

Note: Check schedule on Gulfline: [https://gulfline.fgcu.edu/pls/fgpo/szkschd.p\\_showform](https://gulfline.fgcu.edu/pls/fgpo/szkschd.p_showform) Please ensure the classes are offered during term you attend FGCU.

Semesters Offered	Course Prefix & Number	Course Title	Credit Hours	Course Pre-Requisite	Course Description
Fall and Spring	ACG 3341	Cost Accounting	3	Introduction to Financial and Managerial Accounting	A thorough study of the principles and techniques used to accumulate costs for inventory valuation, product, service pricing and managerial decision making. Topics include problems and procedures related to job-order, process, and activity based costing systems, as well as budgeting, standard costing and variances and cost allocations.
Fall and Spring	ADV 3008	Principles of Advertising	3	Introduction to Marketing	Introduction to the role of advertising communication in society, business and economics. Topics include historical perspectives, ethics, research and evaluation, objective setting/strategies planning for creativity, and mass media, within marketing planning.
Fall and Spring	BUL 3130	Legal & Ethical Environment of Business	3		Introduction to the contemporary legal and ethical environment of business. Topics may include the legal system, ethics, constitutional law, criminal and civil law, intellectual property, environmental law, contracts, and agency and employment law.
Fall and Spring	ECO 3101	Intermediate Price Theory	3	Introduction to Micro Economics	Behavior of individual economic units, primarily consumers and firms. Development of tools for analysis and explanation of various economic phenomena.
Fall and Spring	ECO 3203	Intermediate Macro	3	Introduction to Micro Economics and Macro Economics	An extension of the two principles of economics courses that evaluate the roles of the private and public sectors in the determination of national income, employment, and prices. Competing theories of the macroeconomy will be covered and at least one of the major macroeconomic models will be developed in depth. Money and monetary policy will be covered as will the interplay of domestic and international economies upon one another. Monetary and fiscal policies will be covered and critiqued.
Fall and Spring	ECO 3410	Econometrics	3	Introduction to Micro Economics and Statistics	Covers statistical methods as applied in economics and finance. Topics include estimation and hypothesis testing, ordinary least squares estimators and their properties, single and multiple regression models.
Fall and Spring	ECO 3703	International Economics	3	Introduction to Micro Economics and Macro Economics	Gains from trade, balance of payments, exchange rate determination, balance of payments stability, and international commercial policy.

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Fall and Spring	ECP 3930	Special Topics in Economics (titles may change)	3	Introduction to Micro Economics and Macro Economics	Topics of current interest in economic problems and policy. See Exchange Coordinator to gain copy of course description.
Fall and Spring	ECP 3009	Moral Foundations & Capitalism	3		This course explores the philosophical underpinnings of capitalist forms of economic organization. It covers the historical foundations of these arguments with special emphasis on utilitarian and moral arguments. Cogent, philosophically-base arguments regarding capitalism and criticisms of those arguments will be covered.
Fall and Spring	ENT 3004	Entrepreneurship & Creativity	3	Introduction to Mgmt or Entrepreneurship	A broad overview of the principles, theories, and practice of entrepreneurship, together with a focus on understanding the key tasks, skills and attitudes required. Opportunity recognition and evaluation is also included.
Fall and Spring	ENT 3114	New Venture Laboratory	3	Entrepreneurship course	A hands-on venture creation experience, with an orientation on experimentation, innovation and evidence-based decision making. Students use software to develop a professional-quality business model and business plan. The course culminates with judged venture pitches.
Fall and Spring	ENT 3204	New Venture Growth	3	Entrepreneurship course	Application of new venture growth strategies through analysis & recommendation for local and/or national entrepreneurial firms. Topics of emphasis are in financial and operational issues which confront start-up entrepreneurs as they grow.
Fall and Spring	ENT 3013	Launching your Business	3	Entrepreneurship course	Business, personal and interpersonal issues associated with family-owned/managed firms are explored; competitive strengths/weaknesses in family-owned firms, dynamics of family interactions and the business culture; conflict resolution; estate planning, planning for succession are discussed.
Fall and Spring	ENT 3503	Social Entrepreneurship	3	Entrepreneurship course	This course integrates design thinking principles and entrepreneurship for the purpose of developing new products or services that contribute to the solution of a social problem. The companies that balance social and economic goals will be examined in detail.

