

## Business Electives

**GENERAL BUSINESS MAJORS (BA-GBA):** BA-GBA majors must take 11-12 credits of required business electives from the Schools of Business or Accounting. BA-GBA majors cannot register for business electives (except for Business Administration – General courses listed below) until after the [restricted registration period](#).

**ALL OTHER BUSINESS MAJORS:** All other business majors must complete 11-12 credits of any 3000-4000 level courses or 1000-4000 level foreign language courses. One electronic platform course (e.g., GEB 3035, GEB 3313, ISM 3004, or REE 3043) can be taken to fulfill the restricted elective requirement. Internship, independent study, or assistantship credit will not count toward this requirement. Students are encouraged to take additional business courses outside their major, although there is a [restricted registration period](#) for some of these courses.

*Please be sure to check the [UF Undergraduate Catalog](#) for course pre-requisites.*

## Accounting

### **ACG 3481 Accounting Information and Business Processes 1**

First of a two-course sequence that examines the generation, dissemination and utilization of accounting information in a business organization. The course is structured around the business processes of such organization. Coverage extends over topics in traditional areas of financial accounting, management accounting and systems.

### **ACG 3482C Accounting Information and Business Processes 2**

Second of a two-course sequence that examines the generation, dissemination and utilization of accounting information in a business organization. The course is structured around the business processes of such organization. Coverage extends over topics in traditional areas of financial accounting, management accounting and systems.

### **ACG 4133C Financial Accounting**

Extends coverage of accounting for assets, equity and liabilities beyond that covered in ACG 3481 and ACG 3482C. Topics also include revenue recognition, income taxes, accounting changes, statement of cash flows, and earnings per share.

### **ACG 4352C Cost and Managerial Accounting**

Extends cost and managerial coverage beyond that covered in ACG 3481 and ACG 3482C. Topics include activity based costing and management, budgeting, flexible budgets, standard costing, inventory management, transfer pricing, performance evaluations and decision-making.

## Business Administration - General

**IMPORTANT:** Only ONE Business Administration – General course can count toward your restricted business or non-business elective requirement.

### **GEB 3035 Effective Career Management**

Systematically designed course based on the cognitive information processing theory for career problem solving and decision-making. The course is delivered via modularized multi-media instructional materials. The course is designed to inform students about career planning and management interventions and to accommodate students at different levels of decidedness about their career aspirations.

### **GEB 3213 Professional Writing in Business**

Designed to teach business students fundamental written communication skills focusing on those areas central to professional writing in business. (C) (WR)

### **GEB 3218 Professional Speaking in Business**

Designed to teach business students the fundamental communication skills necessary for succeeding in a business setting, including presentations and speeches, interpersonal skills, and interviewing.

## **Economics**

### **ECO 3203 Intermediate Macroeconomics**

Theoretical determinants of aggregate employment, income, expenditures/price level. Keynesian & neoclassical models are analyzed.

### **ECO 3532 Public Economics**

Role of voters, special interests, legislators and the bureaucracy in determining government expenditure, taxation and other economic policies. Economic models of voting and the structure of governments.

### **ECO 3703 International Trade**

Theory of international trade/commercial policy. Current issues: international trade, comparative advantage, scale economics, economics of tariff/non-tariff barriers, international factor movements and multinational firms. Political economy of trade restrictions, strategic trade policy/trade negotiations.

### **ECO 4400 Game Theory and Applications**

An introduction to modern game theory, including the formal theory of Nash equilibrium and solutions techniques. Applications include strategic barriers of entry; cooperative behavior in oligopoly, auctions and bidding strategies; and durable goods sales.

### **ECO 4504 Public Finance**

The study of the role of the government in a market economy, the effects of government expenditures, and who pays the different taxes. Emphasis is placed on current tax and expenditure issues.

### **ECO 4730 The Firm in a Global Economy**

An integrated approach to the international operations and environment of the firm. Covers the patterns of international business transactions, international marketing strategies, international corporate strategies, international taxation and government policies affecting the firm in the global economy, exchange risk, working capital management, and foreign investment analysis.

### **ECO 4934 Special Topics**

Course of variable content providing an opportunity for the study in depth of topics not offered in other courses. Some recent offerings include; The Central Banks and Global Economy, Economic Analysis of Environmental Issues, and Economics of Healthcare.

### **ECP 3006 Economics of Sports**

The course examines the business of sports using economic theory as a framework for analysis. Topics covered include the economics of sports leagues, labor negotiations and arbitration, pricing decisions, discrimination, corruption in sports, gambling, sports memorabilia and antitrust policy.

