

## Course Descriptions

### Definition of Prefixes

ACG-Accounting; BUL-Business Law; CGS-Computer and Information Systems; ENT-Entrepreneurship; FIN-Finance; GEB-General Business; HIM-Health Information Management; IDS-Interdisciplinary Studies; ISM-Information Systems Management; MAN-Management; MAR-Marketing; QMB-Quantitative Methods in Business; REE-Real Estate; RMI-Risk Management and Insurance; STA-Statistics; TAX-Taxation; TRA-Transportation.

F-Fall semester offering; S-Spring semester offering; SS-Summer semester offering.

Courses that meet the University's Global Learning requirement are identified as GL.

### Departmental or School/College Prefixes:

**AC** – School of Accounting

**BA** – College of Business Administration

**FI** – Finance

**IS** – Information Systems and Business Analytics

**MA** – Management and International Business

**ME** – Marketing and Logistics

**RE** – Real Estate

**ACG 2021 Accounting for Decisions (AC) (3).** Accounting concepts and analysis essential to determining the income and financial position of a business enterprise. Prerequisites: MAC 1105 with a grade of "C" or better or equivalent math placement, minimum 30 credit hours earned and admitted to the College of Business.

**ACG 3024 Accounting for Managers and Investors (AC) (3).** Introduction to the principles used in measuring organization activities. Prerequisite: (a) Business Minors or (b) Project Management Minors or (c) Biological Sciences (Bioentrepreneur Track) Majors only.

**ACG 3081 Applied Accounting Principles (3).** This course focuses on financial accounting for non-accounting business majors. Prerequisites: Admission to Accounting Minor; for non-accounting business majors only.

**ACG 3083 Accounting Preparation and Review (AC) (0).** A review of ACG 2021 and preparation for ACG 4101. The course explores the preparation and use of accounting information. A thorough review of math procedures applied to business decisions. Prerequisites: ACG 2021 and ACG 3301 or equivalents.

**ACG 3301 Accounting for Planning and Control (AC) (3).** Use of accounting concepts, analysis, and financial data to aid in the evaluation of the business enterprise; and to aid management in its planning, organizing, and controlling functions. Prerequisites: ACG 2021 or equivalent with a grade of 'C' or higher and admitted to the College of Business.

**ACG 3343 Cost Accounting I (3).** This course focuses on cost and managerial topics in accounting for non-accounting business majors. Prerequisites: Admission to Accounting Minor; for non-accounting business major only.

**ACG 4101 Financial Accounting I (AC) (3).** Underlying concepts and ethical, regulatory and business environment of financial reporting with emphasis on measurement, analysis and interpretation of income, cash flows and financial position. Prerequisites: A grade of "C" or higher in MAC 2233 and ACG 3301 or equivalent, successful completion of entrance exam, 60 credits earned, 3.0 GPA.

**ACG 4111 Financial Accounting II (AC) (3).** Underlying concepts and ethical, regulatory, and business environment of financial reporting with emphasis on measurement, analysis and interpretation of financial position. Prerequisites: A grade of "C" or higher in ACG 4101, 60 credits earned.

**ACG 4201 Financial Accounting III (AC) (3).** Underlying concepts and ethical, regulatory and business environment of financial reporting, with emphasis on accounting for partnerships, international corporations, and business combinations. Prerequisites: A grade of "C" or higher in ACG 4111, 60 credits earned.

**ACG 4251 International Accounting (AC) (3).** Comparative analysis of accounting concepts and practices in different countries; international accounting standards; problems of accounting for multinational corporations, including transfers of funds and income measurement; and the role of accounting in national economic development. Prerequisites: CGS 2100 or equivalent, ACG 3301 with a grade of 'C' or higher.

**ACG 4311 Applied Accounting Concepts (AC) (3).** Intensive study and application of new topic(s) as a response to current developments in the fields of financial accounting, auditing/assurance, business valuation, and accounting information systems. Prerequisites: A grade of "C" or higher in ACG 4401, 60 credits earned.

**ACG 4341 Management Accounting (AC) (3).** Determination and control of production costs; job order and process systems; actual and standard costs; budgetary control; performance measurement; ethics; short-run decision models. Prerequisites: A grade of "C" or higher in ACG 4101 or equivalent, 60 credits earned.

**ACG 4353 Advanced Management Accounting (AC) (3).** Discuss defects in traditional cost management systems, highlight today's leading edge practices including ERP, and show how to design systems benefiting a wide range of organizations. Prerequisites: A grade of "C" or higher in ACG 4111, ACG 4341, ACG 4401, 60 credits earned.

**ACG 4401 Accounting Information Systems (AC) (3).** The study of the concepts and terminology of accounting information systems and the use of IT to aid decision making in accounting and auditing. Prerequisites: (CGS 2060 or CGS 2100 or equivalent with "C" or higher), successful completion of entrance exam, 60 credits earned, 3.0 GPA.

**ACG 4481 Small Business Accounting Staff (3).** Live client clinic providing business and accounting services to low income and minorities seeking to start small businesses or non-profit corporations and weekly seminars on relevant topics. Prerequisites: A grade of "C" or higher in ACG 4101 and TAX 4011, 60 credits earned.

**ACG 4501 Governmental and Institutional Accounting (AC) (3).** Budgeting, accounting, and reporting standards and practices for government and other not-for-profit entities. Prerequisites: A grade of "C" or higher in ACG 4111 or equivalent, 60 credits earned.

**ACG 4651 Auditing (AC) (3).** Standards and procedures of auditing financial information, ethics and responsibilities of auditors, collection and documentation of audit evidence, reporting and international auditing standards. Prerequisites: A grade of "C" or higher in ACG 4111 or equivalent, 60 credits earned.

**ACG 4671 Operational Auditing (AC) (3).** Examines operational auditing as a professional discipline for testing and evaluating totality of planning and operating controls; particular attention to development, selling and implementation of recommendations for operating improvement and cost containment. Prerequisites: A grade of "C" or higher in ACG 4111 or equivalent, 60 credits earned.

**ACG 4672 Internal Auditing (3).** This course focuses on internal accounting and fraud topics for non-accounting business majors. Prerequisites: Admission to Accounting Minor; "C" or better in ACG 3081 and ACG 3343; for non-accounting business majors only.

**ACG 4692 Accounting Information Presentation (AC) (3).** Seminar in the development and presentation of oral and written information as required by authoritative standards and pronouncements in accounting and auditing. Prerequisites: ACG 4651 and ACG 4341 or equivalents with grades of 'C' or higher.

**ACG 4821 Accounting and Social Responsibility (AC) (3).** Ethical and social responsibilities of accountants with emphasis on professional ethics in corporate, government and public accounting structure and practices and their effects on employees, environment and community. Prerequisites: ACG 4341, ACG 4651 or equivalents with grades of 'C' or higher.

**ACG 4901 Independent Study in Accounting (AC) (1-3).** Individual conferences, supervised readings, and reports on personal investigations. Prerequisites: 60 credits earned, 3.00 GPA.

**ACG 4931 Special Topics in Accounting (AC) (1-3).** For groups of students who wish an intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**ACG 4940 Accounting Internship (3).** Practical application in a clinical setting of knowledge acquired in the classroom. Prerequisites: A grade of "C" or higher in ACG 4101, permission of instructor and Director of School of Accounting.

**BUL 4310 The Legal Environment of Business (AC) (3).** The course includes issues such as: Contracts, Torts, Legal/Political/Economic aspects of Ethics and the Law, U.C.C., Antitrust Law, Employment Law, Administrative Law, Securities Law, and International Business Law topics. Prerequisites: (a) ACG 2021, ACG 3301, CGS 2100 or CGS 2060, ECO 2013, ECO 2023, STA 2023 or STA 2122 and MAC 2233 or MAC 2311 or equivalents with a grade of 'C' or higher; (b) minimum 60 credit hours earned; (c) only open to Business students.

