Choosing Your Path

Through the study of psychology, students learn to evaluate and understand behavior and experience. The Bachelor of Arts program gives an overview of the discipline and a foundation for graduate study. Within the program, students have many opportunities to pursue those aspects of psychology they find most interesting. Students will have “hands-on” experiences in laboratory courses designed to teach the scientific basis of the field. Also, students will receive an overview of the biological and social aspects of behavior, learning and behavior change, and patterns of typical and abnormal adjustment.

Psychology majors may choose classes from a variety of fields to provide a broad background in other sciences, the liberal arts, computing, or business. Or, they may choose to focus in another specialty area by choosing a minor in another field. Minors which fit well with a psychology major are biology, sociology, social work, criminal justice, communication arts, or computer science. A bachelor’s degree in Psychology is good preparation for work in the human services fields or in business. It is also an excellent background for students who plan further study in medicine, law, social work, or psychology. In addition to learning about the development and change of behavior and experience, students will develop skills in communication, problem-solving, critical thinking, and interpersonal interaction. These skills are a good foundation for many careers, as well as for a productive and satisfying personal life.

Psychology is one of the most popular undergraduate majors at the University of West Florida with more than 400 students. With class sizes that are relatively small and an easily accessible faculty, the department offers excellent opportunities for motivated students.

The undergraduate degree requires a minimum of 30 upper-division hours in psychology, which consist of 15 hours of core psychology courses (selected from four basic areas) and 15 electives. Also, students need to take a course in statistics, general psychology, biology/zoology, and a lower-division psychology elective. Within the undergraduate program, a certification in human resource management is available.
Representative courses
- Experimental Psychology • Child Development • Psychology of Learning
- Brain, Behavior, and Experience • Industrial/Organizational Psychology
- Abnormal Psychology • Personality Theory • Psychological Assessment • Human Factors • Social Psychology • Health Psychology • Forensic Psychology • Sport and Exercise Psychology • Adulthood and Aging • Workforce Diversity
- Psychology of Gender • Psychology of Race • Psychology of Adolescence
- Introduction to Group Counseling • Introduction to Behavior Modification

Laboratories and Institutes
Experimental Psychology Laboratory
Laboratory for the Study of Neurocognition
Affiliated with the Institute for Human and Machine Cognition

The Faculty
Many of the faculty are licensed psychologists and their expertise includes the following branches of psychology: behavioral medicine, clinical, child clinical, counseling, forensic, community, industrial/organizational, social, experimental, biological, transpersonal, developmental, and educational. Specific areas of research include: pain management and biofeedback, response to natural disasters, women's health issues, behavioral treatments, addictions, domestic violence, family therapy, sports psychology, human factors, training and development, legal issues in employment, boredom, test construction, pay equity, workforce diversity, organizational fairness, cognitive neuroscience, adulthood and aging, developmental methodology, primate behavior, adolescent development, risky behaviors for young people, schools and communities, Buddhist psychology, meditation, human learning, memory, and problem-solving.

Internships
There are many opportunities for service learning and directed individual studies. In service learning, the student applies psychology in community settings such as human service agencies and mental health facilities. In directed individual studies, the student works with a faculty member to read or collect data about a topic in more depth than available in our course offerings.

Student Clubs and Projects
Student Psychology Association
Psi Chi — honor society
Society for Human Resource Management
Choosing Your Path

The B.S.B.A. in Accounting is a broad-based degree that not only provides students with a background in business, but also allows a student to pick a career path within accounting. The program has three tracks—professional accountancy, controllership, and accounting information systems.

The professional accountancy track is designed for students who wish to pursue careers in public accounting. A student in this track will either enter a master’s program or take 30 additional credit hours to qualify to sit for the Certified Public Accountant examination.

The controllership track is designed for those who do not wish to pursue a career in public accounting, but desire to enter the work force immediately upon receiving the baccalaureate degree. Students in this track will be prepared to take the Certified Management Accounting examination and/or the Certified Financial Manager examination.

The accounting information systems track is designed for students interested in pursuing a career in accounting systems design and/or management. A student pursuing this degree will either enter a master’s program or take 30 additional hours to qualify to sit for the CPA examination.

