



Office of Admissions
111 Lake Hollingsworth Drive
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flsouthern.edu



DISCOVER. ENGAGE. IMPACT.

Launch your business career
at Florida Southern College.

OUR MISSION

As the only private college business program in Florida recognized by *Bloomberg Businessweek*, we educate and inspire leaders to have a positive, consequential impact. We make sure to foster an entrepreneurial mindset in teaching business disciplines through highly engaged, experiential practices.

Why wait until after graduation to obtain valuable skills and knowledge about the business world? Take the first steps today so you can excel tomorrow.

Schedule your visit now at
flsouthern.edu/visit





An exceptional faculty, and challenging curriculum and educational experiences have enabled us to earn the highest accreditation possible for business schools from the **Association to Advance Collegiate Schools of Business (AACSB)**. Less than five percent of the world's business programs hold this prestigious accreditation, and those that do produce graduates who are highly skilled and more desirable in the job market.

"Our students participate in collaborative research, live case studies, prestigious internships, and active student groups. When they graduate, they are ready for success."

— **Cindy Hardin, J.D., Professor of Business Administration**

DISCOVER

Explore what interests you. Find your niche.

ACCOUNTING

Finance, taxation, management, auditing, and forensics are only some of the essentials you'll need to be fluent in the language of business. Using numbers to describe a company's financial situation and predict its future will give you a competitive advantage in a wide range of careers. We are proud of our 100 percent job placement rate for our accounting students. You'll find FSC alumni at prestigious auditing firms such as KPMG and EY, and influencing decisions at the executive level within organizations such as The Florida State Attorney's Office, NASA, and the Securities and Exchange Commission.

ECONOMICS AND FINANCE

Because this program focuses on where business, money management, and human behavior meet, it requires not only an analytical mind, but also a curiosity about contemporary events and society as a whole. Studying economics and finance prepares students for jobs in an array of industries including commercial banking, financial planning, and real estate.

HEALTHCARE ADMINISTRATION

The healthcare administration program at Florida Southern combines business concepts with practices of healthcare management for a comprehensive study of this rapidly growing field. You will have an opportunity to explore the healthcare industry and apply what you have learned to real-world environments through internships with healthcare organizations. Upon graduation, you'll be prepared to pursue a career in pharmaceutical sales, physician relations, patient care services, patient education, hospital administration, and public health.