**BUL 4320 Business Law I (AC) (3).** Substantive issues and principles of business law, including: the American legal system, torts, contracts, Uniform Commercial Code sales, property law, credit and secured transactions, and ethical issues in business law. Prerequisites: A grade of "C" or higher in MAC 2233 and ACG 3301 or equivalent, successful completion of entrance exam, 60 credits earned, 3.0 GPA.

**BUL 4321 Business Law II (AC) (3).** Substantive issues and principles of law including agency, partnership and corporation law, commercial paper, antitrust, employment, administrative, environmental and computer law; ethical issues in business law. Prerequisite: A grade of "C" or higher in BUL 4320, 60 credits earned.

**BUL 4540 Employment Law (AC) (3).** Legal and regulatory issues to include: the ADA, privacy issues, sexual harassment, race, gender, religion, age, and other areas of discrimination. Also OSHA, ERISA, workers' compensation, regulations affecting job performance evaluation. Prerequisites: 60 credits earned, 3.00 GPA.

**BUL 4650 Special Topics in Business Law (AC) (1-6).** Intensive study for groups of students of a particular topic, or a limited number of topics, not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**BUL 4904 Independent Study in Business Law (AC) (1-6).** Individual conferences; supervised readings; reports on personal investigations. Prerequisites: 60 credits earned, 3.00 GPA.

**CGS 3300 Introduction to Information Systems (IS) (3).** Survey major information systems (I.S.) problems in organizations. Brief study of basic computer concepts; I.S. development cycle; relation of I.S. and decision-making; microcomputer database, spreadsheet and word-processing business applications. Prerequisites: (a) ACG 3301, CGS 2100 or CGS 2060, STA 2023 or STA 2122, and MAC 2233 or MAC 2311, or equivalents with a grade of 'C' or higher; (b) minimum 45 credit hours earned; (c) only open to Business students.

**ENT 1000 Introduction to Entrepreneurship (3).** Introduction to how to start and run a new enterprise. How to write business plans. Obtaining loans, copyrights, permits, and other resources. Tools and experience that can be utilized professionally.

**ENT 4113 Entrepreneurship: New Business Development (MA) (3).** Designed for those wanting to start or grow a business. Students analyze unstructured business situations and use critical thinking and business development principles to develop the solutions. Prerequisites: A grade of "C" or higher in MAN 3025 or MAN 3022 or equivalent.

**ENT 4604 Product Development and Innovation (3).** Students will develop a theoretical and practical understanding of product development, including actions and methods appropriate in each phase using estimations, spreadsheets and geometric models. Prerequisites: A grade of "C" or higher in MAN 3025 or MAN 3022 or ENT 4113 or equivalents.

**ENT 4704 International Entrepreneurship (3).** This course provides a foundation in international entrepreneurship, focusing on the experiences of small as well as large entrepreneurial firms. Cross-national and cross-cultural business practices are analyzed. Prerequisites: A grade of "C" or higher in ENT 4113 or equivalent and a minimum of 45 credit hours earned.

**FIN 3005 Introduction to Business Finance (3).** An introductory course offering a survey of financial markets and institutions, managerial finance, investments, and personal financial issues. Prerequisite: Business Minors or Biological Sciences (Bioentrepreneur Track) Majors Only.

**FIN 3105 Personal Investment Management (FI) (3).** Introduces Financial Markets/Institutions; examines investment strategies including valuation of securities, stock market operations and assessment of risk/return. Prerequisites: 45 credit hours earned, non-Business major only.

**FIN 3140 Personal Financial Management (FI) (3).** An introductory course to help individuals achieve their personal financial goals. Topics include personal budgeting, taxes, credit, major expenses, insurance, investments, and retirement planning. Prerequisite: 45 credit hours earned.

**FIN 3403 Financial Management (FI) (3).** A study of financial decision making in the corporate form of enterprise. An analysis of the sources and uses of funds. Emphasis is placed on working capital management; capital budgeting techniques; short and long term financing; and capital structure and the value of the firm. Prerequisites: ACG 3301, STA 2023 or STA 2122, and MAC 2233 or MAC 2311, or equivalents with a grade of 'C' or higher, minimum 45 credit hours earned, Business students only.

**FIN 3414 Intermediate Finance (FI) (3).** Advanced theories and applications underlying financial decision making. Topics may include valuation of assets and liabilities, advanced time value, mortgage math, commercial loans, capital budgeting, cost of capital, capital structure, dividend policy, restructuring, mergers and acquisition, bankruptcy, cash management, and agency theory. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 3560 Student Managed Investment Fund I (3).** Course will cover the application of financial software, institutional financial data systems in the investment selection process and move further develop investment skills to invest real money portfolio. Prerequisites: A grade of "C" or higher in FIN 3403, 3.0 GPA, minimum 60 credit hours earned, Business students only, and department consent required.

**FIN 3561 Student Managed Investment Fund II (3).** Course will involve practical applications of finance skills to the management of a portfolio of real money and analysis of actual equities for purchase by the FIU Student Managed Investment Fund. Prerequisites: A grade of "C" or higher in FIN 3560, Business students only, instructor approval required.

**FIN 3652 Asian Financial Markets and Institutions (FI) (3).** The course provides students, who are interested in Asia, an exposure to Asian financial market practices and institutional framework. The materials discussed provide a basic framework for the non-finance student to understand the basic concepts and tools of financial markets and institutions, and the specific intricacies of the various Asian countries and their institutional practices.

**FIN 4303 Financial Markets and Institutions (FI) (3).** Financial markets and the role of financial intermediaries in these markets. Emphasis will be upon the objectives and policies of financial intermediaries within the constraints of law and regulatory authorities. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4324 Commercial Bank Management (FI) (3).** The management of bank assets and liabilities; specialized banking functions; and the role of the commercial bank in financing business. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4345 Credit Analysis and Loan Evaluation (FI) (3).** Topics to include: introduction to commercial lending; secured lending; accounts receivable financing and factoring; inventory financing; introduction to lending vehicles; short term lending; domestic taxation; consolidations; forecasting and intermediate term cash flow lending; term loan agreements/covenants; subordinations and guarantees; foreign exchange; international transactions and leasing. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4412 Working Capital Management (FI) (3).** Liquidity analysis; inventory, credit, and payables mgt.; collection concentration, and disbursement systems; cash forecasting; short-term investing, borrowing, and risk mgt.; treasury info systems. Prerequisites: A grade of "C" or higher in FIN 3414 or equivalent, 60 credit hours earned.

**FIN 4435 Capital Budgeting Techniques and Applications (FI) (3).** The application of contemporary theory and techniques to the problem of long term resource allocation. A review of capital budgeting techniques and the implications the investment and management of capital have toward the goal of maximizing the value of the firm. Prerequisites: A grade of "C" or higher in FIN 3414 or equivalent, 60 credit hours earned.

**FIN 4443 Policies for Financial Management (FI) (3).** The process of securing and allocating funds within the organization, with emphasis on the relevant financial decision-making and policy aspects. Prerequisites: A grade of "C" or higher in FIN 3414 or equivalent, 60 credit hours earned.

**FIN 4461 Financial Statement Analysis (FI) (3).** This course explores methods of deriving information from financial statements, including both published documents and privately prepared reports that would be of interest to lenders and investors. Extensive use is made of computer assisted financial planning forecasting models. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, Business students only.

