirements

All risk management/insurance majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All risk management/insurance majors must complete the two courses as follows. Each course must be completed with a grade of "C–" or better.

REE 3043 Real Estate (3)

RMI 3011 Risk Management/Insurance (3)

Capstone Course

All risk management/insurance majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of "C–" or better.

Major Area Requirements

All risk management/insurance majors must complete six courses as listed below. A grade of "C" or better must be earned in each course used to satisfy the risk management/insurance major area requirements.

RMI 4115 Life Insurance Products (3)

RMI 4224 Property and Casualty Insurance Products (3)

RMI 4292 Property and Casualty Insurance Operations (3)

RMI 4347 Commercial Risk Management (3)

Plus at least two electives from the following list of courses:

RMI 4135 Employee Benefit Plans (3)

RMI 4226 Insurance Data Analytics (3)

RMI 4295 Advanced Property and Casualty Insurance (3)

RMI 4304 Applied Learning in Risk Management and Insurance (3)

RMI 4308r Seminar in Risk and Its Control (3) (Topics vary)

RMI 4420 Legal and Political Aspects of Insurance (3)

Selection of electives should be made after consultation with a faculty advisor in order to satisfy the student's interests and to qualify the student for the state licensing examinations and professional designations.

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

REAL ESTATE PROGRAM

Introduction

The Real Estate Program provides a foundation for students seeking a broad understanding of the real estate market and its participants. Students are introduced to such concepts as urban economics, market behavior, valuation, finance, investment analysis, and real estate law. In general, the curriculum is designed to develop the fundamental skills necessary to make effective real estate business, investment, and consumption decisions. More specifically, the program equips students to enter a wide variety of real estate related professions (e.g. investment and portfolio analysis, institutional lending and mortgage banking, brokerage, appraisal, property management, and property development).

Students completing the Undergraduate Real Estate Degree Program must satisfy the pre-license and post-license educational requirement for a real estate sales associate and broker license for the State of Florida. Students completing the Undergraduate Real Estate Degree Program must also satisfy the classroom education requirement needed to become certified as a general appraiser in the State of Florida.

Requirements for a Major in Real Estate

All students must complete:

- The University-wide baccalaureate degree requirements summarized in the “Undergraduate Degree Requirements” chapter of this *General Bulletin*
- The state of Florida common program prerequisites for real estate majors
- The general business core requirements for real estate majors
- The general business breadth requirements for real estate majors
- The major area requirements for real estate majors

Students must be admitted to the major no later than the end of their fifth mapping term, as determined by the College of Business.

Note: To be eligible to pursue a real estate major, students must meet the admission requirements for the AACSB accredited business programs in the College of Business. These admission requirements are described in the “College of Business” chapter of this *General Bulletin*.

General Business Core Requirements

All real estate majors must complete the following six courses. A grade of “C–” or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All real estate majors must complete the two courses as follows. Each course must be completed with a grade of “C–” or better.

REE 3043 Real Estate (3)

RMI 3011 Risk Management and Insurance (3)

Capstone Course

All real estate majors must complete the capstone class in Strategic Management and Business Policy (MAN 4720) with a grade of “C–” or better.

Major Area Requirements

All real estate majors must complete the five courses listed below. A grade of “C–” or better must be earned in each course used to satisfy the real estate major area requirements.

REE 4103 Real Estate Valuation (3)

REE 4143 Real Estate Market Analysis (3)

REE 4204 Real Estate Finance (3)

REE 4313 Real Estate Investment (3)

REE 4433 Legal Environment of Real Estate (3)

Selection of upper-division electives to satisfy the University-wide total hours requirement should be made after consultation with the student's faculty advisor.

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

Undergraduate Courses

Definition of Prefixes

BUL—Business Law

REE—Real Estate

RMI—Risk Management and Insurance

Undergraduate Courses

BUL 3310. The Legal and Ethical Environment of Business (3). Prerequisite: Admission to the College of Business. This course offers an introduction to the legal setting in which business operates. Emphasis is on public and regulatory law and on the social, political, and ethical aspects of legal issues in business. Subjects include the nature of law and legal process, administrative law, business and the Constitution, statutory and common law, and related topics.

BUL 3351. UCC and Law for Accountancy (3). This course exposes students to the basic concepts of law as applied to the accounting profession. The focus of the course is on the application and analysis of legal and ethical principles.

