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Deans’ Welcome

On behalf of the faculty and staff, welcome to the Lutgert College of Business (LCOB) a growing, student-centered learning environment. Our vision says who we are: a provider of liberal business education in a learned-centered environment developing students to be responsible business leaders of tomorrow.

The LCOB believes that the business leaders of tomorrow must have a conceptual framework in order to meet the challenges of tomorrow. As such, our degree programs seek to provide our graduates a liberal business education imparting six key elements that also express our values: knowledge, character, sustainability, innovation, entrepreneurship, and analytical or critical thinking skills.

Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the LCOB strives to continuously improve. This we accomplish through a dedicated staff and a nationally recruited faculty actively engaged in student learning activities, service to the university and the community, and scholarly research resulting in publications.

The LCOB partners with the Southwest Florida business community and connects its faculty to business through the Center for Leadership and Innovation (CLI). The CLI includes the Small Business Development Center (SBDC), the Regional Economic Research Institute (RERI), executive education programs, and faculty-driven applied business institutes.

The LCOB has also established partnerships with international institutions of higher education, including student and faculty exchanges. Through the "Second Circle Model" the LCOB encourages interaction between business communities associated with a partner university and Southwest Florida businesses, with the goal of realizing joint economic benefit for both the university partners and their business communities.

We invite you to learn more about us, or better yet, if you are a student we invite you to join us. The future is bright. Together we can meet students' needs for a quality liberal education.

Dr. Hudson Rogers
Dean, Lutgert College of Business
College of Business: Who We Are

Vision
The Lutgert College of Business will be nationally renowned in providing students with the education and capabilities to take leading roles in a diverse and global environment.

Mission
The Lutgert College of Business educates students from Southwest Florida and beyond to address local and global business challenges. We are dedicated to student learning, scholarship, service, and community relationships that foster entrepreneurship and economic growth.

Core Values/Guiding Principles

Innovative/Knowledge
• Provide an academic environment emphasizing teaching and scholarship that enhances student learning and the reputation of the college.

Accountable/Integrity
• Provide an academic environment emphasizing teaching and scholarship that enhances student learning and the reputation of the college.

Connected/Service to the Community
• Address current regional issues through extensive outreach activities and by building relationships on a local, regional, and global basis to facilitate the economic vitality and growth of Southwest Florida.

Sustainability
• Educate and develop future business professionals to recognize the value of and need for sustainability, which encompasses economic, environmental, and social responsibility.

Global Perspective
• Emphasize the ability to perform effectively across cultures in addressing global business challenges building on the "second circle*" model.

Diversity
• Foster a climate that enhances awareness of and respect for diversity of people and ideas, actively encouraging it among our students, faculty, and staff.
College of Business Accreditation

The Lutgert College of Business at Florida Gulf Coast University was awarded accreditation on April 24, 2003, at the Annual Meeting of AACSB International. This certification places the College in the top 5% percent of business schools worldwide.

In higher education, accreditation is a voluntary, non-governmental review of educational institutions and programs by specified agencies, such as AACSB International, which grants accreditation for undergraduate and graduate business administration and accounting programs.

AACSB International says accreditation provides stakeholders assurance that business schools will guide educational delivery by a carefully constructed mission, select and support students to produce outstanding graduates, deliver degree programs with qualified faculty, structure learning through relevant curricula, and contribute to knowledge through research and scholarship. AACSB International was founded in 1916 and began accrediting in 1919.

Florida Gulf Coast University is Proud to be among the best in business education.

Preparing for a career in business requires choosing the best business school – one with top faculty, impactful research, driven students, and the highest standards of quality. AACSB-accredited schools must pass very rigorous quality standards. They have been proven to provide the best in business education worldwide. AACSB-accredited schools are recognized worldwide by top employers and other universities. Also, they have more access to recruiters and have graduates that receive higher, more competitive salaries. Find out more about what AACSB Accreditation means for you: www.aacsb.edu/aacsb-accredited
The General Education Program Requirements

The General Education Program supports the Florida Gulf Coast University mission and guiding principles by promoting academic excellence, preparing students for their majors, and cultivating habits of lifelong learning. The FGCU General Education Program curriculum assists students in developing fundamental skills in quantitative reasoning, written and oral communication, and critical thinking.