SPORT BUSINESS MANAGEMENT

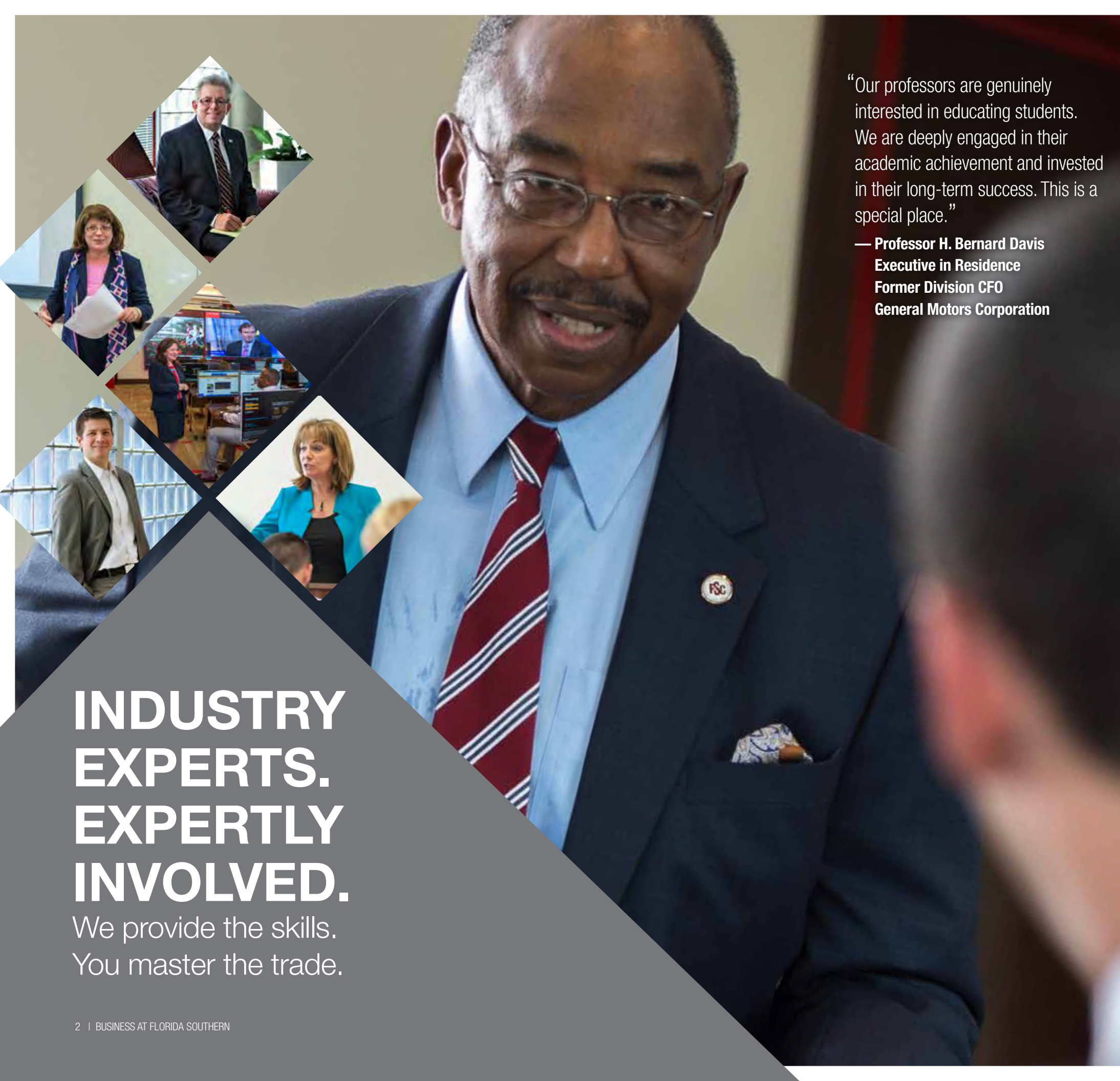
Sport management is a diverse and ever-growing \$400-billion-a-year industry. Through this major, you'll come to understand the field in terms of accounting, economics, law, marketing, management, psychology, and communications. Courses like Ethics in Sport, Sport Marketing, and Economics of Sport prepare you for employment in interscholastic, intercollegiate, and professional sport organizations. You'll follow other Florida Southern graduates into exciting careers that include, but are not limited to, event management, sport marketing, and public relations.

BUSINESS ADMINISTRATION

Explore while learning — that's what a degree in business administration can enable you to do. Interested in international policies, finance, marketing, or management? At FSC, we cover the essential foundations while simultaneously allowing you to build expertise in your chosen concentration. Students have developed skills in specialties such as non-profit management and business marketing and communication. Whatever path you choose, you'll master the basics that any businessperson needs: analytical, marketing, critical-thinking, and public-speaking skills. You'll learn how to manage and profit from a start-up business and even how to handle a financial relationship in another country.

BUSINESS AND FREE ENTERPRISE

The first of its kind in Florida, this unique program combines political science and economics, teaching you to analyze business decisions from a social perspective. You will learn the skills needed to be successful in a business environment, while developing a greater understanding of the impact business can have. Intense coursework prepares you for a wide range of careers ranging from finance to management, as well as admission into an MBA program.



INDUSTRY EXPERTS. EXPERTLY INVOLVED.

We provide the skills.
You master the trade.

“Our professors are genuinely interested in educating students. We are deeply engaged in their academic achievement and invested in their long-term success. This is a special place.”

— **Professor H. Bernard Davis**
Executive in Residence
Former Division CFO
General Motors Corporation

FROM INSTRUCTOR TO FRIEND AND MENTOR

Imagine this: it's your first day of class. You walk in and take a seat. In the room with you are other enthusiastic students eager for instruction. Standing in the front is a stranger dressed in business attire. You're already impressed. Fast forward to the end of the semester. As you turn in your final exam, which you're certain you aced, you realize that the person who was once a stranger has become a mentor, a friend. You review the semester in your head and think of all you've accomplished and the knowledge you've gained — you credit it to this professor who encouraged and supported you along the way. You didn't have to wait until you started working in the field to gain experience; your professor exposed many of the secrets to success and gave you opportunities to develop your business savvy. Theory was a pleasure to learn and your homework was fieldwork — practical, doable case studies that required you to spend your time working with local businesses and organizations. In just one semester, you solved a business's financial concerns, built a marketing strategy for a local start-up, and learned the best way to handle a conflict in the office.