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Fall and Spring	ENT 3618	Technology and Innovation	3	Entrepreneurship course	New technologies are creating significant opportunities for entrepreneurs. This course examines the evolution of digital technologies, the underlying technologies that are driving the current digital revolution, and the innovative application of existing technologies, resources, and services. It includes an understanding of the role of innovation and design thinking play in new technology.
Fall and Spring	FIN 3403	Business Finance	3	Financial and Managerial Accounting, Economics, Calculus, Statistics	A study of financial decision making in the business enterprise. Emphasis is placed on quantitative analysis of cash flows; working capital management; ratio analysis; the time value of money; capital budgeting techniques; short and long-term financing; and costs of capital.
Fall and Spring	FIN 3504	Principles of Investment	3	Business Finance, Business Statistics/Analytics	An introduction to investment/security analysis. Includes an examination of investment instruments, the investment environment, the concepts of risk-return, and the interactive forces between the economy, industries, and individual firms.
Fall and Spring	ISM 3011	Information Systems	3	Basic computer applications course	Overview of information systems technology, including flow and control of information in an organization and use in decision making. Focuses on information systems' strategy case studies, current security issues, and technology platforms to prepare students to utilize IT for exploring opportunities and solving problems in a global business environment.
Fall and Spring	ISM 3113	Systems Analysis & Design	3	Business Programming, IT, Statistics	Systems concepts, structured methods, techniques, and computerized tools used in information systems analysis and design. Both procedural and object-oriented analysis design approaches are covered. Students will work on a real life projects to apply concepts and methods learned in class. (Fundamental computer programming knowledge required.)
Fall and Spring	ISM 3212	Database Concepts & Administration	3	Business Programming, IT, Statistics	Principles of database administration. Information systems design & implementation with database management systems. Course covers conceptual, logical, & physical design of database; SQL; various database administration issues; and differing models for databases (relational, hierarchical, network, object oriented). Students will design a physical database system to implement the logical design.

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Fall and Spring	ISM 3025	Mobile App Development	3	Basic computer applications course	Develop interactive cross-platform apps that use data input to do significant computing.
Fall and Spring	ISM 3230	Introduction to Business Programming	3	Business Calculus or Calculus	Introduction to problem-solving and business application development using a modern programming language. Students learn programming concepts (design, code, test, and debug), language syntax, and principles of object oriented development. Assignments include the development of a basic business application with a graphical user interface (GUI).
Fall and Spring	ISM 4323	Network Security	3	Information Systems course	This course is focused on the fundamental concepts, architectures and protocols related to network security. Topics include overview of network security; basics of cryptography; threat models; authentication and authorization mechanisms and standards; electronic mail security; network layer security; web security; packet filtering, firewalls; intrusion detection, and virtual private networks.
Fall only	ISM 4094	Enterprise Systems	3	Information Systems course	State of the art information technologies used by organizations to improve their products, operations and decision making in every aspect of their global collaborative value chains will be studied.
Fall and Spring	MAN 3025	Principles of Management	3		A survey course that covers the fundamentals of the management process including planning, organizing, controlling and leadership. Emphasis is on models, theories and tools for the effective and efficient management and leadership of domestic and global organizations.
Fall and Spring	MAN 3046	Team & Group Processes	3	Principles of Mgmt	Introductory course on the theory and practice of leading, managing, and functioning in teams and groups. The focus of the course will be on building high performance teams and recognizing and resolving conflicts among team members.
Fall and Spring	MAN 3063	Organization Ethics & Values	3	Principles of Mgmt	Roles of personal, organizational, and societal values and ethics in society. Topics include exploration of individual ethics, values and goals; the study of ethical behavior within organizations, as it influences people, products, and the work environment; the exploration of the values, ethics, and beliefs upon which the free market system of production and exchange is built; and the exploration of individual roles as well as the appropriate roles of organizations and government in society.