In accordance with Florida statutes, FGCU students complete 36 credit hours of General Education Program coursework within the subject areas of communication, mathematics, humanities, social sciences, and natural sciences. Approved courses for each area are listed below. Where applicable, courses taken to meet state common prerequisites for a program may also be used to fulfill general education requirements. All first-time-in-college students are expected to take ENC 1101 (Composition I) during their first semester at FGCU.

In compliance with State Board of Education Rule 6A-10.024, a transfer student who has successfully completed the general education requirements for any public university or community college in Florida prior to enrolling as a degree-seeking student at FGCU, and has this completion noted on his/her official transcript, shall be considered to have satisfied the general education requirements at FGCU. All other transfer students are expected to complete the FGCU General Education Program. Transfer students' transcripts will be evaluated to determine course equivalencies and fulfillment of FGCU general education requirements.

For a complete overview of the General Education Program please visit: [http://www.fgcu.edu/general_education](http://www.fgcu.edu/general_education)

1. FGCU General Education Program (GEP) (36 hrs)
   A. Communication (6 hrs)
      1. Select ENC 1101
      2. Select ENC 1102
   B. Mathematics (6 hrs)
      1. Select STA 2023
      2. Select MAC 2233
   C. Humanities (9 hrs)
      1. Select Hum 2510
   D. Social Sciences (6-9 hrs)
      1. Select ECO 2013
      2. Select ECO 2023
   E. Natural Sciences (6-9 hrs)

Note: At least one Natural Sciences course must include a laboratory or field component. Courses meeting this requirement contain a “C” or “L” in their course numbers. Each combined lecture and laboratory course (marked with a C) is equivalent to taking the lecture and laboratory separately.
LCOB Undergraduate Programs and Minors

Program Admission Requirements

Degree-seeking students are classified as pre-majors prior to formal acceptance into a Lutgert College of Business (LCOB) major. As pre-majors, students may enroll in lower level (1000-2999) courses to satisfy General Education and Common Prerequisite requirements; lower level electives; and Business Common Core courses, except GEB 4890, if course prerequisites are met. Pre-majors may not enroll in upper level (3000-4999) courses for the major.

Admission to Florida Gulf Coast University does not guarantee acceptance into a LCOB major. Students are accepted into a LCOB major upon satisfaction of the following:

1. Admission to FGCU as a degree seeking student in good academic standing.
2. Attendance at a Freshman Transition Workshop or Transfer Student Orientation session.
3. Completion of all Common Prerequisites with an overall GPA of 2.4 and a minimum grade of C or higher in each course.
   a. Note: Students must earn a grade of B or higher in ACG 2021, ACG 2071, and CGS 1100 in order to enroll in certain upper division accounting courses.
4. Completion of 50 earned hours of courses with a minimum GPA of 2.0.
5. Submission of the Lutgert College of Business Application for Acceptance into a Major.

Additional Graduation Requirements

- Complete a minimum of 120 credit hours, with at least 48 hours at the upper division (3-4000 level).
- Earn a grade of C or higher in the Common Prerequisites, Business Common Core, Required Courses in the Major, and Restricted Electives. Note: Students must earn a grade of B or higher in ACG 2021, ACG 2071, and CGS 1100 in order to enroll in certain upper division (3-4000 level) accounting courses.
- Residency Rule: Complete the last 30 credit hours of business courses at FGCU.
- Complete a minimum of 12 credit hours of courses in the major at FGCU.
- Earn a cumulative GPA of 2.0 for all coursework attempted at FGCU.
- Satisfy Communication and Computation Skills and foreign language entrance requirements.
- Complete the standardized business knowledge assessment exam (ETS Exam) administered during the last semester in GEB 4890 Business Strategy.

