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

Only one GEB professional communication course (GEB3213 or GEB3218) can be used as a business elective. Internship courses, 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 System2
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 3017 Leading Organizations**
Provides a strategic foundation for leadership practice in a variety of professions. Increases the capacity to lead with and without authority, across boundaries, and from any political or organization positions.

**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.

**Entrepreneurship**

**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 4614 Creativity and Innovation in the Business Environment**
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 4934 Special Topics**
Special topics in entrepreneurship-related fields of study. Past topics have included Business Plan Lab, Small and Family Business, Entrepreneurship Post Mortem, and Dilemmas & Debates.
Finance

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 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 Special Topics
Special topics in finance-related fields of study. One of previous special topics discussed investment management.

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
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
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
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 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
Introduces the concepts and applications of management science; become more confident in understanding and using deterministic analytic models.

QMB 4702 Managerial Operations Analysis 2
Overview of stochastic applications of Management Science. Students will learn stochastic modeling techniques and introductory visual basic.

Management

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 4538 Integrated Product and Process Design 1
The first part of a two-course sequence in which multidisciplinary 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
Continuation of the two-course sequence in which multidisciplinary teams of engineering and business students partner with industry sponsors to design and build authentic products and processes, on time and within budget.

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.

**Marketing**

**MAR 3231 Introduction to Retailing Systems and Management**  
Functions, institutions and activities of retailing goods and services.

**MAR 3400 Professional Selling**  
Basic survey in professional selling. Teaches the importance of the selling role and provides basic professional selling skills; begins the preparation for a future role in sales or sales management.

**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 4403 Sales Management**  
Principles, methods and problems relating to the management of a sales force; selection/training, organization, compensation/stimulation, and control.

**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.

**Real Estate**

**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.