In any of the tracks a student chooses, our program places a strong emphasis on the development of analytical, presentation, and communication skills. The Accounting and Finance Department offers students intensive instruction and one-on-one interaction with professors. As a result, UWF accounting graduates are recruited by a wide variety of employers locally, regionally, nationally, and internationally.
Accreditation
Accredited by AACSB — The International Association for Management Education

Alumni
Ron Jackson
President/Stakeholder
Saltmarsh, Cleaveland, and Gund, Certified Public Accountants & Consultants
Pensacola, Fla.

Kathleen Aronson
Managing Partner/Stakeholder
Fort Walton Beach Office
Saltmarsh, Cleaveland, and Gund, Certified Public Accountants & Consultants
Fort Walton Beach, Fla.

Donna M. Bloomer
Managing Partner of Donna M. Bloomer & Associates, CPAs
Pensacola, Fla.

Mori O’Sullivan
Partner
O’Sullivan, Hicks, Patton LLP

Michael S. Morris
Special Agent
Federal Bureau of Investigation

For complete information about this degree program, we invite you to contact:

Dr. Chula G. King
Chairperson
Department of Accounting
University of West Florida
11000 University Parkway
Pensacola, FL 32514
(850) 474-2717
acting@uwf.edu

College of Business
web address:
uwf.edu/cob

Representative courses include:
• Principles of Financial Accounting • Principles of Managerial Accounting
• Microcomputer Application Packages • Principles of Economics Macro
• Principles of Economics Micro • Calculus with Business Applications
• Elements of Statistics • Legal Environment of Business • Business & Professional Communication • Professional Writing • Managerial Finance
• Business in the International Environment • Management Fundamentals
• Operations Management • Policy Analysis & Formulation • Marketing Fundamentals • Ethical Issues in Accounting • Business, Ethics & Society
• Management Information Systems • Information Systems for Business Decisions • Intermediate Financial Accounting • Cost Accounting • Accounting Information Systems • Auditing • Tax Accounting

Internships and Co-Ops

Internships and co-op opportunities with public accounting firms, industry, and governmental agencies are available.

Student Clubs

Beta Alpha Psi
Investment Club

Delta Sigma Pi
Beta Gamma Sigma

The Faculty

The 18 members of the faculty of the Department of Accounting and Finance comprise a diverse group of eminently qualified professionals. Our faculty takes great pride in the fact that not only are they academically qualified, but they also have professional certifications and experience in the fields that they teach. The faculty includes scholars who have particular expertise in corporate finance, managerial accounting, cost accounting, accounting information systems, financial accounting, state and federal taxation, international accounting, investment analysis, and auditing.
Choosing Your Path

The Bachelor of Science in Hospitality, Recreation, and Resort Management prepares students for a variety of exciting career opportunities within the rapidly growing hospitality/tourism industry. Partnerships with regional tourism sites such as Pensacola, Pensacola Beach, Fort Walton Beach, Destin, and Perdido Key, provide students with valuable experiences while they learn within a living laboratory setting. There is a strong program emphasis on tourism, park resources, resort and spa management, and recreation programming with a focus on the environment and natural resources.

In addition to completing the major core requirements for the Hospitality, Recreation, and Resort Management degree, students can select specialized courses that provide a customized program of study. Classes in the Hospitality, Recreation, and Resort Management program are offered at both the Pensacola and Ft. Walton Beach campuses. Representative courses include:

- Resort and Spa Management
- Commercial Recreation and Special Events
- Leisure Services
- Community Tourism Development
- Hospitality, Recreation, Tourism, and Resort Marketing
- Leisure Programming
- Convention Facilities and Meetings Management

Internships

"Real world" experience is a vital component of the Hospitality, Recreation, and Resort Management degree. In the course of completing 600 hours of internship work experience, students gain valuable knowledge and professional skills while increasing their marketability through the development of impressive resumes.

The following is a sampling of sites where students have previously interned: Amelia Island Plantation, Bay Beach Inn (Gulf Breeze), Beachside Resort (Pensacola), City of Pensacola Leisure Services, Joe's Crab Trap, Pensacola Sports Association, Pensacola Visitors Center, Purple Parrot Resort (Perdido Key), San Destin, and The Nature Conservancy.