Transfer Notes and Acceptable Substitutes

The following substitutions are acceptable for common prerequisites and must be completed with a grade of C or higher:

- ACG 2021: may substitute ACG X021 or ACG X001 and ACG X011 or ACG X022
- ACG 2071: may substitute ACG X071 or ACG X301
- CGS 1100: may substitute CGS X100C, X518, X530, X570, X060, X100, X531, X000, ISM X000, or demonstrated competency in CGS 1100
- ECO 2013: may substitute ECO X013
- ECO 2023: may substitute ECO X023
- MAC 2233: may substitute MAC X233 or MAC X230
• STA 2023: may substitute QMB X100 or STA X122 or STA X023

For All Majors: Students are strongly encouraged to select required lower division electives that will enhance their general education coursework and that will support their intended baccalaureate degree program. Students should consult with an academic advisor in their major degree area.

Transfer credits will ordinarily be accepted from regionally accredited institutions and evaluated for appropriate credit toward requirements in the student's degree program.

**Transient Coursework**

• Students must receive approval from an LCOB academic advisor prior to completing any transient coursework.
• All In-State transient requests are submitted and approved via [www.flvc.org](http://www.flvc.org).
• All upper division business coursework must be completed at an AACSB institution.
• All transient requests must comply with the LCOB Residency Rule.
LCOB Majors (B.S.) – Specific Program Descriptions and Requirements

Accounting (B.S.) – Lutgert College of Business Department of Accounting

The B.S. in Accounting prepares students for careers in government, industry, public accounting, and service organizations. The faculty are committed to preparing graduates who are not only technically competent, but who possess the full range of business professional skills. Students are required to use a variety of technology tools in class assignments. Courses include projects designed to enhance critical thinking, oral and written communications, and teamwork skills and foster awareness of diversity, ethical, and global issues.

http://www.fgcu.edu/CoB/acgbs/index.asp

1. FGCU General Education Program (GEP) (36 hrs)
   Refer to the General Education Program section for more information.

2. Common Prerequisites (variable)
   - ACG 2021 Intro to Financial Acctg. (3) *
   - ACG 2071 Intro to Managerial Acctg. (3)*
   - CGS 1100 Computer Software and Technology (3)*
   - ECO 2013 Principles of Macro Economics (GEP)
   - ECO 2023 Principles of Micro Economics (GEP)
   - MAC 2233 Elementary Calculus (GEP)
   - STA 2023 Statistical Methods (GEP)

   *Students must earn a grade of B or higher in order to enroll in upper division accounting courses.

3. Business Common Core (27 hrs)
   - BUL 3320 Law & Business I (3)
   - FIN 3403 Business Finance (3)
   - ISM 3011 Information Systems (3)
   - MAN 3025 Principles of Management (3)
   - MAR 3023 Introduction to Marketing (3)
   - GEB 4890 Business Strategy (capstone) (3)
   - ENC 3250 Professional Writing (3)
   - SPC 2023 Public Speaking (3)
   - TRA 3151 Operations Management (3)

4. Required Courses in the Major (21 hrs)
   - ACG 3103 Intermediate Fin. Acctg. I (3)*
   - ACG 3113 Intermediate Fin. Acctg. II (3)
   - ACG 4123 Intermediate Fin. Acctg. III (3)
   - ACG 3341 Cost Accounting (3)
   - ACG 3401 Accounting Information Systems (3)
   - ACG 4632 Independent Audit I (3)
   - TAX 4001 Federal Tax Accounting I (3)

   *Students must earn a grade of B or higher in order to enroll in ACG 3113.

5. Restricted Electives (6 hrs)
   Select 6 hours of approved upper division (3-4000 level) electives in accounting (ACG) or taxation (TAX). Gulfline
   Course Attribute: ACCE.