### **ECP 3113 Population Economics**

World population trends and characteristics. Effects of population growth on age structure, labor force participation, wage rates, productivity, saving consumption, investment, technological change, human capital formation, mobility and pensions, in both less developed and more developed countries. Effects of population growth on natural resources and the environment. Economic determinants of geographic mobility, mortality rates, fertility rates, family size, marriage and divorce. Costs of children. Population policy and economic development.

**ECP 3203 Labor Economics**

Determinants of demand for labor and labor supply. Labor market equilibrium and changes in the equilibrium due to changes in unionization, public policies, technology and trade. Study of the effects of skill, job amenities and discrimination on wage differentials.

**ECP 3302 Environmental Economics and Resource Policy**

The relations between environmental quality, resource utilization, & economic institutions and policy. Examines alternative strategies and policies in solving the problems of environmental quality and resource scarcity.

**ECP 3530 Health Care Economics**

Analysis of health care markets, employing efficiency and equity criteria. Evaluation of current health care policies and their effects on cost, access, and quality. Topics covered include the production of and demand for health and medical care; information asymmetries between patients, doctors, and payers; health insurance coverage; the effects of managed care (including HMOs) on competition, efficiency, and quality; training and practice of physicians; hospitals; prescription drug pricing; government regulations; Medicare and Medicaid; health care reform.

**ECP 4330 Economics of Innovation, Science and Technical Change**

Surveys the economics of innovation. Topics covered include knowledge spillovers and network externalities, the relationship between market structure and innovation, the economics of the patent system, and the diffusion of innovations. Also covers histories of the rise of industrial research and of academic research in its relation to industry, and industry studies of the automobile, chemicals and petrochemicals, pharmaceuticals and biotechnology, electrical power and electronics, computers and software, and the Internet.

**ECP 4403 Government Regulation of Business**

The evolution, statutory foundation, and methods of governmental regulation. Antitrust regulation of competitive practices.

**ECP 4551 Law and Economics**

Analysis of the interaction between law and economics, and evolution of legal rules; efficiency of alternative rules on pollution and public goods, enforcement of contracts, deterrence of crime, and protection of consumers; and efficiency versus fairness.

**ECS 3403 Economic Development of Latin America**

A critical assessment of Latin American political economy/economic development. Topics: economic history from the colonial period forward; commodity price cycles/balance of payment fluctuations; import substitution industrialization; international indebtedness; trade liberalization; inflation stabilization policies; poverty eradication difficulties.

**ECS 4203 Economies of East Asia**

Emphasis on Japan and China. Growth patterns and institutional frameworks compared to those of other countries. Quantitative trends of gross national product and qualitative assessments of industrial organization, labor relations, agricultural technology and government policies.

## Finance, Insurance, and Real Estate

**FIN 4243 Debt & Money Markets**

Financial markets; institutions & instruments associated with debt funds; determinants of the general level & structure of interest rates.

**FIN 4504 Equity & Capital Markets**

Financial markets; institutions & instruments associated with equity funds; the mechanics & mathematics of stock prices; security analysis & factors influencing stock values.

**FIN 4934 Venture Capital & Private Equity**

Students will learn about venture capital and private equity investing by exercising the skills used by professional firms. Learning activities will include developing and evaluating business plans, valuation and calculating potential investment returns, deal structuring, and developing debt structuring models.

**ENT 3003 Principles of Entrepreneurship**

Practical, hands-on understanding of the stages of entrepreneurial process. Focus on the decision-making process within a start-up company.

**ENT 4114 New Venture Planning (to be offered Spring 2011)**

A study of all the key elements of new venture planning to achieve an understanding of the process involved in the evaluation of new venture feasibility and the development of business plans for new venture.

**GEB 4930 International Entrepreneurship**

Examines the key elements of the international entrepreneurial venture. Specific topics include motivations to go global; traits of international entrepreneurs; business opportunity identification and assessment; opportunities and barriers to international trade; cultures and international entrepreneurship; strategic alliances; developing the global business plan and managing global expansion; foreign market selection models; international legal concerns; and global family businesses.

**REE 3043 Real Estate Analysis**

Principles of real estate decision making within the context of our economic, social, legal and political-governmental systems.

**REE 4303 Real Estate Investment Decision Making**

Explores real estate investment and the demands, skills and challenges of decision-making for those who make such investments.

## Information Systems & Operations Management

**ISM 3004 Computing in the Business Environment**

This course is designed to improve your computer literacy and help you better understand the role technology plays in the work environment. ISM 3004 will make you conversant in IT concepts so you come across to others as technologically aware. This is not a programming or office applications course; it does teach new technology skills like podcasting, encrypted email, and building a web page to showcase your newly acquired skills.