**FIN 4486 Financial Risk Management-Financial Engineering (FI) (3).** A survey of financial instruments used for financial risk management, including forwards, futures, options and swaps. Emphasis is on identification of financial risks and designing optimal risk management program. Prerequisites: A grade of "C" or higher in FIN 3414 and FIN 4502 or equivalents. Prerequisites or Corequisites: FIN 4303, FIN 4324, and FIN 4604.

**FIN 4502 Securities Analysis (FI) (3).** The examination of the determinants of the values of common and preferred stocks, bonds, and warrants. The timing of security purchases and sales and an introduction to portfolio construction techniques. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4514 Portfolio Analysis and Management (FI) (3).** Financial theories will be applied to the construction of portfolios. Portfolio management techniques will be analyzed in regard to the goals of individuals, corporations, and various financial institutions. Prerequisites: A grade of "C" or higher in FIN 4502 or equivalent, 60 credit hours earned.

**FIN 4556 Behavioral Finance (FI) (3).** Behavioral Finance studies human behavior and decision-making under conditions of uncertain risk, greed and loss. It applies research from psychology, sociology and anthropology to human behavior in markets. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, 60 credit hours earned.

**FIN 4594 Financial Software Applications (3).** Use of Reuters, Bloomberg, and Excel, to solve financial problems. Explore how markets operate with trading simulations and software. Prerequisites: FIN 4502 or equivalent with a grade of "C" or higher, minimum 60 credit hours earned or permission of the instructor, Business students only.

**FIN 4604 International Financial Management – GL (FI, MA) (3).** Capital budgeting operational analysis and financial decisions in the multinational context. Working capital management and intra firm fund transfers. Measurement and evaluation of the risk of internationally diversified assets. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4633 International Capital Markets (FI) (3).** The world's major non-U.S. stock exchanges; international diversification and the international capital asset pricing model; foreign exchange markets and Euro-currency markets. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, 60 credit hours earned.

**FIN 4634 International Banking – GL (FI) (3).** Objective of course is to provide student with an understanding of nature of international banking and the major cultural, economic, social, and legal environments in which international banking operates. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4651 Latin American Financial Markets and Institutions (FI) (3).** This course examines the Latin American financial climate and especially financial markets and institutions. Topics include evolution of the money and capital markets, regulation, banking innovations, the role of foreign banking, integration and globalization of banking. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion University Core Curriculum, Business students only.

**FIN 4663 Global Private Banking (3).** This course seeks to provide the students with an understanding of the nature of the global private banking, its role in preserving, augmenting and protecting wealth and how it is shaped by a sometimes-controversial need for confidentiality. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4702 Entrepreneurial Finance (3).** This course will be focused on the financial management within and surrounding entrepreneurial firms, which will be examined at all phases of their life cycles, from idea generation to venture launch. Prerequisites: A grade of "C" or higher in ENT 4113 or equivalent, 60 credit hours earned.

**FIN 4744 Financial Crime (3).** The course provides a solid understanding of the crimes committed in financial markets. The origin and development of financial crimes will be covered. The foundation of the course will be based upon a study of the following: identity theft, mortgage fraud, money laundering, foreign exchange crimes, check cashing and wire transfer companies, capital flight issues, tax evasion, import duty fraud, insurance fraud, underground economy, insider trading, terrorist financing, Hawala banking, international trade-based money laundering, and illegal offshore center activity. Also the role of all domestic and international regulatory/enforcement agencies in detecting and preventing financial crimes will be discussed. Prerequisites: A grade of "C" or higher in FIN 3403 or equivalent, minimum 60 credit hours earned, completion of University Core Curriculum, Business students only.

**FIN 4904 Independent Study in Finance (FI) (1-6).** Individual conferences, supervised readings, reports on personal investigations. Prerequisites: Consent of instructor and Department Chairperson required.

**FIN 4934 Special Topics in Finance (FI) (1-6).** For groups of students who desire an intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Prerequisites: Consent of instructor and Department Chairperson required.

**FIN 4941 Finance Internship (FI) (1-3).** Part-time supervised work in a selected bank or other organization in the area of finance. Prerequisites: At least 9 hours of Finance with grades of "C" or higher, consent of instructor and Department Chairperson required.

**FIN 4949 Cooperative Education in Finance (FI) (3).** Semesters of full-time classroom study are alternated with semesters of full-time remunerated employment which closely relates to the student's area of academic study. Carefully designed and monitored work assignments are intended to develop the student's understanding of the relationship between theory and practice in an authentic work environment. Prerequisites: Consent of instructor and Department Chairperson required.

**GEB 2011 Introduction to Business (MA) (3).** Looks at the business arena by examining the role/function of business, types of businesses, managerial functions, marketing principles, financial management, technology, ethics and global influences.

**GEB 2935 Career and Entrepreneurship Skills (MA) (3).** Course responds to student needs to make career decisions in tight job markets. Develops entrepreneurial skills to assess financial viability of start-up opportunities in competitive environments.

**GEB 3003 Career Management (1).** Systematic approach to career development by identifying and evaluating their interests, skills, and values. Students will develop career management skills. Prerequisites: Minimum of 45 credit hours earned, and Business students only

**GEB 3930C Business Innovation Special Topics (1-6).** Special Topics course enabling students to learn about new startups, product/service launches, and/or business re-engineering, innovation projects from entrepreneurs. Prerequisite: Instructor Approval.

**GEB 4110 Writing the Business Plan (3).** Students (a) write 2 business plans for a new business - one to raise equity and the other to obtain debt, (b) analyze successful plans, and (c) obtain understanding of investor perspectives and demands. Prerequisites: A grade of "C" or higher in ENT 4113 or equivalent and a minimum of 45 credit hours earned.

**GEB 4153 Social Entrepreneurship (3).** This course explores opportunities for social entrepreneurship-addressing societal needs via the creation of innovative nonprofit or for-profit social purpose organizations. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**GEB 4940C Business Innovation Project Internship (1-6).** Internship program enabling students to participate in internships related to new startups, product/service launches, and/or business re-engineering, innovation projects. Prerequisite: Instructor Approval

**HIM 4656 Health Information Systems Management (IS) (3).** This course explores the structure, acquisition and use of medical information by health care organizations. Prerequisites: A grade of "C" or higher in CGS 3300 or equivalent, minimum 60 credit hours earned.

**IDS 3163 Global Supply Chains & Logistics – GL (3).** Global supply chains and their interactions with all facets of business and society. Design issues and operation issues are investigated using simulation models and case studies.

**ISM 3011 Information Systems Management (IS) (3).** Course introduces business students to the benefits, deployment, management, and use of information within organizations, particularly business analytics and large stores of data. Prerequisites: (a) ACG3301, (STA2023 or STA2122) and (MAC2233 or MAC2311) or equivalents with a grade of 'C' or higher, (b) 45 credits earned, (c) business students only.

**ISM 3012 Introduction to Information Systems (IS) (3).** Overview of organizational computer information systems use, to include databases, decision support systems, production planning and control systems, and so on. Not available to business majors. Prerequisite: Business Minors only.

**ISM 3153 Business Process Analysis (IS) (3).** Introduction to principles and methods of business process management. Emphasis on role of process models to understand and analyze operations and to drive design of Information Technology solutions. Prerequisite: (a) 45 credit hours earned; and (b) Business Students or Project Management Minors only.

**ISM 3230 Business Application Development (IS) (3).** Design, implement, test, debug, and document business applications using a business programming language. Compelling exercises illustrate how applications implement business processes. Prerequisites: 45 credit hours earned; Business students only.

**ISM 3949 Information Systems Internship I (IS) (1-3).** A program enabling MIS majors to work in jobs significantly related to their major area and career goals. Placement must be approved by instructor. Prerequisites: CGS 3300 or ISM 3011 or ACG 4401 or equivalents with a grade of "C" or higher.