6. University Requirements (3 hrs)
   - IDS 3920 University Colloquium (3)

7. Additional Electives (variable)

**TOTAL SEMESTER HOURS REQUIRED: 120 HRS**
Computer Information Systems (B.S.) - Lutgert College of Business Department of Information Systems and Operations Management

The B.S. in Computer Information Systems (CIS) prepares students for IS development and support careers in business and government. Graduates of this program are not only technically competent, but understand how to use information technology to facilitate business success. Courses include projects designed to enhance critical thinking, oral and written communications, and teamwork skills. Students are introduced to ethical and global issues by studying CIS business cases. Typical employment for graduates includes systems analysis, system administration, and application or web development.

http://www.fgcu.edu/CoB/cisbs/index.asp

1. FGCU General Education Program (GEP) (36 hrs)
   Refer to the General Education Program section for more information.

2. Common Prerequisites (variable)
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACG 2021 Intro to Financial Acctg. (3)</td>
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</tr>
<tr>
<td>ACG 2071 Intro to Managerial Acctg. (3)</td>
<td></td>
</tr>
<tr>
<td>CGS 1100 Computer Software and Technology (3)*</td>
<td></td>
</tr>
<tr>
<td>ECO 2013 Principles of Macro Economics (GEP)</td>
<td></td>
</tr>
<tr>
<td>ECO 2023 Principles of Micro Economics (GEP)</td>
<td></td>
</tr>
<tr>
<td>MAC 2233 Elementary Calculus (GEP)*</td>
<td></td>
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<tr>
<td>STA 2023 Statistical Methods (GEP)</td>
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</tr>
</tbody>
</table>

   *Student pursuing the programming concentration will complete COP 1500 and MAC 2311 in lieu of CGS 1100 and MAC 2233.

3. Business Common Core (27 hrs)
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 3130 Legal &amp; Ethical Env. Of Business (3)</td>
<td></td>
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<tr>
<td>FIN 3403 Business Finance (3)</td>
<td></td>
</tr>
<tr>
<td>ISM 3011 Information Systems (3)</td>
<td></td>
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<tr>
<td>MAN 3025 Principles of Management (3)</td>
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<tr>
<td>MAR 3023 Introduction to Marketing (3)</td>
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<tr>
<td>GEB 4890 Business Strategy (capstone) (3)</td>
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<tr>
<td>ENC 3250 Professional Writing (3)</td>
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<tr>
<td>SPC 2023 Public Speaking (3)</td>
<td></td>
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<tr>
<td>TRA 3151 Operations Management (3)</td>
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4. Required Courses in the Major (15 hrs)
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ISM 3113 Systems Analysis &amp; Design (3)</td>
<td></td>
</tr>
<tr>
<td>ISM 3212 Database Concepts &amp; Admin (3)</td>
<td></td>
</tr>
<tr>
<td>ISM 3220 Data Communications (3)</td>
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<tr>
<td>ISM 3232 Intermed Business Programming (3)</td>
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<tr>
<td>ISM 4154 Systems Integration Strategies (3)</td>
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</tbody>
</table>

5. Restricted Electives (12-16 hrs)
   Select one of the following groupings: (A or B)

   A. Restricted Electives
   (No concentration noted on transcript):
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISM 3230 Intro Business Programming (3)</td>
<td></td>
</tr>
<tr>
<td>Additional 9 hours of approved upper division (3-4000 level) electives in Computer Information Systems. Gulfine Course Attribute: CISE.</td>
<td></td>
</tr>
</tbody>
</table>

   B. Computer Programming Concentration:
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAC 2312 Calculus II (4)</td>
<td></td>
</tr>
<tr>
<td>COP 2006 Introduction to Programming (3)</td>
<td></td>
</tr>
<tr>
<td>COP 2001 Programming Methodology (3)</td>
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<tr>
<td>COP 3003 Object-Oriented Programming (3)</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>CAP 4830 Simulation &amp; Modeling (3)</td>
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<tr>
<td>CEN 3031 Software Engineering (3)</td>
<td></td>
</tr>
<tr>
<td>ISM 3238 Advanced Business Programming (3)</td>
<td></td>
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<tr>
<td>ISM 4243 Intro Computer Graphics Pgm (3)</td>
<td></td>
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<tr>
<td>ISM 4941 Practicum (3)</td>
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6. University Requirements (3 hrs)
<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>IDS 3920 University Colloquium (3)</td>
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</table>

7. Additional Electives (variable)

TOTAL SEMESTER HOURS REQUIRED: 120 HRS
**Economics (B.S.)- Lutgert College of Business Department of Finance and Economics**