Career Opportunities

Graduates with Hospitality, Recreation, and Resort Management degrees will be prepared for entry-level management positions in a variety of venues. For example... amusement parks, casinos, cruise ships, hotels, private clubs, resorts, spas, etc. Additional opportunities include:

- Resort condominium management
- Lodging management and marketing
- Recreation program services
- Commercial recreation operations
- Convention and visitor services
- Public tourism organizations
- Military recreation
- Attraction management

For complete information about this degree program, we invite you to contact:

Dr. Candace Clemence
Coordinator and Associate Professor
Hospitality, Recreation, and Resort Management
Division of Health, Leisure, and Exercise Science
University of West Florida
11000 University Parkway
Pensacola, FL 32514
850-474-2599
clemence@uwf.edu
Getting your Master's

The newly designed master's degree in Health Communication Leadership is designed for professionals in every area of the health care industry. Whether you deal directly with patients or take party in the leadership, management, or promotion of the organization, you will learn up-to-date information about the health industry and develop communication skills to make you more effective on the job and better qualified for leadership positions. Credits from this program can usually be applied to continuing education units.

This innovative program is one of the few of its kind in the nation. Our philosophy is that open and effective communication is the best means of enhancing service, morale, retention, and personal success. At the same time, we realize that members of health care organizations face unique challenges. Our goal is to help you understand the challenges, identify options, build specific communication skills, and network with others. Throughout the program, you will learn skills and strategies you can use right away.

The program offers two options: a 4-course graduate-level certificate program and a 12-course master's degree program.

Core Courses:
• Enhancing Communication in Health Care Organizations
• Improving Employee and Patient Satisfaction
• Promoting the Health Care Organization and Its Goals
• Health Communication Project

Additional Master's Level Classes:
• Team Building • Management and Organizational Behavior • Organizational Change and Development • Pro Seminar in Organizational Development
• Approved 5000/6000 level management elective • Health Communication Internship • Quantitative Research Methods • Health Communication Leadership Capstone

Representative Careers
Health care administration
Marketing
Risk management
Medicine
Nursing
Business
Health education
Human resources
Public relations
Therapy
Strategic planning
Social work
Community relations
The Graduate Faculty

Athena du Pré, Ph.D., is the author of *Communicating About Health: Current Issues and Perspectives* and other books and articles about communicating effectively in health care settings. She is former public relations director for a large medical center and a former health news reporter. She is the recipient of a 2002 Distinguished Teaching Award and a 2003 Teaching Incentive Program Award. Dr. du Pré is currently writing her fourth book.

Tammy Swenson Lepper, Ph.D., an expert on ethics and decision-making in modern organizations. She also researches and teaches issues relevant to group and teamwork and communication training and development.

Terry Henry, M.A., has worked in public relations and marketing for more than 20 years and extensively in injury prevention for the last 11 years. She coordinated the statewide “Buckle Up” Florida campaign as well as a number of other high-profile campaigns. She is currently executive director of Think First of Northwest Florida and is completing work on a doctoral degree at the University of South Florida.

For Complete Information

*For complete information about admission requirements, deadlines, and course work, we invite you to contact:*

*Dr. Athena du Pré*
Department of Communication Arts
University of West Florida
11000 University Parkway
Pensacola, FL 32514
(850) 474-2833
adupre@uwf.edu
Getting Your Master’s

The M.B.A. degree program develops the skills of management, the tools of problem solving, the capacity for decision-making, and the knowledge about formal organizations and their economic environment. The program prepares graduates for leadership positions in a variety of managerial and organizational settings. The course of study requires no background in formal business education. Approximately one-third of the students in the program enter with no previous business course work. Specialization is offered through UWF’s unique Portfolio Program. The student chooses an industry of study and completes five in-depth research projects during the program, centered on the industry, culminating in a portfolio during the student’s final semester of study. Representative courses include:

- Accounting Aspects of Business Policy Determination
- Business & Public Policy
- Management Information Systems & Technology
- Management & Organizational Behavior
- Quantitative Methods for Business
- Advanced Managerial Economics
- Financial Management

Research Facilities

The Raymond M. Haas Center for Business Research and Economic Development conducts research in all business disciplines under contracts from local and regional business organizations and economic development agencies.