**ISM 4053 Interface Design for Business Applications (IS) (3).** Draws on fundamental concepts of human perception and cognition in order to develop effective human-computer interfaces. Examines a variety of interfaces, including for web and mobile applications. Prerequisite: ISM 3230.

**ISM 4054 Web Application Development (IS) (3).** Development and effective use of web sites in organizations, drawing on use of major commercially available Web-related hardware and software tools.. Prerequisites: A grade of "C" or higher in ISM 3230 or equivalent.

**ISM 4113 Systems Analysis and Design (IS) (3).** Topics include: information systems concepts; the structure, design, and development of the data base; and techniques and procedures used in the analysis and design of systems projects. Prerequisites: 45 credit hours earned; Business students or Project Management Minors only.

**ISM 4151 Managing Digital Services and Innovation (3).** Investigates advanced practices for managing the IS function. Exposes students to the development of a business case and prototype of a new information technology innovation. Prerequisites: (a) CGS3300 or ISM3011 or ACG4401 with a grade of "C" or higher; and (b) ISM3230 or ISM4400, with a grade of "C" or higher. Corequisites: 90 credits earned; and (b) ISM4210 (c) MAN4583; and (d) (ISM3153 or ISM4211) and (e) (ISM4113 or ISM4402); and (f) (ISM4220 or ISM4420) – all with a grade of 'C' or higher.

**ISM 4154 Business Application Integration (IS) (3).** Explores enterprise-wide business application integration for strategic alignment of an organization's information systems. Topics include management planning and integration design. Prerequisites: ISM 3230; ISM 3153.

**ISM 4210 Database Applications (3).** Application of the database technology and concepts to organization problems. Includes database management system (DBMS) components; hierarchic, network and relational approaches to DBMS design. Prerequisites: 45 credit hours earned; Business students only.

**ISM 4211 Database Systems and Physical Design (IS) (3).** Essential concepts of database design and management in modern business environments. Students gain hands-on experience and exposure to emerging issues and technological solutions of Big Data. Prerequisites: (a) 45 credit hours earned; and (b) QMB 3200 with a grade of "C" or higher; and (c) Business Students only.

**ISM 4220 Business Telecommunication Systems (IS) (2).** Application of telecommunication technology and concepts to organizational networks. Includes client-server architecture, distributed computing, network management, and data communication fundamentals. Prerequisites: 45 credit hours earned; Business students only. Corequisite: ISM 4323.

**ISM 4314C Project Management (3).** Covers fundamental knowledge areas related to successful Project Management, to include selection and initiation, work breakdown structure and scope management, scheduling, and cost analysis. Prerequisites: ACG2021 or ACG3024, and Business Students or Project Management Minors

**ISM 4323 Information Systems Security (IS) (1).** Provides knowledge and skills to protect enterprise assets by mitigating IS/IT related security risks. Exposure to IS/IT security regulations and compliance, security policies, and incident response. Prerequisites: 45 credit hours earned; Business students only, Corequisite: ISM4220.

**ISM 4400 Management Support Systems (IS) (3).** Focuses on use of information processing and decision support techniques to provide knowledge workers and decision makers with information to assist in making informed and rational decisions. Prerequisite: (a) 45 credit hours earned; and (b) Business Students or Business Analytics Minors only.

**ISM 4402 Business Intelligence and Reporting (IS) (3).** A broad overview of managerial, strategic and technical issues associated with BI and reporting techniques. Gather, analyze, understand information processed from business data. Prerequisites: 45 credit hours earned; Business students or Business Analytics Minors only

**ISM 4420 Business Analytics (IS) (3).** Explores data analysis and statistical methods as well as best practices for continuous iterative investigation of past business performance to gain insights and drive business planning. Prerequisites: (a) 60 credits earned; and (b) QMB3200 or ECO3410 or STA3033 or STA3112 or STA3123 or STA3145 with a grade of "C" or higher; and (c) Business Students or Business Analytics Minors only.

**ISM 4480 Electronic Commerce Systems (IS) (3).** Introduction to technology enablers facilitating electronic commerce and evolving e-commerce business models as well as landscape that has developed around these technologies in new and existing organizations. Prerequisites: ISM 3230 or equivalent with a grade of "C" or higher.

**ISM 4949 Information Systems Internship II (IS) (1-3).** A continuation of ISM 3949. A program enabling MIS majors to work in jobs significantly related to their major area and career goals. Placement must be approved by instructor. Prerequisites: CGS 3300 or ISM 3011 or ACG 4401 or equivalents with a grade of "C" or higher.

**MAN 3022 Introduction to Management (3).** Introduction to management processes: planning, organizing, directing and controlling for nonbusiness majors. Describes the environments and technologies used in the management of firms and employees. Prerequisites: Business Minors or Biological Sciences (Bioentrepreneur Track) Majors only.

**MAN 3025 Organization and Management (MA) (3).** An analysis of organizations and the management processes of planning, organizing, directing, and controlling in the context of socio-technical systems. Individual, group, intergroup, and organizational responses to various environments and technologies are studied, as are pertinent techniques of manpower management. Prerequisites: Students must complete a minimum of 45 credit hours. Only open to Business students. (F,S,SS)

**MAN 3061 Business, Ethics and Environment (MA) (1).** Examines personal values and ethics, role of business as a social institution corporate citizenship, creation of ethical work climates, ethics in a global economy and emerging issues. Prerequisite: Students must have completed a minimum of 45 credit hours.

**MAN 3072 American Culture in Business (3).** This course examines how the U.S.'s culture, values, and methodologies influence the development and management of businesses in the U.S. The restrictions placed by U.S. culture on firms are explored. Prerequisite: Students must have completed a minimum of 30 credit hours.

**MAN 3100 Happiness at Work (3).** This course emphasizes the psychological aspects of a meaningful, fulfilling and thriving work life. It includes theories and applications of behavioral sciences as they relate to happiness at work. Prerequisite: Students must have completed a minimum of 30 credit hours.

**MAN 3949 Management Internship I (MA) (3).** A special program enabling management majors to work in jobs significantly related to their major area and career goals. Specific placement must be approved by the Department Chairperson prior to enrollment. Prerequisites: GPA 2.75 or higher, minimum 60 credit hours earned, qualification for Internship Program and permission from the department chair.

**MAN 4054 Managing Innovation (3).** Addresses managing creative people, projects and departments. Emphasis is on motivating, evaluating, and rewarding creative people, and creating an environment that enhances innovation productivity. Prerequisites: A grade of "C" or higher in MAN 3025 or MAN 3022 or equivalents, and a minimum 45 credit hours earned.