The B.S in Economics prepares students for the job market and graduate school by providing broad and deep training in the field of economics itself and by developing one's skills in critical thinking and analysis. Economics majors develop the aptitude to operate in a wide range of business entities and to succeed in graduate programs in business, social science and law. Graduates of economics exhibit strong scores in the graduate entrance examinations across the board. Course work includes both theory and application and is designed to build and develop student assessments of the world through an economics lens. As a long-standing field in academe economics has extensive ties to mathematics, statistics, and philosophy as it pertains to economic, social, business and political environments. Students trained in economics are particularly strong candidates for jobs in business functions requiring strategic thinking, analytical skills, writing and presentations. Industries that highly value the undergraduate degree in economics include banking and finance, economic journalism, law, business, government service, and non-university teaching. [http://www.fgcu.edu/CoB/econbs/index.asp](http://www.fgcu.edu/CoB/econbs/index.asp)

### 1. FGCU General Education Program (GEP) (36 hrs)
Refer to the General Education Program section for more information.

<table>
<thead>
<tr>
<th>2. Common Prerequisites (variable)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ACG 2021 Intro to Financial Acctg. (3)</td>
<td>ECO 2013 Principles of Macro Economics (GEP)</td>
</tr>
<tr>
<td>ACG 2071 Intro to Managerial Acctg. (3)</td>
<td>ECO 2023 Principles of Micro Economics (GEP)</td>
</tr>
<tr>
<td>CGS 1100 Computer Software and Technology (3)</td>
<td>MAC 2233 Elementary Calculus (GEP)</td>
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<tr>
<td></td>
<td>STA 2023 Statistical Methods (GEP)</td>
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### 3. Business Common Core (27 hrs)

<table>
<thead>
<tr>
<th>3. Business Common Core (27 hrs)</th>
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</thead>
<tbody>
<tr>
<td>BUL 3130 Legal &amp; Ethical Env. of Business(3)</td>
<td>MAR 3023 Introduction to Marketing (3)</td>
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<td>FIN 3403 Business Finance (3)</td>
<td>GEB 4890 Business Strategy (capstone) (3)</td>
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<td>ISM 3011 Information Systems (3)</td>
<td>ENC 3250 Professional Writing (3)</td>
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<tr>
<td>MAN 3025 Principles of Management (3)</td>
<td>SPC 2023 Public Speaking (3)</td>
</tr>
<tr>
<td></td>
<td>TRA 3151 Operations Management (3)</td>
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### 4. Required Courses in the Major (12 hrs)

<table>
<thead>
<tr>
<th>4. Required Courses in the Major (12 hrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 3101 Intermediate Price Theory (3)</td>
</tr>
<tr>
<td>ECO 3203 Intermediate Macroeconomics (3)</td>
</tr>
<tr>
<td>ECO 3410 Econometrics I (3)</td>
</tr>
<tr>
<td>ECP 3009 Moral Foundations &amp; Capitalism (capstone) (3)</td>
</tr>
</tbody>
</table>

### 5. Restricted Electives (15 hrs)

Additional 15 hours of approved upper division (3000-4000 level) Economics electives (ECO, ECP, ECS or FIN 3244 - Money and Capital Markets) Gulfline Course Attribute: ECOE

### 6. University Requirements (3 hrs) - IDS 3920 University Colloquium (3)

### 7. Additional Electives (variable)

**TOTAL SEMESTER HOURS REQUIRED:** 120 HRS
Finance (B.S.)- Lutgert College of Business Department of Finance and Economics

The B.S. in Finance develops the analytical and behavioral skills necessary for success in dynamic and diverse domestic and global financial environments. Students are introduced to the theory, concepts, applications, institutional environment, and analytical tools essential for proper decision making. Courses are designed to provide students with an understanding of the relationship between business finance and the economic system in the context of the management decision-making process. The appropriate use of technology, new organizational structures, entrepreneurial thinking, and international awareness is integrated throughout the program. The goal of the finance program is to impart knowledge and competence in finance that will prepare students for entry-level and leadership positions in public and private organizations such as financial management, banking, investments, and real estate. http://www.fgcu.edu/CoB/finbs/index.asp

1. **FGCU General Education Program (GEP) (36 hrs)**
   Refer to the General Education Program section for more information.