BUL 4651. Legal & Ethical Studies: Regulation and Compliance (3). This course examines the law of compliance and accompanying principles of corporate governance as a critical means of improving the efficiency and ethics of business organizations. Students study the internal controls, business practices and norms, operations, regulations, and laws that govern how business entities are managed and how the rights of a business entity's stakeholders are balanced, as well as the various duties, rights, and obligations of boards of directors, officers, managers, investors, shareholders, regulators, customers, and whistle-blowers.

REE 3043. Real Estate (3). This course is a survey introduction to real estate, real estate evaluation, and real estate investment decision making. The course, in addition to REE 4433, meets the FREC educational requirement for real estate sales licensing.

REE 4103. Real Estate Valuation (3). REE 4103 Prerequisites: REE 3043 (C- or better) This course acquaints students with the valuation process and the basics of valuation terminology. It also demonstrates the application of a variety of valuation techniques to both residential and income properties.

REE 4143. Real Estate Market Analysis (3). REE 4143 Prerequisites: REE 4103 (C- or better) This course includes topics such as techniques of real estate market analysis, survey research, and applications of computers to real estate problems.

REE 4204. Real Estate Finance (3). REE 4204 Prerequisites: FIN 3403 (C- or better) and REE 3043 (C- or better) This course is an intermediate treatment of real estate finance, investment, and tax analysis. Coverage includes mortgage markets, financing devices, and quantitative evaluation of real estate projects.

REE 4313. Real Estate Investment (3). REE 4313 Prerequisites: FIN 3403 (C- or better) and REE 3043 (C- or better) This course introduces students to the analytical tools and procedures used to evaluate real estate investments. The course focuses on the topic of real estate investment analysis, primarily from the private investors' perspective.

REE 4433. Legal Environment of Real Estate (3). REE 4433 Prerequisites: BUL 3310 (C- or better) and REE 3043 (C- or better) This course is an intermediate treatment of the legal environment of real estate and real estate decision making. The course emphasizes common law rules and legal considerations inherent in contemporary real property decisions. The course, in addition to REE 3043, meets the FREC educational requirements for real estate sales licensing.

REE 4905r. Directed Individual Study (1-3). May be repeated to a maximum of nine semester hours.

REE 4941. Real Estate Internship (3). (S/U grade only.) Prerequisite: Instructor permission. This internship is designed for College of Business students who desire to gain real-world experience in the real estate field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty advisor, and the internship director. S/U grade only.

REE 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six credit hours total but may be repeated up to a maximum of 12 credit hours in total.

RMI 2000. Practice of Risk Management (2). (S/U grade only.) This course reflects the most current developments in risk management.

RMI 2001. Principles of Risk Management (1). (S/U grade only.) This course is a survey of the general principles of risk management and their role in business.

RMI 2110. Personal Insurance Planning (3). This course is an introduction to personal risk exposures. The course integrates life, health, property, liability, private, and governmental programs.

RMI 2113. Personal Lines Insurance (2). (S/U grade only.) This course provides a thorough review of personal lines insurance principles and exposures.

RMI 2180. Benefits (2). (S/U grade only.) This course reflects the most current developments in insurance benefits.

RMI 2212. Personal and Business Property Insurance (3). This course provides an overview of property risks and coverages. Insurer operations are discussed in detail. Social problems associated with the risks are discussed as well as the impact of inland marine, transportation, and multi-peril coverages.

RMI 2214. Commercial Property Insurance (2). (S/U grade only.) This course provides a thorough review of commercial property principles and exposures.

RMI 2215. Commercial Casualty Insurance (2). (S/U grade only.) This course provides a thorough review of commercial liability principles and exposures.

RMI 2301. Analysis of Risk Management (2). (S/U grade only.) This course covers the concepts relating to the analysis of risk.

RMI 2302. Risk in Business and Society (3). This course is designed to enhance student understanding of risk and its implications for individuals, business, and society. The course focuses on the impact of uncertainty on decisions and the risk-reward tradeoff. Students analyze the implications of risk in a variety of settings.

RMI 2310. Risk Financing (2). (S/U grade only.) This course reflects the most current developments in risk financing.

RMI 2340. Risk Control (2). (S/U grade only.) This course reflects the most current developments in Risk Control.

RMI 2662. Introduction to Risk Management and Insurance (3). This course is an introduction to the principles, practices, and economics of insurance. The focus of the course is the relationship of fire, life and casualty contracts to business and contingency risks.