**MAN 4064 Crisis Management (MA) (3).** Examines the dilemmas of managerial responsibility that occur when organizations face crisis because of disasters or other unexpected circumstances. Emphasis is placed on how to avoid or minimize the organizational or environmental damage a crisis can cause. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAN 4065 Business Ethics (MA) (3).** The application of ethical theory to business management. A review of ethical systems, and examples, theoretical and practical of institutionalizing ethics in organizations. Case analysis used, and written projects required. Prerequisite: Students must have completed a minimum of 45 credit hours. (F,S)

**MAN 4102 Managing Diversity (MA) (3).** Examines how workforce diversity can lead to competitive advantage and ethical, fair-minded decision making. Includes topics of gender, race, ethnicity, and other areas of diversity. Covers perception and stereotyping, sexual harassment, the "glass ceiling," and legal issues. Prerequisite: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents. (F,S)

**MAN 4120 Managing Virtual Teams (MA) (3).** Centers on the analysis of selected concepts in intergroup relations and introduces the strategies, tools and techniques necessary for success in virtual team environments. Prerequisite: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4151 Organizational Behavior (MA) (3).** An analysis of selected concepts in behavioral science, their interaction and application to management. Topics include perception, motivation, and group behavior. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents. (F,S)

**MAN 4152 Facilitating Activities for Teambuilding (3).** This experimental and web-assisted course will teach students to facilitate activities to improve group communication, trust, decision-making, problem solving and interpersonal skills. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4164 Leadership (3).** Designed to provide a clear understanding of current thinking in the area of leadership. Topics include general leadership issues such as leader integrity and authenticity, managing people and effecting change and chairing effective meetings. Use of technology in leading effective global teams is emphasized. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4201 Organization Theory (MA) (3).** A comparative analysis of various theories of organization (including the classical, biological, economic, and Cyert-March models); and of their treatment of fundamental structure; conflict communications; group and individual behavior; and decision-making. Primary emphasis on developing an integrated philosophy of organization and management. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAN 4203 Leadership in Multilateral Organizations (3).** Designed to provide the undergraduate IB student with a clear understanding of current thinking in the area of leadership in multinational firms and coordination of multilateral work activities. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4294 Creativity and Innovation (3).** Explores techniques for inventing new things or making things better. These techniques include brainstorming, how to get new ideas, how to evaluate ideas, and how to select ideas for implementation. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4301 Human Resource Management (MA) (3).** Attention is focused on the theory and practice of modern personnel management as related to other management functions. Topics include: selection; training; job and performance evaluation; and incentive schemes. Special attention is given to human resource management and development at various organizational levels. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent. (F,S,SS)

**MAN 4320 Recruitment and Staffing (MA) (3).** In-depth study of the personnel staffing function. Includes an analysis of objectives, techniques, and procedures for forecasting manpower needs, recruiting candidates, and selecting employees. Prerequisite: A grade of "C" or higher in MAN 4301 or equivalent. (F,S)

**MAN 4322 Human Resource Information Systems (MA) (3).** A survey of personnel reporting requirements; assessment of information needs; manpower planning; and development of integrated personnel systems. Prerequisite: A grade of "C" or higher in MAN 4301 or equivalent.

**MAN 4330 Compensation and Benefits (MA) (3).** Presents the theories and techniques used by management in the areas of work measurement, wage incentives, and job evaluation. Prerequisite: A grade of "C" or higher in MAN 4301 or equivalent.

**MAN 4350 Training and Development (MA) (3).** Corporate training functions. Needs analysis; content design/delivery. Expatriate orientation. Globalization: training in multicultural/diverse contexts. Management development. Presentation skills. Prerequisite: A grade of "C" or higher in MAN4301 or equivalent.

**MAN 4410 Union-Management Relations (MA) (3).** Examination of current issues and problems facing unions and management, with emphasis on unfair labor practices, contract administration, and arbitration. Prerequisite: A grade of "C" or higher in MAN 4301 or equivalent.

**MAN 4442 International Business Negotiations (3).** Developing expertise in negotiations across cultural borders, working with various suppliers, developing multicultural project teams and sensitivity, and developing counter proposals. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4504 Operations Management (IS) (3).** Concepts in design, analysis, and control of operating systems. Facility location and layout, work standards, maintenance, quality control, MRP, planning and scheduling applied to production and service systems. Prerequisites: (a) ACG 3301, STA 2023 or STA 2122, and MAC 2233 or MAC 2311, or equivalents with a grade of 'C' or higher; (b) QMB 3200 or equivalent with a grade of 'C-' or higher; (c) minimum 60 credit hours earned; (d) completion of University Core Curriculum; (e) only open to Business students.

**MAN 4583 Project Management (IS) (3).** Methods and cases to measure, evaluate, plan and improve productivity in business and service organizations; also methods on how to manage projects. Prerequisite: 45 credit hours earned; Business students or Project Management Minors only.

**MAN 4600 International Management (MA) (3).** Examines the functions of management in the international firms (e.g., leadership, motivation, communication, human resource development) and issues related to adapting managerial practice to "local" environments. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalent. (F,S)

**MAN 4602 International Business (MA) (3).** Examines the political, economic, legal and cultural international business environment and related institutions impacting global firms; covers international issues in all functional business areas. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalent. (F,S,SS)

**MAN 4610 International Human Resources (MA) (3).** Compares global human resource systems with emphasis on the reasons HR differences exist. The HR functions of selection, training, compensation and performance management are compared in different countries and cultures. Focuses on both expatriate assignment and foreign HR operations. Prerequisite: A grade of "C" or higher in MAN 4301 or equivalent.

**MAN 4613 International Risk Assessment (MA) (3).** Introduces the types of risk confronting businesses operating internationally. Critiques specific techniques used to assess risk and relate the results to management decision making. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4633 MNC Strategy (MA) (3).** Study of the concept and process of MNC strategy. Involves considering the competitive and political structure of the global market, logic of the multinational enterprise, and nature of organizations. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent. (F,S)

**MAN 4653 Foreign Direct Investment (3).** This course presents/assesses foreign direct investment (FDI) in the world economy and in so doing examines the political, economic, cultural, and legal dimensions of both inward and outward bound FDI. Prerequisites: MAN 3022 or MAN 3025 with a grade of "C" or higher.

**MAN 4660 Business in Latin America (MA) (3).** Examines the Latin American business climate and U.S. Latin American Business linkages. Topics include exporting to Latin America, regional economic integration, and examinations of individual countries. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4661 Business in Asia (3).** Comprehensive overview of culture and management in major East and Southeast Asian economies. Includes a brief survey examination of the Asian business environment. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4662 Business in Europe (3).** Investigates and shows how a unique combination of cultures and environments, despite great social and military conflicts, now compete among the top world economies. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4663 Business in the Caribbean (3).** Introduces students to various business practices and environments as they relate to countries in the Caribbean region including cultural, economic, political and legal factors. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4664 Business in Africa (3).** Examination of the opportunity/challenges of conducting business in the African business environment; includes country/regional analysis of cultural, social, economic, legal and political issues. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4671 Special Topics in International Business (MA) (3).** For groups of students who wish to study intensively a particular topic, or a limited number of topics, in international business, not offered elsewhere in the curriculum. Prerequisites: Students must complete a minimum of 45 credit hours.

**MAN 4672 International Business Regulation and Ethics (3).** Provides a transactional approach to the international regulation and ethical frameworks in which firms conduct business in the global economy. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4673 Trade Policy and Business (3).** Examines the multilateral trading system, its rules and practices and its relevance to U.S. business. Attention will focus also on the political dynamics of international trade policy and application. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4690 Independent Study in International Business (MA) (3).** Individual conferences; supervised readings; reports on personal investigations. Prerequisites: A grade of "C" or higher in MAN 3025 or equivalent, minimum of 60 credits earned, permission of Department Chair.



**MAN 4701 Business in Society (ME) (3).** A conceptual and practical overview of the role of business in contemporary society. Explores the social context of economic systems, examines the concept of business legitimacy, and looks at responsible management in a global, hi-tech economy. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4702 Emergency and Disaster Management (MA) (3).** Organizational response to emergencies and disasters. Preparing for and responding to external crisis such as hurricane, floods, fires, etc. Prerequisites: A grade of "C" or higher in MAN 3025 or equivalent, completed a minimum of 60 credit hours.

**MAN 4707 Managing Organizational Reputations (3).** Examines the importance of organizational reputation. Emphasizes ways organizations can create and maintain reputations for integrity, consistency and quality that will insure viability. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAN 4711 Business-Community Leadership (MA) (3).** Examines the role of the company as a community citizen, focusing on methods business leaders can contribute to strengthening the social fabric of their communities to achieve benefits for both the community and the firm. Prerequisite: Students must have completed a minimum of 45 credit hours.

