



A degree in

GLOBAL BUSINESS from the
UNIVERSITY OF SOUTH FLORIDA



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

TRAITS OF USF GLOBAL BUSINESS STUDENTS

ADAPTABILITY

Business is more global than ever. As companies evolve to compete on the global stage, there is a great need for capable managers who understand how to adapt business tools to conduct operations across borders.

CREATIVE PROBLEM SOLVER

A global business professional should think out of the box. Understanding how a company competes internationally and what can increase that influence is what can oftentimes separate it from the competition.

VALUING DIVERSITY

Global business professionals must not only understand cultural differences, but also value diversity. A respectfully conveyed message can be the deciding factor in a business collaboration, merger or marketing campaign.

LEADERSHIP

The motivation to try something new, strong communication skills, and problem-solving savvy are all daily qualities of global business leaders. Global business majors develop a core set of skills that equip them for a wide range of settings.



WHY STUDY GLOBAL BUSINESS AT USF?



REASON #1

GLOBAL HORIZON

Collaboration doesn't happen only across teams - it can span continents. As the world's business functions continue to interconnect, global business majors will graduate with an international perspective that will allow them to succeed in diverse business environments by combining business administration with language studies and meaningful overseas work.



REASON #2

JOB PROSPECTS

Global business majors can choose to concentrate in finance, management, marketing, or business analytics and information systems. Graduates will find employment opportunities in international divisions of companies in their home countries as well as posts in national or international government agencies focused on international trade.

A photograph of two men in an office setting. The man on the left is of Asian descent, wearing a white dress shirt, and is looking intently at a laptop screen. The man on the right is of European descent, with long wavy hair, wearing a light blue and white striped dress shirt, and is also looking at the laptop. They are sitting at a desk with a laptop, papers, and a water bottle. In the background, there are office cubicles and other people working.

REASON #3 EVOLVING OPPORTUNITY

Global business is continuously growing and evolving, driven by advances in technology and changes in the economic landscape. This evolution has created a need for business managers who are well-versed in the tools of international trade.



ALUMNI SPOTLIGHT

GABRIELA GARCIA

“ I transformed myself into a global professional through my leadership experiences and the ‘Florence for Business’ program.”

Gabriela Garcia graduated from USF as a leader. With roles such as President of USF Residence Hall Association, USF Panhellenic Association representative for Gamma Phi Beta, and Vice President of Conduct and Integrity under her belt, Gabriela knows what it takes to work for what she believes in. She accomplished all of this while graduating with a 3.91 GPA from USF’s Business Honors Program and studying abroad in Italy. While there, she was able to engage with the local community and gain insight to the Italian family business.

