

Robert Forsythe, Dean



Robert Forsythe is dean of the College of Business, joining USF in 2006 from the Tippie College of Business at the University of Iowa where he served simultaneously as the Leonard A. Hadley Chair in Leadership and senior associate dean. He has launched several student-centered initiatives since his arrival at USF, including the Bulls Business Community, the Student Managed Investment Fund, and the Business Communications Center.

Forsythe is co-founder of the Iowa Electronic Markets, which was designed as a futures market for trading in contracts on political and economic events over the Internet. The IEM attracted national attention forecasting election outcomes using financial markets and has been profiled by *BusinessWeek*, CNN, *The Economist*, *Forbes*, *Good*

Morning America, *The Wall Street Journal* and *The Washington Post*, among others. A recipient of numerous professional awards, Forsythe has published 40+ academic accounting, economics, and finance articles. Most of these articles focused on issues in asset pricing.

He served as an operations research analyst with PPG Industries before earning a PhD in economics at Carnegie-Mellon University. He taught at the California Institute of Technology as well as at the University of Iowa.

Charles Kroncke, Associate Dean



Charles Kroncke is associate dean for the College of Business, joining USF in 2007.

His research interests are in the areas of insurance, finance, real estate, and the economic analysis of public policy issues. He published a textbook on managerial finance and has published numerous articles in academic and professional journals such as the *Journal of Risk and Insurance*, *Risk Management and Insurance Review*, the *Journal of Financial and Quantitative Analysis*, *Financial Management*, the *Journal of Financial Education*, and the *International Review of Economics Education*.

Kroncke has a PhD in business administration from the University of Minnesota, an MBA from the University of Pittsburgh, and a BS from St. John's University (Minnesota). His academic career includes appointments as business school dean at Auburn University, the University of Texas-Dallas, St. John's University (NY), and the University of Wisconsin-Milwaukee. Prior to these positions, he was a professor of finance and associate dean at the University of Wisconsin-Madison. Kroncke has extensive board experience in the investment and banking industry, has raised venture capital, provided expert witness testimony, and consulted with universities and corporations.



Innovation

USF College of Business

Top Grads

USF Means Business

USF boasts one of the nation's best accounting schools and a top-ranked entrepreneurship program. With research faculty in every department - accounting, finance, management information systems, management, and marketing - USF offers a **comprehensive portfolio of programs** in a variety of disciplines.

A changing workplace and outsourcing means that regardless of majors, new hires must be able to communicate across teams, across industries, and even across the globe. **USF is infusing communication across its business curriculum**, giving USF graduates a competitive edge over peers from schools requiring only a single business communication course. USF students are building better communication skills by applying them in context in their business classes.

Reflecting the changing IT landscape, the needs of employers, and using the insight gleaned from a panel of corporate partners, USF revised its MIS curriculum to ensure grads have both business savvy and practical information systems knowledge. MIS majors blend technical skills such as networking, database management and systems analysis/design with business skills required in today's global marketplace.

Businesses need employees who know how to integrate visually appealing advertising programs into comprehensive marketing plans. USF's new business advertising degree program (complementing an existing mass communications program) is unlike any in the nation. Students have a choice between a **business-oriented sequence of study that emphasizes marketing, ROI, and core business education** and a mass communications sequence that focuses on advertising campaigns, creative messaging, and media strategy.

Always considering the "triple-bottom-line," USF's management graduates reflect the university's progressive commitment to sustainable organizational performance, focusing on economic prosperity, social responsibility, and concern for the natural environment.