**MAN 4712 International Business – Government Relations – GL (3).** The main objective of this course is to impart a broad understanding of the relationships between business and government in the international market place. Prerequisite: A grade of "C" or higher in MAN 4602 or equivalent.

**MAN 4720 Strategic Management – GL (MA) (3).** Capstone integration of real organizational situations. Decision making applied to business/corporate level strategy concepts, firm performance and global citizenship. Prerequisites: Complete with "C" or higher: QMB 3200, FIN 3403, MAN 3025, MAR 3023, and minimum 90 credits hours earned. Corequisites: All of the following four courses: (BUL 4310 or BUL 4320), (CGS 3300 or ISM 3011 or ACG 4401), (COM 3110 or COM 3150), and (MAN 4504 or QMB 4680).

**MAN 4735 Modern Business History (MA) (3).** An examination of the history of the corporation in the United States since the Civil War, up to, and including, the development of the multinational corporation. An examination of the social and economic forces operative in the development of the corporate form. A full exploration of the current power of the corporate form and legal and other, efforts to limit this power. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAN 4741 Managing Change in Organizations (MA) (3).** Emphasizes organizational challenges associated with internal change and examines the importance of change management strategies for organizational policy formation. Explores the impact of change on employee morale, firm performance, and management response capability. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAN 4742 Environmental Management (MA) (3).** Examines opportunities and risks of the social, legal, political and ecological environments. Analyzes sustainability - management's development of proactive green management strategies. Prerequisite: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4771 Executive Skill Development (3).** Explores strengths analysis, nuanced communication, presentation skills, workplace professionalism, career advancement, time management, self-awareness, authentic leadership, and followership. Students cannot receive credit for both this course and MAR 4354. Prerequisite: Students must have completed a minimum of 45 credit hours

**MAN 4787 Green Management (3).** Examines successes/failures of green projects and presents guidelines for effective green management. Course includes project analysis and an experiential learning module with a local organization. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN3025 or equivalents plus completed a minimum of 60 credit hours.

**MAN 4802 Small Business Management (MA) (3).** Covers strategies/actions of a new business developer to launch and grow a startup business. Examines business development, monitoring and growth strategies using a hands-on learning approach. Prerequisite: A grade of "C" or higher in ENT 4113 or equivalent.

**MAN 4864 Family Business (3).** Students analyze business practices of family businesses including functions, issues, operations and the interpersonal dynamics of family businesses from a strategic management perspective. Prerequisite: A grade of "C" or higher in ENT 4113 or equivalent.

**MAN 4930 Special Topics in Management (MA) (1-10).** Intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Faculty sponsor and written permission of Chairperson and Dean required. Grading option. Prerequisites: A grade of "C" or higher in MAN 3025 or equivalent, permission of Department Chair.

**MAN 4932 Professional Development Module (3).** This course presents techniques for outstanding presentation, business planning, analytical and critical thinking skills. The course includes significant focus on business ethics, entrepreneurial dynamics, economics issues, and international business. Prerequisite: Only open to business majors who have completed a minimum of 60 credit hours.

**MAN 4946 International Business Internship (MA) (1-3).** Supervised work in a selected organization in the area of international business. Prerequisites: A grade of "C" or higher in MAN 3025 or equivalent, earned a minimum of 60 credit hours, permission of the Chairperson.

**MAN 4948 Service Learning (MA) (3).** The integration of classroom theory with experimental learning in community service. Participation, development, and management of community service projects, especially those associated with the business community. Prerequisite: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalents.

**MAN 4949 Management Internship II (MA) (3).** Continuation of MAN 3949. Prerequisites: Completed a minimum of 90 credits, GPA 2.75 or higher, permission of the Department Chair.

**MAN 4956 Study Abroad in International Business (3).** Designed as an integrated program of learning conducted in foreign business environments. It develops an understanding among economic, political, and cultural factors in various countries. Prerequisites: A grade of "C" or higher in MAN 3022 or MAN 3025 or equivalent.

**MAN 4970 International Business Honors Project Seminar (3).** Seminar that explores recent themes in international business. Designed to help IB Honors students develop a thesis and methodology. Prerequisite: A grade of "C" or higher in MAN 3025 or equivalent.

**MAR 3023 Introduction to Marketing – GL (ME) (3).** A study of how marketing delivers value and satisfies customer needs and wants by determining which markets can best be served, and which products, services, and programs best serve these markets. Prerequisite: 45 credit hours earned.

**MAR 3024 Marketing Fundamentals (ME) (3).** An introduction to the basic concepts, analyses, and activities that make up the marketing function within an organization for students pursuing the Business minor. Prerequisite: Business Minors or Biological Sciences (Bioentrepreneur Track) Majors Only.

**MAR 4025 Marketing of Small Business Enterprises (ME) (3).** Designed to develop an understanding of the principles and practices which contribute to the successful marketing operation of a small business enterprise, this course deals with marketing policies, techniques, and applications to aid the entrepreneur in this field. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4071 Current Issues in Marketing I (ME) (3).** Intensive study of various topic areas in marketing. Course emphasizes student reading and research, with oral and written reports. Students electing to take this seminar may take no more than 3 credit hours of independent study in marketing. Prerequisites: MAR 3023 or equivalent.

**MAR 4144 Export Marketing (ME) (3).** The course emphasizes practical approaches to export marketing, including marketing strategies by individual firms to serve foreign markets. Operational methods of identifying, establishing, and consolidating export markets are discussed, with particular attention to the needs of the smaller business. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4156 International Marketing (ME) (3).** The course studies the information required by marketing managers to assist in satisfying the needs of consumers internationally. Special emphasis will be given to the constraints of the international environment. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4203 Marketing Channels (ME) (3).** The course focuses upon institutions, functions, and flows within channels of distribution; and their integration into channels systems. Wholesaling and physical activity are emphasized. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4231 Retail Marketing (ME) (3).** An examination of the role of retailing in the marketing system. Attention is concentrated on fundamentals for successful retail management. The course emphasizes basic marketing principles and procedures, including merchandising; markup-markdown; pricing; stock-turn; and sales and stock planning. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4232 Current Issues in Retail Marketing (ME) (3).** An intensive look at topics of current importance in retailing, from planning, buying and store management perspectives. Course emphasizes interaction with business executives and a practical learning approach. Prerequisites: A grade of "C" or higher in MAR 4231 or equivalent, 60 credit hours earned.

**MAR 4233 Social Media Marketing (ME) (3).** This course introduces students to social media marketing functions, analyses, and strategies that are essential to consumer involvement, community engagement, and customer relationship management. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent and have at least 60 credit hours earned.

**MAR 4323 Integrated Marketing Communication (ME) (3).** A broad introduction to the field of integrated marketing communications and how it fits into the marketing plan. Discussion of objective setting, budgeting, and media planning, as well as the strategic planning and evaluation of advertising media, sales promotion, public relations, direct marketing, personal selling and marketing communications on the internet. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4333 Promotional Strategy (ME) (3).** The course deals with problems of decision-making in the areas of marketing communication methods, with primary emphasis on advertising. Prerequisites: MAR 3023 or equivalent.

**MAR 4334 Advertising Campaign Management (ME) (3).** Strategic approaches to managing advertising campaigns, including selection of approaches; market research; consumer target markets; media; advertisements; development and control of budgets. Prerequisites: A grade of "C" or higher in MAR 4323 or equivalent, 60 credit hours earned.

**MAR 4354 Marketing Yourself in the Global Marketplace (ME) (3).** Of all the "products" you will ever market, the most important is your personal/professional brand. Learn how to evaluate, develop, communicate, and market your brand in the global marketplace. Prerequisite: 45 credit hours earned.