EXPERIENCED EXPERTS

Bringing years of business, consulting, and entrepreneurial experience into the classroom, our faculty has the knowledge to help you succeed.

Through thought-provoking lectures, informal discussions, and hands-on activities, they emphasize the application of concepts and principles to the world of business. Professors keep pace with the latest trends by serving on boards of corporations, non-profits, and civic organizations; practicing as CPAs; operating their own businesses; and serving as consultants to regional, national, and international companies.

All business instructors bring practical experience into the classroom. They include a former chief marketing officer, a vice president of human resources, an attorney, a chief financial officer, international business consultant, an automotive executive, and the owner/operator of several Florida restaurants.



INTERNSHIPS

Build your contacts
through our networks.

INTERNSHIPS GUARANTEED

We know how important it is to gain work experience before graduation. Without it, students find it hard to get their foot in the door. That's why we promise you an internship. Internships not only give you a glimpse into your field of study but a chance to take what you learned in the classroom and apply it in a real business setting. *Bloomberg Businessweek* found that business students who interned are more than twice as likely to have a job offer by their senior year.

■ **Cameron Towell '17**, a business administration major with a minor in economics and finance, hoped to learn about investments. With no better place to learn about the topic than Wall Street, Cameron spent two summers working as a fixed-income analyst at Hamlin Capital Management, an investment advisory firm catering to high net-worth individuals and institutions in New York. There, he gathered cap rate information on real estate valuations, created valuation models, monitored bond issues, and kept the senior team looped in through weekly reports. These experiences gave Cameron deep insights into portfolio management, and when he graduated, wealth management firm Raymond James quickly offered him a job as a fixed-income trading support associate.

■ **Maddie Henderson '17** had an interest in putting her analytical skills to work, so Professor Mike Tracy connected her with the Home Depot. As an intern at their corporate offices in Atlanta, she worked to streamline communications between store associates and headquarters. The opportunity allowed her to gain experience with data analytics and social media. When Maddie graduated, Home Depot hired her as their social media specialist.

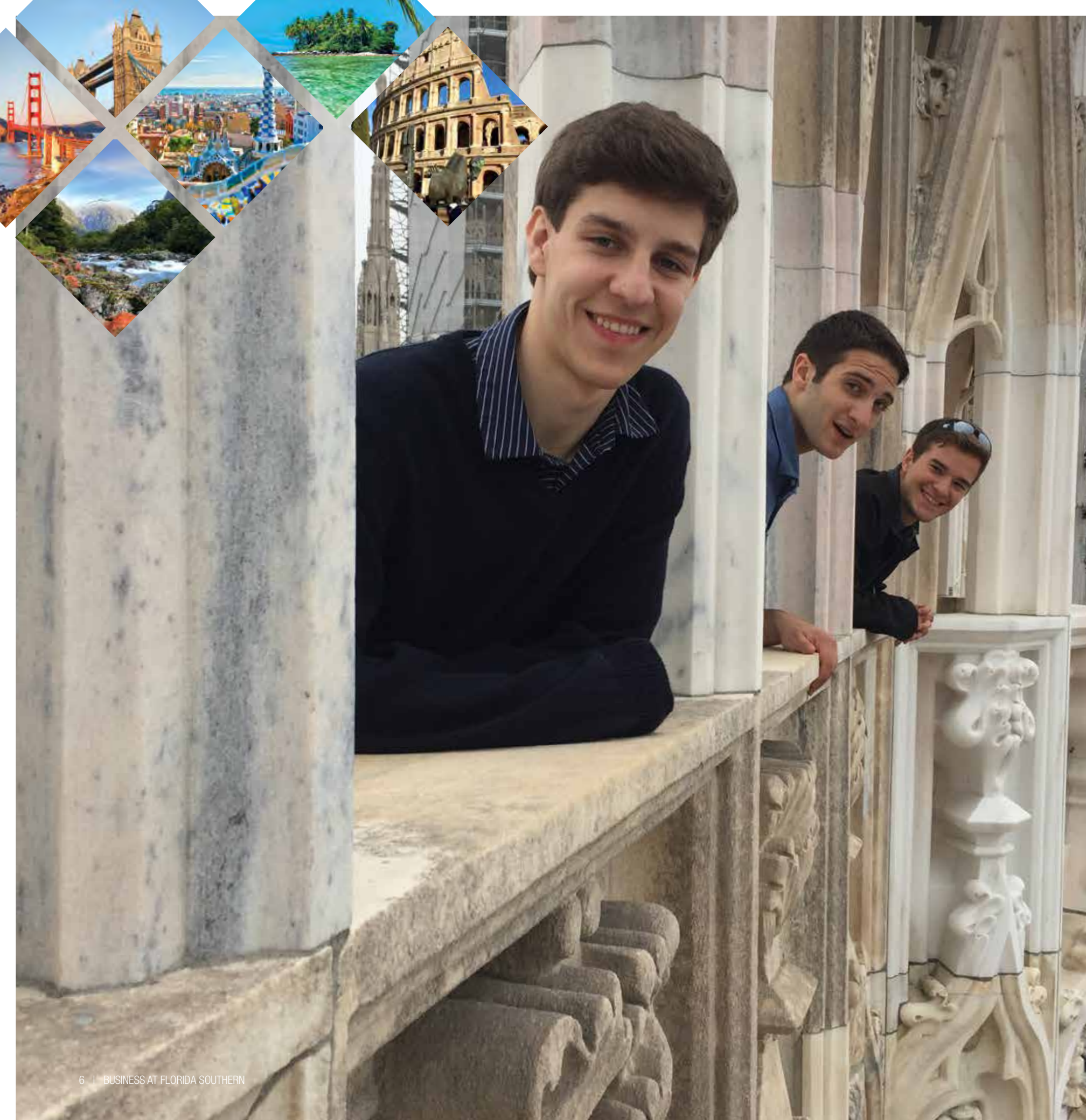
■ **Kate Mohorn '14** chose to pursue an internship with SAS, a software company focused on business intelligence. There, Kate fell in love with analytics. Though she was offered a post-graduate internship with SAS, Kate decided to earn a Master's of Science in Analytics at the acclaimed Institute for Advanced Analytics at North Carolina State. Now, Kate is a lead data scientist at Putnam Investments in Boston.