RMI 2700. Agency Management (2). (S/U grade only.) This course reflects the most current techniques and theories for agency management.

RMI 3011. Risk Management/Insurance (3). This course is an introduction to the principles of risk management and insurance and their application to personal and business pure risk problems.

RMI 4115. Lifecycle Risk Management (3). RMI 4115 Prerequisites: RMI 3011 (C- or better) This course focuses on the fundamental objectives of personal risk management. Students conduct an in-depth analysis of the risk transfer mechanisms used to protect against economic losses caused by health risks, death, disability, long term healthcare needs, and excessive longevity

RMI 4135. Employee Benefit Plans (3). RMI 4135 Prerequisites: RMI 3011 (C- or better) This course studies basic concepts and managerial concerns underlying the group insurance mechanism and the characteristics of various qualified retirement planning vehicles.

RMI 4224. Property and Casualty Insurance Products (3). RMI 4224 Prerequisites: RMI 3011 (C- or better) This course analyzes more common basic insurance contracts-their use and coverage afforded as a fundamental basis for understanding legal, underwriting, marketing, financial, and other insurance functions.

RMI 4226. Insurance Data Analytics (3). Prerequisite: RMI 3011. This course focuses on the use of data and analytics tools in the insurance industry. Students develop a set of tools for presenting and analyzing data, explore sources of data, and consider the range of applications for the data that is collected throughout the industry.

RMI 4292. Property and Casualty Insurer Operations (3). RMI 4292 Prerequisites: RMI 3011 (C- or better) This course discusses the composition, financial structure, and operations of the insurance industry. Special consideration is given to consumer problems and solutions.

RMI 4295. Advanced Property and Casualty Insurance (3). RMI 4295 Prerequisites: RMI 4224 (C- or better) This course studies business insurance problem evaluation and planning with proposed solutions utilizing comprehensive coverage package program.

RMI 4304. Applied Learning in Risk Management and Insurance (3). Prerequisite: RMI 3011. This course provides an in depth exploration into specific risk management and insurance topics of current interest. Within these topics, students are encouraged to explore some aspect of human experience with a focus on at least one source of diversity. Topics vary over time.

RMI 4308r. Seminar in Risk and Its Control (3). RMI 4308 Prerequisites: RMI 3011 (C- or better) Topics vary. May be repeated to a maximum of six semester hours.

RMI 4347. Commercial Risk Management (3). RMI 4347 Prerequisites: RMI 4224 (C- or better) This course studies the application of the risk management process. Includes risk control, risk financing, and business risk management problems.

RMI 4420. Legal and Political Aspects of Insurance (3). RMI 4420 Prerequisites: BUL 3310 (C- or better) and RMI 3011 (C- or better) This course studies insurance contracts and marketing-judicial doctrines of contract construction, claims processes, insurance institutions, governmental regulation, and sponsorship of insurance.

RMI 4905r. Directed Individual Study (1-3). May be repeated up to three times.

RMI 4941. Risk Management and Insurance Internship (3). (S/U grade only.) Prerequisites: RMI 3011 and six additional hours of Business/Risk Management and Insurance coursework. This course is designed for Risk Management Insurance majors to gain real world experience in the Risk Management Insurance field through on-the-job practice. Students work under the direction of an approved industry professional, a faculty advisor and the internship director.

RMI 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six credit hours total but may be repeated up to a maximum of 12 credit hours in total.

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

GRADUATE STUDIES

Information for Graduate Students

COLLEGE OF BUSINESS

Website: https://business.fsu.edu/departments/rmi

Chair: Charles Nyce; **Professors:** Cole, Karl, McCullough, Nyce, Orozco, Patricia Schriefer, Sirmans; **Associate Professors:** Broxterman, Eastman, Letdin, Zhou; **AssistantProfessors:** Kim, Saltzman, Wang; **Teaching Faculty III in Legal Studies and Real Estate:** Bailey, Woodyard; **Teaching Faculty II:** Paul Schriefer; **Teaching Faculty I:** Adkins, Jones; **J. Harold and Barbara M. Chastain Eminent Scholar in Real Estate:** G.S Sirmans; **Payne H. and Charlotte Hodges Midyette Eminent Scholar in Risk Management and Insurance:** Patricia Schriefer; **Francis J. Nardozza Fellow in Real Estate:** Broxterman; **Kathryn Magee Kip Professor in Risk Management and Insurance**: McCullough; **Dr. William T. Hold/The National Alliance Professor in Risk Management and Insurance:** Nyce; **Robert L. Atkins Professor of Risk Management & Insurance:** Cole; **State Farm Professor of Risk Management and Insurance**: Karl; **Independent Life and Accident Insurance Associate Professor of Insurance:** Eastman; **Kyle Riva Associate Professor of Business Administration**: Letdin; **Bank of America Professor of Business Administration:** Orozco

The Department of Risk Management/Insurance, Real Estate and Legal Studies is comprised of three distinct curricular areas: (1) risk management/insurance, (2) real estate, and (3) business law.