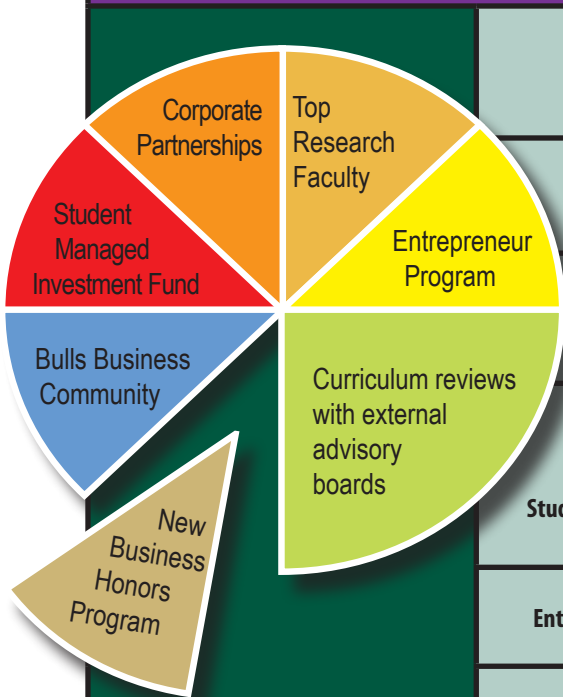
The Bulls Business Community is a small community within a big university. Exclusively for high-achievers, this **living-learning residential program provides learning opportunities not normally found in the classroom**. Activities range from faculty networking and social skills workshops to targeted academic advising and tutoring. Improv Night is a fun, innovative way to teach some key business lessons to the college's youngest students.



USF brings the corporate world into the classroom, too. One of the benefits of being located in a major metropolitan area is the extended classroom found in business partnerships. With a mentoring program for first-generation students, hands-on case studies in the classroom, internships, and networking sessions, students have many opportunities to mix with area professionals.

USF College of Business Transforming Minds

PUTTING IT ALL TOGETHER: INNOVATIVE PROGRAMS CREATING TOP EMPLOYEES



Bulls Business Community	A living-learning residence hall with professional seminars, improvisational activities, networking, and other learning opportunities not normally found in the classroom, the BBC is exclusively for high-achieving business students.
Communications Across the Curriculum	Infusing additional written and oral communication exercises into business education, the Business Communications Center further improves students' abilities in a business context.
Student Managed Investment Fund	Students research, analyze, and pitch funds in this invitation-only program, teaching them to manage real money, real time. Provides advanced applied securities analysis curriculum and opportunities to network with industry leaders.
International Partnerships and Study-Aboard Opportunities	<p>Passport scholarships offer multiple opportunities for top students to study abroad across the globe.</p> <p>Partnerships with the Center for American Education in Singapore and Universidad San Ignacio de Loyola in Peru allow USF students to work toward a USF degree, with USF faculty, in Singapore and Peru.</p>
Entrepreneurship Program	In 2010, USF's nationally ranked graduate entrepreneurship program will expand to provide new, interdisciplinary opportunities for undergraduate students.
ISDS Practice Center	Students, jointly supervised by Information Systems Decisions Sciences faculty, work on industry-sponsored IT projects and gain valuable "real world" experience.
Business Honors	This new honors program goes beyond business books to transform the very best students into stellar leaders and problem solvers. Students learn how to identify and analyze business problems to determine and communicate solutions. Students participate in significant research projects, mentoring and professional development programs, and internships.

Undergraduate Programs of Study

Accounting • Advertising • Economics • Finance • Management • Management Information Systems • Marketing • General Business • International Business

Class Stats

5,760 undergraduate students • 935 graduate and doctoral students • Average SAT score of 1075/ACT score of 23 • AACSB accredited



College of Business Contacts

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USF College of Business Points of Pride