"In the classroom, I learned the theory behind business, and as an intern, I put it to practice in the real world."

— **Ryan Buckley '15, MBA '16, Corporate Account Executive, Lakeland Magic (Orlando Magic G-League Affiliate)**

SOME OF OUR INTERNSHIP PARTNERS:

- | | | |
|----------------------------|------------------------|--------------------------------------|
| ■ AAA Travel Club | ■ GEICO | ■ PricewaterhouseCoopers |
| ■ Bank of America | ■ Goldman Sachs London | ■ Publix Super Markets |
| ■ ConAgra Foods | ■ KPMG | ■ Raymond James |
| ■ Crowe Horwath | ■ Lockheed Martin | ■ Red Cross |
| ■ Detroit Tigers | ■ Merrill Lynch | ■ Ritz Carlton |
| ■ Disney Resorts | ■ MetLife | ■ Securities and Exchange Commission |
| ■ ESPN | ■ NASA | ■ Wynn Resorts |
| ■ Lakeland Regional Health | ■ OPEC | |



STUDY ABROAD

Prepare to go global.

GUARANTEED TRAVEL

As global integration becomes even more critical to successful business operations, international experience will prove invaluable. You'll study abroad with faculty members who have a multinational background and intercontinental connections; you'll tour businesses and gain worldly knowledge you'll use when you come back home.

And the best part? Our Junior Journey guarantees Florida Southern students travel opportunities during their junior or senior year — often at no additional cost. Trips include adventures to study business and culture in Cuba, discover global healthcare in Switzerland, or a backstage look at hospitality management while cruising in Hawaii.

DESTINATIONS INCLUDE:

- | | | |
|--------------|-----------------|--------------------|
| ■ Alaska | ■ Germany | ■ New Zealand |
| ■ Amsterdam | ■ Greece | ■ Paris |
| ■ Australia | ■ Guatemala | ■ Peru |
| ■ Bahamas | ■ Hawaii | ■ Spain |
| ■ Belize | ■ Honduras | ■ Switzerland |
| ■ California | ■ Iceland | ■ Taiwan |
| ■ Costa Rica | ■ Ireland | ■ Turkey |
| ■ Cuba | ■ Italy | ■ Virgin Islands |
| ■ England | ■ New York City | ■ Washington, D.C. |

“The opportunity to travel to Geneva to meet with some of the world’s preeminent public health officials was a once in a lifetime experience. We learned firsthand about the challenges leaders face in operating international health organizations, as well as the impact of health programming and interventions on different populations across the globe.”

