Business Electives for General Studies (BABA-GBA) Majors

General Studies majors must take 11-12 credits of required business electives from the Schools of Business or Accounting. These courses must be 3,000-4,000 level courses.

- Only one electronic platform course (e.g., ENT 3003, GEB 3035, ISM 3004, or REE 3043) can be taken to fulfill the business elective requirement.
- Only one GEB professional communication course (GEB3213 or GEB3218)
- Internship, independent study, or assistantship credit will not count toward this requirement.
- Business electives must be taken at UF or through an approved study abroad program.
- *Courses taken as S/U option will not count toward this requirement.*
- This list is a compilation of courses that may be offered. Check the current term course schedule for course offerings.

*Be sure to check the UF Undergraduate Catalog under your catalog year for course Pre-requisites.*

**Accounting**

**ACG 3101 Financial Accounting and Reporting 1**
This course covers the theoretical structure of financial accounting, required financial statements, revenue recognition, operating assets and current liabilities.

**ACG 3401 Business Processes and Accounting Information System 2**
This course provides an examination of the accounting information systems in a business organization. Coverage extends over topics such as business processes, internal controls, and the fundamentals of accounting information systems analysis, design, implementation and control.

**ACG 4111 Financial Accounting and Reporting 2**
Continuation of ACG 3101 and includes coverage of accounting for investments, non-current liabilities and equities, accounting for income taxes, derivatives, accounting changes, statement of cash flows and earnings per share.

**ACG 4341 Cost and Managerial Accounting**
Extends cost and managerial coverage beyond that covered in ACG 2071. Topics include quantitative cost estimation, standard costing, flexible budgets, inventory management, pricing decisions, balanced scorecard, costs of quality, capital budgeting, transfer pricing and performance evaluations.

**Business Administration - General**

**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** (*Note: economics courses count for business electives only for students with a catalog year of 2014 or earlier)*

**ECO 3203 Intermediate Macroeconomics**
Theoretical determinants of aggregate employment, income, expenditures/price level. Keynesian & neoclassical models are analyzed.

**ECO 3532 Public Choice**
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 3704 International Trade**

**ECO 4213 Monetary Economics**
An integrated examination of how banks impact the money supply, monetary policy and financial markets. Topics include: the historical features of money; banking and money supply; goals and tools of monetary policy; and banks as financial intermediaries.

**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 Economics**
Market failures and the role of the government in providing goods and services, like education and infrastructure, in a market economy. The role of the government in the provision of various types of social insurance like health insurance, social security and welfare. The effects of taxes on economic behavior.

**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.
ECO 4934 Africa in the Global Economy
This course aims to examine the African continent position globally, looking both at the challenges as well as at the options available to African nations to get a “fair and better deal” in the global economy. Main topics: international trade and global value chairs; WTO rules and negotiations especially with regard to agriculture; aid to Africa; economic reforms, the World Bank and IMF; the debt crisis; migration and African Diaspora.

ECO 4934 Honors Urban Economics
The course will consider the economics of various urban issues including housing, transportation, taxes, infrastructure, and schools. A standard text Arthur O'Sullivan, Urban Economics, will be used, and a paper will be required. Below is a link to a typical course in urban economics, the one at Brown, which will give you an idea of the topics covered. But we’ll rely more on the text and less on articles.

ECO 4935 Empirical Research in Economics Seminar
After getting some background in economic empirical methodology, statistics, and statistical software and discussing some representative empirical papers, each economics student develops an empirical model and subjects it to statistical testing, helped by several class presentations.

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 3510 Economics of Education
This course uses economic concepts to analyze the education system and education policy options. Topics covered include class size, "No Child Left Behind" legislation, public vs. private schools, and vouchers.

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 4451 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 4013 Economic Development**
Problems and policies of modernization related to economic change and growth in the third world. Empirical and theoretical case studies. Area study and formulation of development projects and programs.

**ECS 4111 African Economic Development**
The course deals with the most pressing issues facing Sub-Saharan African countries in their quest for socio-economic development. Although the main focus is on contemporary issues and forthcoming challenges, we will also turn to more or less recent historical facts whenever necessary to shed light on the present. Main topics are economic growth, politics and institutions, international trade, agricultural and industrial development, poverty and inequality, access to basic social services, the environment, and gender issues.

**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 4414 Financial Management**
An integrative examination of theory and practice of managerial finance, financing and investing decisions as affected by risk, timing and financial markets.

**FIN 4453 Financial Modeling**
The course demonstrates how intricate financial spreadsheet models can be applied to aid in value creating activities for businesses such as valuation, additional funds needed analysis and additional applications that may include activities such as leasing and merger analysis.

**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 4533 Financial Derivatives**
The course defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives and studies several applications of derivative-pricing techniques outside derivative markets.
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 3503 Introduction to Social Entrepreneurship
Social entrepreneurship involves using the skills and strategies of business to innovatively and sustainably solve social, environmental, and economic problems. The ventures created by social entrepreneurs can be non-profits, for-profits, or innovative hybrid models. This course aims to educate, inspire, and empower students to become change makers.

ENT 4114 New Venture Planning
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.

ENT 4117 Real Estate Investment Decision Making
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.

ENT 4614 Real Estate Investment Decision Making
Examination of the creativity process and the organizational environment of several organizations recognized as creative and innovative. Course is organized around class discussions, workshops, projects, both individual and team-based, cases, a field trip and visiting experts. The course is very interactive and is based in experiential learning.

ENT 4704 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.

ENT 4934 Special Topics
Special topics in entrepreneurship-related fields of study.

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
Presents fundamental concepts from two perspectives: the individual business computer user and the corporate business computing environment. Introduces common business computing applications; this is not a hands on applications training course. Students use their existing computer skills to complete assignments.
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
Various aspects of telecommunication systems, the use of local and wide area networks, the Internet, wireless technologies and distributed systems for decision making and strategic management questions relating to business 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.

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 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 Leadership**
Covers the knowledge, skills, and foundation in leadership necessary to be effective in a variety of settings. Students will develop an understanding of the components that make leadership successful.

**MAN 4930 Intercultural Communication**
Covers the components of culture that influence the business environment and interactions. Will use acquired knowledge for a series of case studies delving into different types of business interactions in different regions of the world and cultural situations.

**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**
Analyzes economic, social and cultural issues affecting marketing management in the international environment.

**MAR 4232 Retail Consulting**
Provides opportunities for working on real retail/marketing problems with clients; gain practical insights into actual retail business operations while performing problem identification, exploration for opportunities, data collection and strategy development. Teams of 4-5 students work with real clients on retail issues and design and execute all phases of the project.

**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 Market Research**
Analyzes the role of marketing research in providing information for marketing decisions. Research methods and techniques involved in the development and use of primary and secondary data are emphasized. Topics include survey design, experimental design, data collection (e.g., questionnaires), data analysis, measurement and sampling.

**MAR 4803 Marketing Management**
Development and analysis of overall marketing strategies involving product and brand development, channels of distribution, pricing and promotion with consideration of marketplace conditions and related factors affecting implementation and execution.

**MAR 4832 New Product Development and Management**
A structured way of thinking about product development. Students are provided with an up-to-date toolbox for developing and managing new products. Includes hands-on individual assignments and a group project to simulate the development process of a new product or service.

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