7-13-2004


Donna Self

Follow this and additional works at: https://digital.usfsp.edu/usfsp_news_press_releases

Recommended Citation
https://digital.usfsp.edu/usfsp_news_press_releases/158

This Other is brought to you for free and open access by the University Advancement at Digital USFSP. It has been accepted for inclusion in USFSP News and Press Releases by an authorized administrator of Digital USFSP.
College of Business Offers New MBA Program

By: Donna Self
July 13, 2004 11:02AM EST

Franklin Twumasi works during the day as an engineer for Sarasota County. He has a bachelor’s and a master’s degree in engineering, but with no business background, his goal of earning an MBA seemed hard to reach. But, Twumasi found that his schedule makes him a perfect candidate for MBA Essentials, a new program at USF St. Petersburg.

"Twumasi is the ideal person for our program,” says Jeannie Gaines, Ph.D., MBA director for USF St. Petersburg’s College of Business. “He has two degrees, wants an MBA, but he has no business background.”

Typically, MBA students must complete a series of core courses, which can take up to two years before beginning an MBA program. But, MBA Essentials offers an abbreviated curriculum for people to complete core course work in one semester.

"People like me know what we want,” Twumasi said. "This gives us a good knowledge base and a clear idea of where we want to go.”

Gaines, along with College of Business Dean Ron Hill and Associate Dean Mark Wilson, created the program to reduce the time students were spending on core courses. "We researched several good MBA programs that offered 'boot camp' or 'pre-MBA programs';” Gaines said. “Then we combined some of the best attributes of each program for USF St. Petersburg students.”

MBA Essentials covers eight content areas: Accounting, Economics, Finance, Information Systems, Management, Marketing, Production/Operations management and Statistics. The program consists of seven two-week modules and one 16-week module that combines weekend class time and online assignments to give students enough knowledge to select their areas of concentration for their MBA.

USF St. Petersburg offers students four new concentrations – Corporate Social Responsibility, Forensic Accounting, Managing Knowledge Resources and Taxation. The concentrations are based on the College of Business’ Program of Distinction, Social Responsibility and Corporate Reporting.

"After the Enron crisis and subsequent events, it became evident that there’s a growing need for these concentrations with a focus on ethics,” said Hill, dean of the College of Business. "It’s critical not just for accountants to understand how business crimes are perpetrated, but also for corporate officers.”

Instead of granting credits, the intensive semester allows a waiver from USF St. Petersburg for 21 credit hours. The program, which includes the waiver, books and supplies, is half the cost, or about $2,000 less than the 21 hours, books and supplies would typically cost.

The program is rigorous, especially since most of the students also work full-time, and like Twumasi, have families to care for, but Gaines said the program is designed for hard-working individuals.

"We designed the program so students can work and do this as well,” Gaines said. “It is very intense – we’re not allowing the students to take regular classes in addition to the program. But they get their syllabi during orientation, so students have the opportunity to work ahead if they want to.”

To be considered for the program, a student must have at least a bachelor’s degree and a 3.0 grade point average from an accredited school and at least a 500 on the GMAT. Applications will be accepted for Spring 2005 until mid-October 2004, and anyone interested in applying can contact Gaines at 727-553-4546 or by email at jgaines@stpt.usf.edu.