Unique Curriculum Elements

Strategic Management and Policy Formulation utilizes case analysis, a strategic simulation, and other related experiential exercises to integrate and apply the various business management functions from the strategic viewpoint of the organizational chief executive officer. This course is designed for M.B.A. candidates and taken the last semester before graduation.

Representative Employers

Graduates have gone on to positions with companies throughout the world including:

- Shell Oil
- Citicorp
- AT&T
- Ford Motor
- IBM
- The Big Four national accounting firms
- Walt Disney World

Leading business and accounting firms in this region
Admission

Admission shall be based on: academic achievement as an upper-division undergraduate student (GPA); performance on the GMAT, minimum acceptable score of 450; a record of appropriate employment at increasing levels of responsibility; and leadership experience as demonstrated by resume, essay, and two letters of recommendation. In this determination, primary consideration will be given to the applicant’s academic record and scores on the GMAT.

Assistantships

Some graduate assistantships are available through the department. In addition, some graduate scholarships and fellowships are available.

Program Locations

The core curriculum is offered at both the main UWF campus in Pensacola and at the Fort Walton Beach campus.

The Graduate Faculty

E. Brian Peach (Ph.D., University of Oklahoma)

Richard R. Hawkins (Ph.D., Georgia State University)

Richard K. Harper (Ph.D., Duke University)

Kenneth L. Murrell (DBA, George Washington University): Guides students through UWF’s Organizational Development and Leadership Certification Program.

W. Timothy O’Keefe (DBA, Florida State University): Director of the MBA Program.

Joseph G. Donelan (Ph.D., Saint Louis University, 1989)
College Student Personnel Services

The Department of Curriculum Studies and Educational Leadership offers a master's degree in higher education administration, particularly in the various student affairs and student services areas. Students prepare for careers involving organizational management, student development, leadership training, and administration. The specialization is a multidisciplinary program composed of courses from several colleges, including courses taught by practicing student affairs professionals.

Representative courses include:

- The American College Student
- Introduction to College Student Personnel
- Legal Issues in Higher Education
- Theories of Individual Counseling
- Current Issues in Student Development

Careers

- Vice President for Student Affairs
- Vice President of Enrollment Management
- Dean of Students
- Director of Student Services
- Director of Student Activities
- Director of Student Affairs
- Director of Career Services
- Director of Admissions
- Director of Housing
- Director of Financial Aid
- Director of Student Advising
- Academic Advisor
- Coordinator of Residence Life
- Coordinator of Clubs and Organizations

Educational Leadership-Certification

The Master's degree in Educational Leadership Certification provides the traditional credential needed to advance to an administrative position in the public PK-12 setting. Successful completion of the degree is a positive indicator for candidate success on the Florida Educational Leadership Exam (FELE). Successful completion of the master's degree and the FELE will lead to principal certification in the State of Florida. Practica experiences are threaded through all courses to provide candidates with many occasions for reflection and professional growth. This program is offered at the Pensacola campus and in Fort Walton Beach. This program is NCATE accredited and approved by the Florida Department of Education.
Representative courses include advanced courses in:

- Law and Education • Introduction to School Finance • Administration of School Personnel • Program Evaluation

**Careers**

- Teacher • Assistant Principal • Principal • Curriculum Coordinator • Dean
- Department Chairperson • District Level Administrator • State Level Administrator • Superintendent • Assistant Superintendent

**Educational Leadership - Curriculum and Instruction**

This degree program is designed for individuals in business or industry, the military, and/or a PK-12 educational system who intend to remain in training or education and wish to enhance and refine those essential skills. Candidates for this program are determined to be leaders in instructional development and curriculum innovation in a non-administrative role. Candidates in this program are able to choose an area of specialization within the twelve hours of electives. This allows candidates to tailor the degree to unique needs. Action research is threaded throughout the program to allow candidates to explore areas of interest within their personal professional setting. This research is problem solving using the daily experiences of candidates. This degree program is offered on the Pensacola campus, at the Ft. Walton Beach campus, and at a variety of locations in UWF's service region. This is the appropriate master's degree program for students interested in pursuing the Doctorate in Education.

Representative courses include:

- Trends and Issues in Education • Current Issues in Student Development and Learning • Principles of Curriculum Development • Multicultural Education • Instructional Technology • Educational Research • Introduction to Applied Educational Research Statistics