— **Kaitlin Brittain '18,**
Operations Specialist, Mayo Clinic



ENGAGE

Immerse yourself in practical experiences.

“I love Florida Southern’s philosophy of people-focused business. Instead of just learning how to make money, we learned how to contribute to society and serve people.”

— Alex Sturgeon '18

Guest Relations, Walt Disney World

TAKE A HUMANIZED APPROACH TO BUSINESS

Philanthropy is highly respected and practiced at Florida Southern. Our faculty encourages a service-oriented mindset, building our students’ confidence and connections with the local community. Students develop a sense of social awareness and learn how to use business techniques to create change. They have partnered with the local farmers market to promote healthy eating, researched homeowner investment in solar energy, and unveiled findings about genetically modified organisms (GMOs).

Business administration major Connor Szczerba published a paper entitled “Solar Energy in the Sunshine State” as a result of a project in professor Cindy Hardin’s Business Law course. “I found there are plenty of incentives, but the initial cost of \$27,000 would be beyond most homeowners’ budgets, and it takes almost 11 years to reach a break-even point, so right now, it’s probably not worth it for most people,” Szczerba said.

Others have researched business policies to determine how they impact a community. Lexi Gauslow assessed corporate responsibility with a case study of TOMS Shoes; David Carson looked at applying game theory to business practices; and Leighann Davis looked at auto-franchise laws.

Through these practical, hands-on experiences, students benefit from making positive and influential decisions within a company or community — all before graduation.

CENTER FOR FREE ENTERPRISE

Allowing for an ultimate hands-on, practical experience, the Center for Free Enterprise aims at helping students understand the role of free enterprise within the American economy. Guest lecturers have come to speak on campus, including Brexit leader Nigel Farage and Dr. Vernon L. Smith, winner of the 2002 Nobel Prize in Economic Sciences, as part of our Politics, Law, and Economics Lecture Series. The Center also hosts off-campus seminars and luncheons, which provide students opportunities to explore the principles that sustain free enterprise as they prepare for their own careers in business.

INSTITUTE FOR ACCOUNTING EXCELLENCE

With three faculty members recognized as “Outstanding Educators” by the Florida Institute of CPAs (FICPA), the Institute for Accounting Excellence provides a best-in-class, student-focused accounting education for undergraduates. Also, the Institute’s advisory board members, comprised of local CPAs, provide mentorship and networking opportunities to accounting students.

SPORT BUSINESS INSTITUTE

The Sport Business Institute works to make sure every student seeking a career in this competitive industry is successful by providing access to highly qualified faculty, professional sport practitioners, and engaged learning experiences. The Institute boasts a strong internship network and alumni advisory board, offering students a direct connection to their future careers.

ENGAGE THROUGH ENACTUS

A number of business students participate in Enactus, an international, non-profit organization committed to improving communities through student-led entrepreneurship. Recently, our team gave back to the local community through projects like:

- **Feed the Need:** Students organized a community food drive that collected over 18,000 pounds of goods to donate to local charities. They also formed a hunger council of influential Lakeland leaders to target poverty, the real problem behind hunger.
- **Love Local:** Students organized a delivery service through which those on Florida Southern’s campus could order fresh produce in support of the Lakeland economy and local farmers.
- **Loop Florida:** In partnership with the Central Florida Speech and Hearing Center, students developed a marketing strategy that enabled the Center to generate more revenue and reduce its dependency on grants.

Students continue to launch new projects through Enactus — developing sustainable business solutions and improving the quality of life in our community.



STUDENT ACTIVITIES

Connect with others.
Build your network.

CLUBS AND ORGANIZATIONS

It is easy to connect with others and get involved outside the classroom. The Barney Barnett School of Business and Free Enterprise is home to several student clubs and organizations that enable professional and leadership development, networking, and community service.

- **Accounting Student Association:** Learn about the field of accounting through a variety of professional, academic, and social activities sponsored by this student-led organization.
- **Adam Smith Club:** Discuss and share ideas that support economic freedom. Students are invited to engage with faculty, as well as one another, through activities such as a monthly book club, movie nights, and Liberty Luncheons.
- **Dean's Advisory Council:** Serve as the voice of the student body by offering counsel to the dean on the needs of business students.
- **Delta Sigma Pi:** Foster relationships through our business fraternity that has a heritage of producing leaders. Brothers adhere to the highest standards of professional conduct, network with senior executives, travel to seminars, and enjoy fun events such as the annual "Business with a Bang" fundraiser.