The College of Business offers a Doctor of Philosophy (PhD) in business administration. The Risk Management/Insurance, Real Estate & Legal Studies department offers a major in risk management/insurance. The department also offers a master's degree in risk management and insurance (MS-RMI), a specialization in risk management/insurance in the Master of Business Administration (MBA) program, a bachelor's degree with a major in risk management/insurance, and combined BS/MS-RMI and BS/MBA pathway programs.

The real estate program offers a specialization in real estate finance and analysis in the MBA program, a specialization in real estate finance and investment in the Master of Science in Finance (MSF), a doctoral program support area, and a bachelor's degree with a major in real estate, and combined BS/MSF and BS/MBA pathway programs.

The business law curriculum is a non-degree service program providing core courses for all majors in the college, as well as courses tailored for specific majors at the graduate and undergraduate level.

The department's programs and faculty are consistently recognized as among the nation's best. The department is committed to having preeminent programs in risk management/insurance, real estate, and business law, as well as nationally prominent faculty in each of its three curricular areas.

Requirements

The Master of Science program in risk management/insurance requires completion of 33 credit hours of graduate level coursework.

The doctoral program primary area consists of coursework in risk management/insurance, as well as support area work and the analytical and research tools courses. Typical support areas for risk management/insurance majors include finance and real estate, but there is flexibility to match the interests of the student.

For additional information related to graduate Risk Management/Insurance, Real Estate and Legal Studies programs, contact the Graduate Office, *College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110*, or via e-mail at gradprograms@business.fsu.edu or visit https://business.fsu.edu/graduate.

Doctoral Program

The College of Business offers a doctoral program in business administration. The doctoral major in risk management/insurance is designed to give students broad preparation in the theory and practice of modern risk management and employee benefits administration, based on foundation knowledge of the insurance contract and institution. The faculty is committed to working closely with a few students and seeing those students to a timely completion of their programs. The areas of expertise represented by the faculty allow students to pursue various research and teaching interests as they prepare for careers in academic institutions. For current information, please visit https://business.fsu.edu/phd.

Master's Programs

The Master of Science program in risk management/insurance is designed for risk management and insurance professionals. The convergence in the financial services marketplace requires insurance, brokerage, and banking managers to have a much broader base of knowledge in order to effectively compete. The insurance major in the master's program addresses this need. It is offered on a distance-learning basis to allow the working professional to obtain a degree. The College of Business also offers a MBA program in which students may choose to specialize in risk management/insurance.

The MSF program offers a specialization in real estate finance and investment in which students focus on real estate finance courses instead of risk management and investment or international banking courses. The College of Business also offers a MBA program in which students may choose to specialize in real estate finance and analysis. Demand for graduate education in real estate has increased dramatically over the last decade due to advancements in the real estate finance and investment markets. This includes increased involvement of institutions in commercial real estate investment and lending activities, growth in the securitization of real estate equity and debt assets on Wall Street (e.g., REITs, MBSs, and CMBSs), and consolidation of regional real estate service firms into larger national and international entities. Substantial opportunities exist in the real estate market for graduates trained in commercial real estate finance and investment.

For additional information related to the online MS RMI program, contact the Graduate Office, *College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110*, or via e-mail at gradprograms@business.fsu.edu.

Combined Bachelor's in Real Estate/Master of Science in Finance Pathway (BS-RE/MSF)

There is a growing demand for students with advanced training and graduate preparation in the area of real estate finance and investment. Outstanding opportunities in real estate investment, lending, asset management, valuation, brokerage, and other service areas are expanding within institutional investors, investment banks, private equity firms, portfolio lenders, pension funds, and other service providers. Students with a strong combination of advanced analytical skills in finance and real estate are ideally suited to compete for positions emerging within leading companies.