**ISM 3254 Business Systems 1**

This course introduces the basic tools for building business systems using object-oriented and event-driven programming paradigms. Emphasis will be placed on using Java, C# and J# to illustrate these ideas.

**ISM 3255 Business Systems 2**

This course continues developing the basic tools for building business systems using object-oriented and event-driven programming paradigms. Emphasis will be placed on using C++ to illustrate these ideas.

**ISM 4113 Business Systems Design and Applications**

Conceptual foundations of the process, data and object oriented approaches for the analysis and design of business systems. Systems development life cycle, rapid application design, CASE tools also covered.

**ISM 4210 Database Management**

This is an introductory course on database management. Topics covered include various stages in a database development process such as conceptual, logical, application, and physical design.

**ISM 4220 Business Data Communications 1**

This course focuses on how workstations in various environments can communicate with computer-based systems used in businesses for routine data processing, management reporting systems, and

decision support systems. Topics include the convergence of computers and telecommunications in modern businesses, basic data representation problems, the use of local area networks in businesses, office automation applications, using microcomputer-mainframe systems for reporting and decision making, and strategic management questions relating to businesses goals, long-range planning and budgeting.

**ISM 4221 Business Data Communications 2**

This course will help students gain insights into network security. The students will be exposed to various security algorithms and techniques. There will be hands-on experience with projects and homework assignments.

**ISM 4330 Information Systems and Operations Strategy**

Policy and management issues surrounding information systems and operations management in today's enterprises.

**MAN 4538 Integrated Product and Process Design 1**

The first part of a two-course sequence in which multi disciplinary teams of engineering and business students partner with industry sponsors to design and build authentic products and processes—on time and within budget. Working closely with industry liaison engineers and a faculty coach, students gain practical experience in teamwork and communication, problem solving and engineering design, and develop leadership, management and people skills.

**MAN 4539 Integrated Product and Process Design 2**

Second part of MAN 4538-4539 sequence.

**QMB 4701 Managerial Operations Analysis 1**

This course provides an introduction to the concepts and applications of Management Science. As a result, students will become more confident in understanding and using deterministic analytic models.

**QMB 4702 Managerial Operations Analysis 2**

This course provides an overview of stochastic applications of Management Science. Students will learn stochastic modeling techniques and introductory visual basic.

## Management

**BUL 4264 International Business Law**

The legal implications of transacting business across national borders, including the legal and ethical environment of international business, international contracting, importing-exporting, trade finance and international intellectual property law and licensing, the special risks of conducting business internationally and the legal pitfalls associated with those risks.

**BUL 4443 Ethics in Global Business**

Explores issues involving the role of individuals, citizens, business, and government in promoting profitable but responsible commerce and socially beneficial business activity.

**MAN 3240 Organizations: Structure and Behavior**

Individual group & organizational issues that affect & shape businesses. Topics: individual differences, motivation, communication, decision making, leadership, power, organizational structure & design, and change.

**MAN 4301 Human Resource Management**

Major human resource management functional areas. Topics: organizational employment planning, employment regulation, job analysis, performance assessment, recruitment & selection, training & development, employee/labor relations, and compensation.

**MAN 4720 Business Policy and Strategy**

This course is designed to integrate prior business courses through study and discussion of real organizational situations, including ethical and global issues, the influence of the external environment and the effect of demographic diversity on organizations.

**MAN 4723 Strategic Management**

Evaluation of the key functions of organizations & integration of these functions to achieve competitive advantages. Topics: strategic formulation, implementation, and evaluation.

**MAN 4930 Organizational Leadership**

The art and science of leadership, development of leadership skills, review of leadership literature.

## Marketing

**MAR 3231 Introduction to Retailing Systems and Management**

Functions, institutions and activities of retailing goods and services.

**MAR 3503 Consumer Behavior**

Emphasizes both descriptive and conceptual analysis of consumer behavior w/focus on theory and research essential to an understanding of individual choice behavior. Intensive use of contributions from the social and behavioral science literatures.

**MAR 4156 International Marketing**

Analysis of economic, social and cultural issues affecting marketing management in the international environment.

**MAR 4403 Sales Management**

Principles, methods and problems relating to the management of a sales force; selection/training, organization, compensation/stimulation, and control.

**MAR 4613 Marketing Research**

Analyzes role of marketing research for marketing decision making. Research methods/techniques involved in development & use of primary/secondary data are emphasized. Topics: survey design, experimental design, data collection, data analysis, measurement and sampling.