- **Elite Student Board:** Organize networking events and gain access to small group discussions with CEOs and other important business leaders in the community.
- **Enactus:** Work as entrepreneurs to help the community. Along the way, students develop management skills, gain real-world business experience, and receive access to internships and scholarships while helping others.
- **Phi Alpha Delta:** Unite in fellowship with students, teachers of the law, as well as members of the Bench and Bar through this pre-law fraternity designed to advance the ideals of liberty and equal justice.
- **Sport Management Club:** Gain exposure to the sport industry by volunteering at FSC and other local sporting events, meeting industry guest speakers, and networking with other colleges and universities.

"The networking events I was able to attend and the connections I made through the business program were not just valuable during college but will serve me well into the future. The speakers that come to campus bring so much practical knowledge to our community. They helped me prepare for the real world."

— **Paige Kinstler '18**

Strategic Development Coordinator, Arthrex

IMPACT

Graduate ready to make a difference.

DO WHAT YOU LOVE

Clinical Associate Professor of Business Economics. Principal Research Statistician. Managing Director at JP Morgan. These job titles are more than just positions; these are the accomplishments of our alumni. Whatever their passion, FSC graduates use the experience they gain to step confidently into prominent positions within the business world.

Christoph Barnett '06 studied accounting at FSC, then received his master's in finance at the London School of Economics. Currently, he works as a CPA with an investment firm in the Cayman Islands. There's also Eric Eisnaugle '00, who went on to Vanderbilt Law School and is now a member of the Florida House of Representatives. The list can go on and on:

- Arpit Agrawal '10, Executive Director, Vishal Group in Nepal
- Senka Softic '10, MBA '11, Private Wealth Advisor, Goldman Sachs UK
- Andrew Grutka '10, MBA '11, National Insides Sales, JGB Enterprises, Inc.
- Nick Palmerton '11, MBA '15, Marketing Analytics Senior Consultant at Publix Super Markets, Inc.
- Aaron Longley '11, Deal Advisory and Senior Audit Associate, KPMG, Nassau, Bahamas
- Tyrone Wright '11, Contract Specialist, NASA
- Julie Collins '10, MBA '12, Senior Manager of Imaging/Cardiology/Oncology Assessment, Philips Healthcare
- Kyle Gibbs '13, Regional Vice President, Aveanna Healthcare
- Sabine Goge '14, IoT and Big Data Analyst, SAP
- Alexandra Boelke '14, Business Development, AQR Capital Management
- Nikole Dangelo '14, Senior Investor Relations Analyst, Lockheed Martin
- Alex Charwin '15, Regional Account Executive, vTECH io, Inc.
- Marshall Korattiyil '15, Business Analyst, Valpak
- Natalie Aleman '16, Human Resources Manager, myZone Media Inc.
- Jheryl Cabey '16, Assistant Manager, KPMG UK
- Laurent Mailloux '17, Investment Banking Analyst, National Bank of Canada
- Jake Lafser '17, Sales Development Representative, Thomson Reuters



CONNECT WITH ACCOMPLISHED ALUMS

Choosing Florida Southern means choosing to become part of an impressive network. Tapping into this network helped Nathan Leavitt '13, MBA '14, to earn an internship at OPEC, arranged by His Excellency Abdullah S. El-Badri '75, OPEC's Secretary General. Leavitt is currently a loan partner at The Mortgage Firm, Inc.

Alumni cite their alma mater as their number one recruiting source — a testament to the exceptional preparation FSC graduates receive. For example, Robert R. Sharp '52, board chairman of AAA Auto Club South, Inc., offers several paid internships annually to FSC business students. "We're very pleased with our Florida Southern students," said Greg Shell '83, who has hired approximately 25 outstanding Florida Southern graduates since 2004 at Auto-Owners Insurance. "They are extremely prepared, not only academically, but also in the experience they attain before graduation."

Whether your interest is in government, non-profit sector, international development, entertainment, sports, or entrepreneurship, our alumni are ready to help you shape your talents and skills. They are your cheerleaders, excited to provide you with insight, guidance, internships, and jobs.



"A college experience lasts only a few years, but the network of connections you make lasts a lifetime. The faculty, internships, and extracurriculars I had, coupled with the self-confidence I gained, were what I needed to begin a successful career."

— **Braxton Williams '08**
Vice President Corporate Banking,
City National Bank