Students will need to apply for admission to the combined BS-RE/MSF pathway in their junior year to take courses in their senior year. Admission requires an overall GPA of 3.4 or higher, an upper-division GPA of 3.2 or higher, and an upper-division GPA of 3.2 or higher in their upper division finance and real estate courses. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-RE and MSF degrees. Students admitted to the combined BS-RE/MSF pathway will still be required to apply for the MSF program, which begins in the second six-weeks of the summer term and is completed the following spring term, through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

For additional information related to the BS-RE/MSF program, contact the Graduate Office, *College of Business, P.O. Box 3061110, Florida State University, Tallahassee, FL, 32306-1110*, or via e-mail at gradprograms@business.fsu.edu or visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Real Estate/Master of Business Administration Pathway (BS-RE/MBA)

There is a growing demand for students with advanced training and graduate preparation in the area of real estate finance and investment. There are outstanding opportunities in real estate investment, lending, asset management, valuation, brokerage and other service areas are expanding within institutional investors, investment banks, private equity firms, portfolio lenders, pension funds, and other service providers (e.g., MetLife, JLL, Eastdil Secured, Voya, Prudential Real Estate Investment, Starwood Capital, Bank of America, Wells Fargo, CBRE, and Cushman & Wakefield). Students with a strong combination of advanced analytical skills in real estate and strong advanced business management skills are ideally suited to compete for positions emerging within leading companies.

Students will need to apply for admission to the combined BS-RMI/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division real estate GPA of at least 3.2 based on at least two upper-division real estate courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-RE and MBA degrees. Students admitted to the combined BS-RE/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or online MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Risk Management and Insurance/Master of Business Administration Pathway (BS-RMI/MBA)

There is considerable and growing demand for students with advanced training and graduate preparation in the area of Risk Management and Insurance. There are outstanding career opportunities in sales/brokerage, underwriting, claims, loss control, data analytics and other areas at agencies/brokerages, insurance companies, reinsurers, consulting firms, regulatory agencies, third-party administrators and other service providers (e.g., All Risks, Munich Re, Chubb, CNA, Senior Life, and The Hartford). Students with a strong combination of advanced analytical skills in Risk Management and Insurance and strong advanced business management skills are ideally suited to compete for positions emerging within leading companies.

Students will need to apply for admission to the combined BS-RMI/MBA pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division risk management and insurance GPA of at least 3.2 based on at least two upper-division risk management and insurance courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-RMI and MBA degrees. Students admitted to the combined BS-RMI/MBA pathway will still be required to apply for the MBA program through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our part-time or full-time MBA program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

Combined Bachelor's in Risk Management and Insurance/Master of Science in Risk Management and Insurance Pathway (BS-RMI/MS-RMI)

At Florida State University there is a unique opportunity to leverage our nationally ranked undergraduate program in Risk Management and Insurance and our strong Master of Science in Risk Management and Insurance {MS-RMI) program to provide students with the academic and professional preparation to take advantage of available opportunities. Further, through a variety of professional development programs offered by the Risk Management and Insurance Program, undergraduate Risk Management and Insurance students have strong networking and professional development skills that allow them to create promising career paths. By allowing the top undergraduate Risk Management and Insurance students to take these Risk Management and Insurance courses in the MS-RMI program their senior year, we are creating several key advantages for the students. By taking the graduate courses in their undergraduate program, it will allow the students to gain advanced, discipline-specific skills that will hopefully lead to stronger internships between the completion of their undergraduate degrees (typically in spring) and the start of their MS-RMI program. This should lead to stronger placements overall.

Students will need to apply for admission to the combined BS-RMI/MS-RMI pathway in the fall or spring of their junior year for the following fall. Admission will require an overall GPA of at least 3.4, an upper-division GPA of at least 3.2 and an upper-division risk management and insurance GPA of at least 3.2 based on at least two upper-division risk management and insurance courses at the time of application. Admitted students are then able to register during their senior year for up to nine credit hours of graduate courses that count towards both the BS-RMI and MS-RMI degrees. Students admitted to the combined BS-RMI/MS-RMI pathway will still be required to apply for the MS-RMI program through the regular process in their senior year.

Combined pathway students must maintain grades of "B" or higher in graduate coursework.

This program also creates a unique opportunity for students wishing to go directly to work and then enter our online MS-RMI program. Students entering this program within four years of undergraduate graduation will still be able to use these credits as long as they are able to graduate within seven years of the first graduate course. For more information, please visit https://business.fsu.edu/combined-pathways.