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Fall and Spring	MAN 3301	Human Resource Management	3	Principles of Mgmt	Provides a broad exposure to the policies, functions (such as recruitment, selection, compensation, evaluation, and development), and current issues involved in managing a firm's employees. The strategic role of HRM will be emphasized.
Fall and Spring	MAN 3600	International Business	3	Principles of Mgmt	Overview of the international business environment. Topics include globalization, differences in political, legal, economic & socio-cultural institutions, international trade, FDI, regional economic integration, the global financial & monetary system, and international dimensions of business functions.
Fall and Spring	MAN 4143	Leadership	3	Principles of Mgmt	Capstone course on the theory and practice of leadership. The focus of the course will be on examination of leadership and the process of achieving excellence in organizations.
Fall and Spring	MAN 4441	Negotiation	3	Principles of Mgmt	The course covers the theories and practices of negotiation that can be used to manage successfully in business and professional settings. Students will improve their understanding of negotiation and their effectiveness as negotiators.
Fall and Spring	MAR 3023	Introduction to Marketing	3		The study of the nature of marketing systems and the marketing function within organizations. Emphasis on the identification and satisfaction of consumer needs in a dynamic market environment including focus on the marketing mix, marketing institutions, and marketing decision making environments.
Fall and Spring	MAR 4832	Product & Brand Management	3	Introduction to Marketing	Applied study of product management and strategies for building, leveraging and defending brands.
Fall and Spring	MAR 3400	Professional Selling	3		In-depth, experiential study of the entire relationship selling process in consumer and business-to-business selling environments, from prospecting to follow-up, using problem-solving selling strategies, practices and techniques.
Fall and Spring	MAR 3503	Consumer Behavior	3	Introduction to Marketing	Study of the decision processes of individuals and groups toward consumer products and the implications of these processes for marketers. Emphasis on both individual, group, and external determinants of consumer attitude and behavior.
Fall and Spring	MAR 4232	Retail Management	3	Introduction to Marketing	A study of retailing structures, institutions, environments, and operations, including planning, merchandising and inventory management, product displays and promotions, store layouts and site selection, and the integration of E-tailing.

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Fall and Spring	MAR 4310	Public Relations Management	3	Introduction to Marketing	Managing relationships of firms/organizations with its customers and non-customer publics, the media, community, government, investors, intermediaries, and employees. Topics include ethics, public opinion, publicity, event planning, primary/secondary research, communication, writing for the media, and managing media relations.
Fall and Spring	MAR 4841	Services Marketing	3	Introduction to Marketing	The selection, development, execution, and measurement of marketing strategies in service organizations, including the strategic and tactical differences in the marketing of services from those methods used in traditional product marketing.
Fall and Spring	MAR 4613	Marketing Research	3	Introduction to Marketing	User-oriented analysis of the marketing research process, including problem definition, proposal preparation, research design, sampling methods, data collection, data analysis, interpretation and presentation of findings.
Fall and Spring	SPM 3004	Principles of Sports Management	3	Introduction to Mgmt	The role of sport management in contemporary sporting environments. Focus will be on providing an introduction to sports industry; growth trends in the industry; and careers in the industry, including an overview of management in the professional sports franchise; intercollegiate athletics, sports marketing and promotions; sports law; facilities management; the health club and resort industry; sports tourism; and other current trends in sport management.
Fall and Spring	SPM 3024	Contemporary Issues in Sport	3	Introduction to Sports Mgmt	Examines the nature of various sports and their role in American society from contemporary perspectives. The relationship between sports and such issues as gender, race, class, ethnicity, and Title IX will be explored as to how they affect the sport product and the sport enterprise. Current issues will be discussed and analyzed as to how they influence and are influenced by the social and cultural context in which they are managed and played.
Fall and Spring	TRA 3151	Operations Management	3	Statistics	Introduction to the management of operations in manufacturing and service organizations using the framework of value chain management. The course integrates global and sustainability perspectives into the value chain and its processes.

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Spring only	TRA 3163	Total Quality Management	3	Operations Mgmt	Introduces students to the philosophy, techniques, and application of implementing and assessing quality in organizations. Provides students with a basic understanding of the various methods by which quality can be monitored, assessed, improved, and administered to achieve continuous process improvements and customer satisfaction. Topics include the importance of interdisciplinary teams, benchmarking, and statistical process control.
Spring only	TRA 3270	Global Ops & Supply Chain Mgt.	3	Operations Mgmt	In this age of fast global commerce & intense competition, business must pay closer attention to how goods & services are sourced, designed, created & delivered to customers. This course focuses on global operations capabilities as a strategic enabler of increased profits and effectiveness for goods-producing and service-providing organizations.