- With roughly 5,800 students, the USF College of Business has nine undergraduate majors and offers seven graduate degree programs, including 14 different tracks for MBA candidates.
- Dually-accredited by the AACSB International – the Association to Advance Collegiate Schools of Business – USF is one of just roughly 180 institutions worldwide recognized for excellence in overall business and accounting programs. Less than 10% of the estimated 10,000 business schools worldwide are accredited by this international organization.
- 75 percent of the business school's 50,000 alumni live in Florida, contributing to the state's business climate.
- The MBA program at USF was recognized in the top tier of part-time MBA programs in the U.S. News & World Reports "2012 Best Graduate Schools."
- USF launched the first Executive MBA program in Florida, which now boasts more than 1,000 alumni over the past 25 years. The program was included in *Hispanic Magazine's* roster of top programs (2008) and was also cited by *Women 3.0* magazine as among the best programs in the nation for women (2009).
- The College of Business established the only American undergraduate business program in Lima, Peru with the Universidad San Ignacio de Loyola and launched the first cohort with 22 students. The College of Business continued to deliver an undergraduate program in Singapore in partnership with the Center for American Education. Thirteen students are part of the 2011 class.
- The School of Accountancy's PhD program was named #2 in Accounting Information Systems and #14 in Experimental Research in Accounting Horizons by the American Accounting Association (Vol. 25, No. 1).
- USF's Center for Entrepreneurship was included in the Top 25 national entrepreneurship programs by *Entrepreneurship Magazine* and *The Princeton Review*.
- The USF chapter of Beta Alpha Psi, an honors organization for accounting and financial information students, was named one of the top 15 chapters worldwide by the international organization in 2010. USF's chapter was also recognized as a KPMG gold chapter for the second year in a row and has maintained "superior" chapter status by the global society for 35 consecutive years.
- USF's American Marketing Association earned the Gold Status Award, one of just six to do so at the 2011 AMA international conference. More than 200 chapters participated in the competition, and USF's chapter was lauded for its programming, community involvement, membership drives, and fundraising campaigns.
- Nearly 100 first-generation business students were paired with a mentor through the College of Business Corporate Mentor Program in 2010. The average GPA for these students, 90% of whom work 20+ hours per week, is 3.31, as compared with an average GPA of 2.53 for similar students nationally. Five participants were selected for the extremely competitive Education Without Borders conference in the United Arab Emirates in 2011.



- Hailed as a model living-learning community, the Bulls Business Community helps high-achieving incoming freshmen develop as professionals from their first moments on campus. Since its 2007 launch, BBC students have consistently earned higher GPAs and carried heavier courseloads than their peers.
- The first of its kind in the state, USF launched a new Business Honors Program for high-achieving, incoming freshmen, a program that carefully structures students' academic career so that they can participate in faculty-led research, enjoy study abroad programs, live in the Bulls Business Community, and take advantage of mentoring and internship opportunities.
- USF offers a business advertising degree program in partnership with Zimmerman Advertising. The only institution in the nation to offer students a choice between business and mass communications tracks for students pursuing an advertising degree, a handful of business schools offer an advertising major, but no other U.S. university offers two complementary pathways for students to study advertising.
- Students research, analyze, pitch, and invest funds to build a portfolio as part of the Student Managed Investment Fund that was launched in 2010. Students in this invitation-only program for top finance majors frequently pitch their stocks to top executives in firms such as Merrill Lynch, Morgan Stanley, and UBS Financial.
- USF continues to build relationships with high-profile employers seeking to hire business graduates. Students have been selected for highly-competitive internships at companies such as Goldman Sachs, PricewaterhouseCoopers, DuPont Registry, JPMorgan Chase, Raymond James, and T. Rowe Price. In addition, several new graduates have received job offers from prestigious national firms such as Microsoft, Goldman Sachs, the Florida institute of CPAs, and The Nielsen Company.
- Business faculty members have earned prestigious awards for their research and contributions to scholarly fields, including Lifetime Achievement Awards.
- Faculty members from the Finance Department published (or had accepted for publication) 20 research articles in 2010; four of the articles appeared in "Top 10" peer-reviewed journals for the discipline.
- The ISDS Department ranked #14 worldwide for publications in the top two premier journals in the discipline (Management Information Systems Quarterly and Information Systems Research) for three years, 2008-2010.
- Since opening its doors in 1980, USF's Small Business Development Center has assisted more than 160,000 small businesses and entrepreneurs in its 10-county service area. It is the only Florida SBDC with NASBITE International Certified Global Business Professionals.

Our business school
does **more than simply**
disseminate knowledge.

Our business school is
shaping business
thinkers
and **equipping students**
with the **skills and knowledge**
to take **leadership positions**
in business and society.

Here, students begin
developing as professionals
from their very
first moments on campus.

We are **transforming minds.**



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Transforming Minds™