DEPARTMENT OF RISK MANAGEMENT/INSURANCE, REAL ESTATE & LEGAL STUDIES

Graduate Courses

Definition of Prefixes

BUL—Business Law

GEB—General Business

REE—Real Estate

RMI—Risk Management and Insurance

Graduate Courses

MASTER'S

Note: The 5000-level courses are reserved exclusively for graduate students. Courses which may be repeated for credit are designated by “r” immediately following the course number.

BUL 5605. Health Care Law and Ethics (3). This course exposes students to the basic concepts of law as applied to health care. The focus is on the application and analysis of legal and ethical principles.

BUL 5810. The Legal and Ethical Environment of Business (3). This course creates an awareness of the laws and of the legal, political, and social institutions impacting business activity. The course emphasizes public law and governmental regulation, ethics and corporate governance, as well as landmark legislation and judicial decisions.

BUL 5907r. Directed Individual Study (1-3). Prerequisite: Consent of Associate Dean for Academic Programs. May be repeated to a maximum of nine credit hours.

GEB 5907r. Special Studies in Business (1-3). May be repeated to a maximum of three credit hours.

REE 5105. Real Estate Valuation (3). This course provides an advanced treatment of real estate valuation analysis. This includes a description of valuation procedures, identification of hightest and best use, application of real property valuation methods, and emerging topics of special interest.

REE 5205. Topics in Real Estate Finance (3). This course provides an advanced treatment of topics fundamental to real estate finance. The course topics are presented in units that range from pricing mortgages to the lending process to the secondary mortgage market. Topics include a discussion of primary and secondary mortgage markets, mortgage market operations, mortgage instruments and mortgage-related securities. Emerging topics of special interest are also discussed.

REE 5209. Advanced Real Estate Finance and Investment (3). Prerequisite: REE 4313 or REE 5305. This course addresses advanced topics in real estate finance and investment. Attention is given to the role of institutional investors, advisors, and real estate investment trusts (REITs). The course provides an in-depth treatment of financing income-producing properties, including coverage of the commercial mortgage underwriting process. Students are introduced to real estate investment analysis at the property portfolio level. The topics covered are of importance to real estate analysts, lenders, asset managers, appraisers, and brokers involved with income-producing real estate.

REE 5305. Real Estate Investment (3). This course introduces students to the procedures and analytical methods used to evaluate real estate markets and project-specific investments. The course focuses on the topic of real estate investment analysis primarily from the private (equity) investor's perspective.

REE 5907r. Directed Individual Study (1-3).

RMI 5007. Insurance Fundamentals (3). The course covers the fundamental concepts of using insurance to manage risks, understand exposures, and to understand insurance contracts.

RMI 5017. Fundamentals of Risk and Insurance (3). This course develops concepts such as time value of money, statistical analysis, information technology, and management of risk exposure. Topics include risk fundamentals, risk management, insurer operations, and insurance regulation.

RMI 5018. Alternative Risk Financing (3). This course evaluates how corporations and insurance companies finance risk. The course covers the basic financial tools that are used in risk financing, the traditional and alternative risk financing techniques corporations use, and the unique risk financing techniques used by insurance companies.

RMI 5087. International Risk Management (3). The course provides an overview of risk management in a global economy. Students discuss the complexities and opportunities of risk in a global environment. The course builds on prior knowledge of risk assessment, control and financing tools, and applies them to multinational and international settings, as well as exploring trends and issues in global risk management.

RMI 5136. Employee Benefit Plans (3). This course studies a managerial approach to employee benefit plans such as group insurance and pensions with in-depth consideration given to funding instruments and variety among plans.

RMI 5225. Property/Liability Insurance Contract Analysis (3). This course analyzes basic commercial property and liability insurance contracts, including commercial property, commercial general liability, crime, inland marine, boiler and machinery, commercial auto and farm policies.

RMI 5257. Data Analytics in Risk Management and Insurance (3). This course focuses on the use of data and analytical tools in the insurance industry. Students develop tools for analyzing the types of data used by insurers across various functions including loss estimation, loss reserving, underwriting, and claims.

RMI 5345. Risk Management in the Business Enterprise (3). This course studies the application of the risk management process, including risk control and risk financing techniques, to business risk management problems.

RMI 5710. Insurance Company Operations (3). This course covers the fundamentals of risk, the management of pure risk, insurance mechanisms, insurer operations and the evolution of risk management.