**MAR 4400 Personal Selling (ME) (3).** Development of effective sales skills, including listening, questioning, presenting, objection handling and closing, needed to build long-term relationships. Emphasis on practical application. Prerequisites/Corequisites: A grade of "C" or higher in MAR 3023 or equivalent, minimum of 45 credit hours earned.

**MAR 4403 Sales Management (ME) (3).** Analysis of field sales management with emphasis on the role of personal selling in the marketing mix, building an effective organization, and controlling and evaluating the sales force. Prerequisites: A grade of "C" or higher in MAR 4400 or equivalent, 60 credit hours earned.

**MAR 4404 Business-to-Business Sales and Marketing (3).** This course focuses on the development of strategic plans to manage major accounts, the supply chain, purchasing units, and the segmenting and targeting of organizational markets. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, and have at least 60 credit hours earned.

**MAR 4415 Advanced Professional Selling (ME) (3).** Students will gain advanced instruction, coaching and skills development in interpersonal communication skills, objection handling, closing and team selling, through sales calls and presentations. Prerequisites: A grade of "C" or higher in MAR 4400 and have at least 60 credit hours earned.

**MAR 4503 Consumer Behavior (ME) (3).** A study of essentials underlying consumer decisions, and relating such understanding to issues in product development/positioning, pricing, advertising, segmentation, and other marketing variables. Prerequisite: 60 credit hours earned.

**MAR 4613 Marketing Research I (ME) (3).** Study of the marketing research process and its role in decision-making. Emphasis placed on problem identification, and use of methods, primary and secondary data tools and information. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4620 Marketing Research II (ME) (3).** An advanced examination and application of research approaches, techniques, and statistical analyses in the field of marketing, using multiple methods and statistics software. Prerequisites: A grade of "C" or higher in MAR 3023 and MAR 4613 or equivalent, 60 credit hours earned.

**MAR 4643 Decision Making and Negotiations (ME) (3).** The course explores individual and group level judgment and decision-making and methods for de-biasing these processes. It also presents techniques for maximizing one's negotiating effectiveness. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4674 Marketing Analytics (ME) (3).** A study of the metrics and systems needed to receive a return on every sales and marketing investment made. The course focuses on tools and approaches to gauge the impact of marketing expenditures. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, and have at least 60 credit hours earned.

**MAR 4711 Sports Marketing and Sponsorship (3).** Promotion, licensing, sponsorship, and strategic marketing for various levels of sports and sports-related industries at professional, semi-professional, amateur, school, and recreational levels. Prerequisite: A grade of "C" or higher in MAR 3023.

**MAR 4712 Health and Fitness Marketing — GL (3).** Analyze, design, and implement marketing strategies unique to promoting health, fitness, and positive behavioral change for organizations, educational systems, industries, and society as a whole. Prerequisites: A grade of "C" or higher in MAR 3023 or taking MAR 3023 concurrently with this course.

**MAR 4733 Digital Marketing (ME) (3).** Exploration of how the Internet has revolutionized the marketplace. Topics covered include B2B and B2C electronic commerce, segmentation, relationship marketing, and legal and ethical challenges. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4803 Cases in Marketing Management (ME) (3).** An analytic approach to the performance of marketing management. The elements of marketing mix as the focus of decision-making in marketing are studied, and the case method of instruction is employed. Prerequisites: A grade of "C" or higher in MAR 4503, MAR 4613 or ADV 3500 or equivalent, 60 credit hours earned.

**MAR 4804 Marketing Strategy (ME) (3).** An analysis of marketing strategy, including situation analysis, target strategy, positioning strategy, and planning. Course emphasizes the use of cases. Prerequisites: A grade of "C" or higher in MAR 4503, MAR 4613 or ADV 3500 or equivalent, 60 credit hours earned.

**MAR 4860 Customer Relationship Management (ME) (3).** Customer Relationship Management (CRM) is becoming an important strategic tool in consumer goods, firms, financial, health and tourist services, business-to-business firms, and in all of eMarketing. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4907 Independent Study in Marketing (ME) (3).** Individual conferences; supervised reading; reports on personal investigations. Consent of faculty supervisor and Department Chairperson required. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4907L Independent Study: Marketing Research Practicum (ME) (3).** This course offers an opportunity to apply marketing knowledge within the context of a consumer research setting. The intention is to be an introductory experience to a marketing research lab. Prerequisites: A grade of "C" or higher in MAR 4620 or equivalent, 60 credit hours earned.

**MAR 4933 Special Topics in Marketing (ME) (1-20).** For groups of students desiring intensive study of a particular topic or a limited number of topics, not otherwise offered in the curriculum. Consent of faculty supervisor and Department Chairperson required. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4941 Marketing Internship (ME) (1-6).** Full-time supervised work in a selected organization. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4942C The General Motors Marketing Internship (GMMI) Project (ME) (3).** To give students the opportunity to gain extensive real-world business experience by preparing and executing an actual hands-on marketing program, which is typically not available in the average classroom. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**MAR 4949 Cooperative Education in Marketing (ME) (3).** Open to marketing majors who have been admitted to the Cooperative Education Program, with consent of Chairperson. Full-time supervised work with a participating organization in marketing. Report to the organization and a paper to the Chairperson are required. Prerequisites: A grade of "C" or higher in MAR 3023 or equivalent, 60 credit hours earned.

**QMB 3003 Quantitative Foundations of Business Administration (IS) (3).** Elements and extensive applications of the following quantitative tools to Accounting, Finance, Economics, Marketing, Management and Production: Algebra review, sets, combinatorics, matrices, linear and non-linear functions, derivatives and integrals with a view towards optimization. Case studies. Open only to Business Administration majors. Prerequisite: College Algebra.

**QMB 3200 Applied Business Statistics (IS) (3).** Inference and modeling for business decisions under uncertainty. Topics covered include survey sampling, confidence intervals and hypothesis testing for mean(s), variance(s), and proportion(s), chi-square test for independence and goodness of fit, correlation, linear regression, time series, and analysis of variance. Use of computer packages to solve real business problems. Prerequisites: (a) ACG 3301, CGS 2100 or CGS 2060, ECO 2013, ECO 2023, STA 2023 and MAC 2233 or equivalents with a grade of 'C' or higher; (b) minimum 45 credits earned; (c) only open to Business students.

**QMB 4680 Operations Analysis (IS) (3).** Apply computer system and simulation techniques to optimal facility layout and location determination, quality control measures, inventory/production forecasts and other operations issues. Prerequisites: QMB 3200 with a "C" or better. b) Minimum 60 credit hours earned, and c) Business students only

**QMB 4700 Principles of Operations Research I (IS) (3).** Application of deterministic operations research models (such as linear and non-linear programming, networks, dynamic programming, and branch and bound techniques) to managerial problems of allocation, planning, and scheduling.

**QMB 4905 Independent Study in Decision Sciences (IS) (1-6).** Individual conferences; supervised readings; reports on personal investigations. Consent of instructor, Department Chairperson and Dean required. P/F only.

**QMB 4930 Special Topics in Quantitative Methods (1-6).** For students who wish an intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Grading option. Prerequisite: Department Chairperson required.

**REE 3043 Real Estate Principles (RE) (3).** Introduction to the nature, principles, and fundamental practices of the real estate industry. The completion of this course and REE 4433, meets the FREC educational requirement for real estate licensing. Prerequisites: 45 credit hours earned, 2.5 GPA or higher, completion of University Core Curriculum, UGBU standing.

**REE 4103 Appraisal of Real Estate (RE) (3).** Valuation and appraisal framework applied to residential and income producing property; role of computers; valuation theory and process as a guide to business decisions. Prerequisites: 45 credit hours earned, 2.5 GPA or higher, completion of University Core Curriculum, UGBU standing.

