

Note: Check schedule on Gulfline: https://gulfline.fgcu.edu/pls/fgpo/szkschd.p_showform Please ensure the classes are offered during term you attend FGCU.

SEMESTER OFFERED	PREFIX & COURSE NUMBER	COURSE TITLE	CREDIT HOURS	COURSE DESCRIPTION
Spring	BUL 6456	Legal & Ethical Environment of Business Managers	3	Study of the legal, political, and social institutions which affect managers. Emphasis on public laws and regulations.
Fall and Spring	BUL 6851	Law & Business II	3	Course includes negotiable instruments, bankruptcy, bailments, real of various business entities. Topics covered include a survey of the laws governing the formation and operation. An in-depth study of the Uniform Commercial Code (UCC) and property, trusts and estates, agency, partnerships, corporations, limited liability entities, and professional ethics.
Fall	ENT 6248	Lead and Promote New Ventures	3	An exploration of how to create a new venture examining the cross-pollination between entrepreneurship, management, human resource management, ideation, customer validation, and promotion, along with other key areas such as creating a viable business model.
Fall and Spring	ECP 6705	Managerial Economics I	3	Synthesis and application of microeconomics theory, tools and related business administration principles to a wide range of business and economic problems involving managerial decision-making from a problem-solving orientation. Topics include an examination of theoretical and empirical demand and cost functions, the fundamentals underlying business activity as it relates to the process of price management and decision making under various market conditions and regulatory constraints, long and short-run planning, and domestic and international conditions influencing the firm's profitability and growth.
Spring	FIN 6246	Money and Capital Markets	3	A survey of financial markets structures, operations, and instruments with emphasis on flow of funds, interest rate determination, and allocation of resources.
Fall and Spring	FIN 6406	Financial Management	3	Explores the process of securing and allocating funds with the business organization with emphasis on relevant financial decision-making and policy aspects.
Spring	ISM 6121	Business Process Analysis & Innovation	3	Study and application of systems development approaches. Covers structured methods, object- oriented analysis methods and other methods. Also covers computer aided system engineering tools. Students as a group will work on a real life project to apply concepts and methods they have learned.

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Fall	ISM 6155	Enterprise Systems	3	Strategies and technologies for the implementation of enterprise-wide computer information systems. Study of business processes and enterprise resource planning (ERP) systems for decision-making, process design, and control.
Fall	ISM 6217	Data Management	3	The course covers fundamental concepts of data management. Topics may include database design; query languages and performance; database operations and administration; security; data quality; data architecture; master data management; meta data management; data warehouse management; data governance; and unstructured data management in the context of enterprise data management.
Fall	ISM 6239	Web, Mobile, & Social Technology	3	Students will learn how to develop a hosted solution utilizing commercial web development software that supports both web and mobile access. Access controls, security, accessibility, SEO, and management considerations for a mobile computing environment will be addressed.
Fall	ISM 6316	Project Management	3	The course introduces the use of scheduling, resource-allocation, and capacity planning in the design, development, and implementation of information systems and/or systems changes. The course covers state of the art models such as the Capability Maturity Model and the People Maturity Model developed at the Software Engineering Institute.
Spring	ISM 6488	IT Management & Security	3	This course focuses on the design and management of an overall system of three interacting subsystems: the enterprise itself, the IS function, and the IT architecture. The alignment of competitive strategy, core competencies, and information systems, as well as approaches to managing the IS function will be covered.
Spring	MAN 6266	Challenge of Leadership	3	Engages students in a variety of activities designed to enhance their understanding of the challenges which confront today's business professionals. In addition to specific skill development in the areas of problem-solving, written and oral communications, leading teams, and goal setting, it will include models for examining personal career paths, ethical decision-making, and the role of organizational change-agents.

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Fall	MAN 6289	Organizational Development and Change	3	Studies organization development as a process of planned change to improve an organization's problem-solving skills and its overall effectiveness within a changing and complex environment, including behavioral effects of power and authority, formal organizations, structural variation, leadership, motivation, and organizational change.
Fall and Spring	MAN 6607	Global Organization Issues	3	Addresses the cross-cultural skills necessary for managers in today's multinational and multicultural organizations. Examines culture-specific needs for leadership, communications and negotiations; and focuses on culture's impact on legal, ethical, diversity, and environmental issues.
Spring	MAN 6930	Seminar in Management	3	A comprehensive survey of selected contemporary issues and topics in management at the graduate level. Individual investigation and reporting emphasized in seminar fashion.
Spring	MAR 6158	Global Marketing	3	An advanced study of the process and problems associated with establishing and maintaining global marketing operations. Analytical tools available to global marketing managers will be emphasized to assess competitive alternatives to include justification of international trade, and the formulation of global marketing strategies. Cross-cultural, legal, political, ethical and environmental factors are introduced to enhance global marketing decision-making.
Fall	MAR 6807	Advanced Market Analysis & Strategy	3	Advanced concepts and analysis with a strategic focus on developing marketing plans and programs for business and non-business opportunities while emphasizing applied marketing theories, technological tools, and decision-making processes.
Fall	MAR 6849	Services Marketing	3	Focus on understanding the differences between the marketing of tangible and intangible products from both the consumer and provider perspective. Strategies and tactics useful in enhancing service firm competitiveness will be studied.
Fall	TRA 6136	Purchasing and Supply Chain Management	3	Purchasing is required by all types of goods-producing & service-providing organizations in such sectors as manufacturing, agriculture, health care, & government. Business cases are used to apply the concepts and methods of purchasing.

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Spring	TRA 6158	Operations Management	3	Introduction to concepts and models instrumental in creating goods and services through value (supply) chains and their respective processes. Topics include service management, inventory management, quality, capacity, technology, project management, lean, and scheduling.
Spring	TRA 6166	Total Quality Management	3	A study of the concepts and models of quality management and their applications. Topics normally include statistical process control, continuous improvement, quality by design, customer satisfaction, empowerment, and cost of quality.
Spring	TRA 6726	Global Operations & Supply Chain Management	3	Studies supply (value) chains in a variety of goods-producing and service-providing industries with emphasis on cost, time, quality, flexibility, and innovation. Case studies are used to apply modern concepts and models to practical situations.