RMI 5720. Insurance Accounting and Finance (3). This course is a survey of accounting and finance, financial statement analysis, and statutory requirements for insurance companies.

RMI 5745. Healthcare Financing (3). This introduces the financing of health insurance and benefits plans. The course will cover forms of employer-sponsored coverage, including self-funded and fully-insured managed-care plans, and understanding the implications of private versus public forms of insurance coverage.

RMI 5810. Personal Financial Planning (3). This course analyzes loss exposures facing individuals and families, basic personal-lines property-liability insurance (auto and homeowners), individual life, health and disability insurance, and individual/family financial planning.

RMI 5906r. Directed Individual Study (1-3). (S/U grade only.) May be repeated to a maximum of three credit hours; may be repeated within the same term.

RMI 5907r. Special Studies in Management (1-3). This course provides students with an understanding of the real estate development process. Through interactive class sessions with established professionals in the real estate, development and planning industries, students better understand both investor and planner perspectives in the development of real property, and how the two disciplines work together to ensure development outcomes that are profitable, sustainable, and beneficial to the community. May be repeated to a maximum of three credit hours; may be repeated within the same term.

RMI 5917r. Supervised Research (1-3). (S/U grade only.) For master's candidates only. A maximum of three hours may apply towards the master's degree.

RMI 5935r. Special Topics in Risk Management and Insurance (1-3). This course evaluates how corporations and insurance companies finance risk. May be repeated to a maximum of nine credit hours; repeatable within the same term.

DOCTORAL

Note: The doctoral curriculum includes courses selected from the following in addition to those offered at the 5000 level. In exceptional cases master's candidates may elect 6000 level courses with permission of the instructor and the associate dean for academic programs.

GEB 6904r. Readings for Examination (1-12). (S/U grade only.) This course is designed for PhD students who have completed all of their required course work and are preparing to sit for their preliminary examinations in the current semester. May be repeated to a maximum of 24 credit hours.

RMI 6195. Doctoral Seminar in Insurance: Life/Health Insurance Topics (3). This course reviews current literature and theory in life/health insurance, including product development, management and regulation of life insurance companies, and the place of life insurance companies in the capital markets.

RMI 6296. Doctoral Seminar in Insurance: Property/Liability Insurance Topics (3). This course reviews current literature and theory in property/liability insurance, including product development, management and regulation of property/liability insurance companies, and the place of property/liability insurance companies in the capital markets.

RMI 6395. Doctoral Seminar in Risk and Insurance Theory (3). This course reviews literature in the theoretical foundations of risk and insurance, including the concept of risk, contributions from other disciplines, determinants of insurance consumption and risk management decisions, and industry dynamics.

RMI 6917r. Supervised Research (1-3). (S/U grade only.) May be repeated to a maximum of five credit hours; may be repeated within the same term.

RMI 6946r. Supervised Teaching (1-3). (S/U grade only.) May be repeated to a maximum of five credit hours; may be repeated within the same term.

RMI 6980r. Dissertation (1-12). (S/U grade only.) Prerequisite: Admission to doctoral candidacy. A minimum of 24 credit hours is required.

RMI 8964r. Doctoral Preliminary Examination (0). (P/F grade only.)

RMI 8985r. Dissertation Defense Examination (0). (P/F grade only.)

MAJOR IN BUSINESS ADMINISTRATION

Undergraduate Program in Business Administration

COLLEGE OF BUSINESS

Website: TBD

The business administration curricula provide students with the general education and technical knowledge required to pursue a successful career in business. The program will provide students a strong general business degree with core business courses, a choice of electives to customize to their interest, and a focus on experiential learning and professional development to ensure post-graduation success. We currently offer two bachelor's of science in business administration programs; an on-campus program located at the Panama City Campus and an online program designed for College of Business students who are no longer able to remain in Tallahassee to complete one of our other programs.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C–" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement.

Undergraduate majors in the business administration major satisfy this requirement by earning a grade of "C–" or higher in CGS 2518.

Required Risk in Business and Society Course

All undergraduates in the College of Business at Florida State University are required to complete RMI 2302, Risk in Business and Society, with a "C–" or better prior to graduation.

State of Florida Common Program Prerequisites for Business Administration

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting https://www.flsenate.gov/Laws/Statutes/2021/1006.73.