**REE 4204 Real Estate Finance (RE) (3).** Financial analysis and structuring of real estate projects; traditional and creative concepts and mechanisms for construction and permanent financing; portfolio problems; governmental programs; money and mortgage market analysis; computers and financial models. Prerequisites: A grade of "C" or higher in REE 3043 or FIN 3403 or equivalents or permission of the instructor.

**REE 4303 Real Estate Investment (RE) (3).** Advanced concepts of acquisition, ownership, and disposition of investment property; taxation and tax shelter; cash flow projection; analysis of specific types of investment property; utilization of computers as a decision-making tool; models of real estate investment analysis; case analysis and policy formulation. Prerequisites: A grade of "C" or higher in REE 3043 or FIN 3403 or equivalents or permission of instructor.

**REE 4433 Legal Environment of Real Estate (RE) (3).** The legal environment of real estate as it relates to buying, financing and selling of real property. The completion of this course and REE 3043, meets the FREC educational requirement for real estate licensing. Prerequisites: A grade of "C" or higher in REE 3043 or FIN 3403 or FIN 3105 or equivalents or permission of instructor.

**REE 4504 Real Estate Management (RE) (3).** Theories and techniques of professional management of real estate including such topics as creating a management plan; merchandising space; economics of alternates; market analysis; the maintenance process; owner-tenant manager relations; operating budgets; tax consideration; and ethics. Prerequisites: 45 credit hours earned, 2.75 GPA or higher. (on demand)

**REE 4733 Real Estate Land Planning (RE) (3).** Theories of city growth and structure, operations of the real estate market in land allocation; current practices in real estate land planning. Prerequisites: 45 credit hours earned, 2.75 GPA or higher. (on demand)

**REE 4754 Real Estate and Regional Development Policy (RE) (3).** A capstone course in integrating all the aspects of real estate and regional development learned in previous courses, projects, cases, and field trips. Prerequisites: 45 credit hours earned, 2.75 GPA or higher. (on demand)

**REE 4814 Real Estate Marketing (RE) (3).** Techniques of selecting, training, and compensating sales personnel; obtaining and controlling listings; process and methods involved in the selling of real estate; promotion activities; including advertising and public relations; growth problems; professionalism; and ethics. Prerequisites: 45 credit hours earned, 2.75 GPA or higher. (on demand)

**REE 4905 Independent Study in Real Estate (RE) (1-20).** Individual conferences; supervised readings; reports on personal investigations. Prerequisites: Consent of instructor and Department Chairperson required.

**REE 4930 Special Topics in Real Estate (RE) (1-20).** For groups of students desiring intensive study of a particular topic or a limited number of topics, not otherwise offered in the curriculum. Prerequisites: Consent of instructor and Department Chairperson required.

**REE 4956 International Real Estate – GL (RE) (3).** Focus on characteristics of international real estate environment include: inbound and outbound transactions, accounting practice, tax law, legal constraint, global strategic plan, foreign exchange, global financing, and cultural issues. Prerequisites: A grade of “C” or higher in REE 3043 or FIN 3403 or equivalents or permission of instructor, completion of University Core Curriculum, UGBU standing.

**RMI 3011 Principles of Risk Management and Insurance (3).** Risk Management, Elements of Risk Theory and Risk Bearing. The Insurance industry, fundamentals and legal concepts in insurance. Overview of property and liability as well as life insurance policies. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4124 Health Insurance (3).** Economics of Health Insurance types of coverage; marketing, underwriting, claims adjustment and administration. Private and social insurance programs. Regulations. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4200 Property and Liability Insurance (3).** Fundamentals and legal environment of property and liability insurance. Major P-L insurance lines including fire, marine, automobile, worker’s compensation, homeowner’s and liability; functions of P-L insurers. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4220 Casualty Insurance (3).** A broad concept of casualty insurance, including a thorough review of basic policies; dailies; underwriting losses; multiple line and comprehensive forms. Subjects covered include personal liability insurance, boiler and machinery insurance, air insurance, inland and ocean marine insurance, workmen’s compensation, and surety. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4305 Risk Management (3).** The elements of Risk Theory and Risk Bearing. Risk identification and analysis. Methods for handling risks with quantitative analysis of available alternative including Self-Insurance and Captive Insurance concepts. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4405 Insurance Law (3).** Legal environment and essentials of insurance law. Legal and non-legal liabilities. Regulation of insurance in Florida. Prerequisites: 45 credit hours earned, 2.75 GPA or higher.

**RMI 4935 Special Topics in Insurance (1-20).** Intensive study for groups of students of a particular topic or a limited number of topics, not otherwise offered in the Curriculum. Prerequisites: Consent of instructor and Department Chairperson required.

**STA 2023 Statistics for Business and Economics (MS) (3).** The use of statistical tools in management; introduction of probability, descriptive statistics, and statistical inference as included.

**TAX 4001 Income Tax Accounting (AC) (3).** A survey of federal income taxation with emphasis on taxation of individuals and corporations, and the ethics of income tax accounting Prerequisites: A grade of “C” or higher in MAC 2233 and ACG 3301 or equivalent, successful completion of entrance exam, 60 credits earned, 3.0 GPA.

**TAX 4011 Taxation of Corporations and Partnerships (AC) (3).** An in-depth study of income taxation of corporations and partnerships, including tax planning. Prerequisites: A grade of “C” or higher in TAX 4001 and ACG 4101, 60 credits earned.

**TAX 4901 Independent Study in Taxation (AC) (1-3).** Individual conferences, supervised readings, and reports on personal investigations. Prerequisite: Permission of the Director of the School of Accounting.

**TAX 4931 Special Topics in Taxation (AC) (1-3).** For groups of students wishing an intensive study of a particular topic(s) not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**TRA 4012 Principles of Transportation (ME) (3).** Overview of transportation systems. Topics include: a survey of transportation modes (including rail, motor, water, air, and pipelines), management issues (market entry, pricing, competitive responses, service levels, capital structure, traffic management) and global perspectives.

**TRA 4202 Logistics Technology (ME) (3).** The use of information technology in logistics: EDI, data bases, Internet, decision support systems for logistics, and commercial logistics software. The application of quantitative models in logistics. Prerequisites: A grade of “C” or higher in TRA 4203 or equivalent, 60 credit hours earned.

**TRA 4203 Principles of Logistics (ME) (3).** Overview of the logistics functions within a firm and in the context of integrated vertical systems. Topics include: customer service, information flow, inventory control, materials management, order processing, packaging, physical distribution, purchasing, transportation, warehousing, and supply chain management. Prerequisite: 45 earned hours.

**TRA 4214 Logistics Strategy (ME) (3).** Study of logistics policy and strategy, computer simulation of logistics systems under various market conditions, and integration of the logistics function with marketing, production, and finance functions. Case and simulation exercises to illustrate logistics. Prerequisites: A grade of “C” or higher in TRA 4203, 60 credit hours earned.

**TRA 4411 Airport Management (ME) (3).** Application of management principles to airport operation, with emphasis on unique characteristics of airport finance; government relations and regulations; airline relations and interdependence.

**TRA 4721 Global Logistics (ME) (3).** Logistics activities of multinational firms, international transportation systems, global sourcing, customer service, facility location, inventory management, customs issues, export-import activities and the role of governments. Prerequisite: 60 credit hours earned.

**TRA 4936 Special Topics in Transportation (ME) (1-20).** For groups of students desiring intensive study of a particular topic or a limited number of topics, not otherwise offered in the curriculum. Consent of faculty supervisor and Department Chairperson required.

**TRA 4945 Logistics Internship (3).** Full-time supervised work in a selected organization. Prerequisites: A grade of "C" or higher in TRA 4203 or equivalent, 50 credit hours earned.