FLVC has identified common program prerequisites for the degree program in Business Administration. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: https://cpm.flvc.org/programs/103/210.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

Requirements for a Major in Business Administration

All students must complete:

- The University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of this General Bulletin
- The state of Florida common prerequisites for business administration majors
- The general business core requirements for business administration majors
- The general business breadth requirements for business administration majors
- The major area requirements for business administration majors

Students must be admitted to the business administration major no later than the end of their fifth mapping term, as determined by the College of Business. Students entering the online business administration major offered at the main campus are not eligible to change into another business major unless they are meeting all admission and mapping requirements for that major. Students cannot add the BSBA major to existing business majors as a second major or dual degree.

Requirements for the Online Business Administration Degree Offered at the Tallahassee Campus

General Business Core Requirements

All business administration majors must complete the following six courses. A grade of "C–" or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3025 Concepts of Management (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements

All business administration majors must complete the following three courses. A. grade of “S” must be earned in GEB 4941 and a grade of “C–” or better must be earned in MAN 3600 and MAN 4701.

GEB 4941 General Business Internship (3)

MAN 3600 Multinational Business Operations (3)

MAN 4701 Business and Society (3)

Major Area Requirements

All business administration majors must complete six courses from the list below. A grade of “C–” or better must be earned in each course used to satisfy the business administration major area requirements.

ISM 3003 Management Information Systems (3)

REE 3043 Real Estate (3)

RMI 3011 Risk Management and Insurance (3)

FIN 3140 Personal Finance (3)

*GEB 4941 General Business Internship (3)

Students can only choose one of the following two courses:

ACG 3171 Financial Statement Presentation (3)

ACG 3331 Cost Accounting for Business Decisions (3)

Students can only choose one of the following two courses:

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

Students can only choose one of the following two courses:

MAN 4605 Cross Cultural Management (3)

MAN 4720 Strategic Management and Business Policy (3)

Students can only choose one of the following two courses:

MAR 3231 Retailing Management (3)

MAR 4841 Services Marketing (3)

*Students are allowed to repeat GEB 4941 (maximum of six credit hours) if they receive an internship offer that is different from the required internship.

Requirements for the Business Administration Degree Offered at the Panama City Campus

General Business Core Requirements

All business administration majors must complete the following six courses. A grade of “C–” or better must be earned in each course.

BUL 3310 The Legal and Ethical Environment of Business (3)

FIN 3403 Financial Management of the Firm (3)

GEB 3213 Business Communications (3)

ISM 3541 Introduction to Business Analytics (3)

MAN 3240 Organizational Behavior (3)

MAR 3023 Basic Marketing Concepts (3)

General Business Breadth Requirements for Business Administration Majors (9 hours):

All business administration majors at the Panama City Campus must complete the three courses below with a grade of “C-“ or better:

FIN 3244 (3) Financial Markets, Institutions, and International Finance Systems

MAN 4720 (3) Strategic Management and Business Policy

Plus one of the following with a “C-“ or better:

ISM 3003 (3) Foundations of Management Information Systems

MAN 3600 (3) Multinational Business Operations

MAR 3231 (3) Retailing Management

MAR 3400 (3) Professional Selling

QMB 3200 (3) Quantitative Methods for Business Decisions

REE 3043 (3) Real Estate

RMI 3011 (3) Risk Management and Insurance

Major Area Requirements for Business Administration Majors (18 hours):

All business administration majors at the Panama City Campus must complete the following 18 hours with a "C-"or better:

One FIN course, one MAN course, and one MAR course chosen from the following:

FIN 4XXX (3) Any 4000-level Finance Course (FIN prefix) or QMB 3200

MAN 4XXX (3) Any 4000-level Management Course (MAN prefix, excluding MAN 3600)

MAR 4XXX (3) Any 4000-level Marketing Course (MAR prefix) or MAN 3600

Plus three (3) additional business electives at the 3000/4000 level with a prefix of FIN, ISM, MAN, MAR, REE, or RMI; excluding MAN3025.

*NOTE: Courses may only satisfy one requirement. For example, MAR 3231 cannot satisfy the elective for the general breadth area and satisfy a requirement in the major area requirements. The 45 hours of 3000/4000 level courses must contain 45 hours of unduplicated business courses.

Definition of Prefixes

ACG—Accounting

BUL—Business Law

CGS—Computer General Studies

GEB—General Business

TAX—Taxation

To register for any business administration course, students must have completed all prerequisite courses with appropriate grades.