2. **Common Prerequisites (variable)**
   - ACG 2021 Intro to Financial Acctg. (3)
   - ACG 2071 Intro to Managerial Acctg. (3)
   - CGS 1100 Computer Software and Technology (3)
   - ECO 2013 Principles of Macro Economics (GEP)
   - ECO 2023 Principles of Micro Economics (GEP)
   - MAC 2233 Elementary Calculus (GEP)
   - STA 2023 Statistical Methods (GEP)

3. **Business Common Core (27 hrs)**
   - BUL 3130 Legal & Ethical Env. of Business (3)
   - FIN 3403 Business Finance (3)
   - ISM 3011 Information Systems (3)
   - MAN 3025 Principles of Management (3)
   - MAR 3023 Introduction to Marketing (3)
   - ENC 3250 Professional Writing (3)
   - SPC 2023 Public Speaking (3)
   - TRA 3151 Operations Management (3)

4. **Required Courses in the Major (21 hrs)**
   - ECO 3101 Intermediate Price Theory (3)
   - FIN 3244 Money & Capital Markets (3)
   - FIN 3414 Financial Management (3)
   - FIN 3504 Principles of Investments (3)
   - FIN 4443 Financial Policy/Sr Seminar (3)
   - FIN 4514 Security Analysis (3)
   - Select **one** of the following:
     - ECO 3410 Econometrics I (3)
     - QMB 3200 Economic & Business Statistics II (3)

5. **Restricted Electives (6 hrs)**
   Select 6 hours of approved upper division (3-4000 level) electives in Economics, Finance, Real Estate, or Taxation.
   Gulfline Course Attribute: FINE

6. **University Requirements (3 hrs) - IDS 3920 University Colloquium (3)**

7. **Additional Electives (variable)**

**TOTAL SEMESTER HOURS REQUIRED: 120 HRS**
Management (B.S.) - Lutgert College of Business Department of Management

The goal of the B.S. in Management is to prepare students for success in modern business organization and to advance their careers in management. The program allows students to remain broad-based in their selection of courses. Three optional concentrations are available: Entrepreneurship, Human Resource Management, and Sports Management. Graduates may seek entry-level positions in profit and non-profit organizations or the public sector as management trainees, assistant managers, customer service representatives, human resource generalists, executive sales representatives, sports management executives, account executives, or labor relations specialists. Graduates may also choose to work for a small or family-owned business or to become entrepreneurs.

http://www.fgcu.edu/CoB/mgmtbs/index.asp

1. FGCU General Education Program (GEP) (36 hrs)
   Refer to the General Education Program section for more information.

2. Common Prerequisites (variable)
   - ACG 2021 Intro to Financial Acctg. (3)
   - ACG 2071 Intro to Managerial Acctg. (3)
   - CGS 1100 Computer Software and Technology (3)
   - ECO 2013 Principles of Macro Economics (GEP)
   - ECO 2023 Principles of Micro Economics (GEP)
   - MAC 2233 Elementary Calculus (GEP)
   - STA 2023 Statistical Methods (GEP)

3. Business Common Core (27 hrs)
   - BUL 3130 Legal & Ethical Env. of Business (3)
   - FIN 3403 Business Finance (3)
   - ISM 3011 Information Systems (3)
   - MAR 3023 Introduction to Marketing (3)
   - GEB 4890 Business Strategy (capstone) (3)
   - ENC 3250 Professional Writing (3)
   - SPC 2023 Public Speaking (3)
   - TRA 3151 Operations Management (3)

4. Required Courses in the Major (15 hrs)
   - MAN 3063 Organizational Ethics and Values (3)
   - MAN 4280 Org. Development & Change (3)
   - MAN 3301 Human Resource Management (3)
   - MAN 3046 Team Building and Group Process (3)
   - MAN 4941 Management Internship (3)
   - SPM 3024 Contemporary Issues in Sport (3)
   - ECP 3006 Sports Economics (3)
   - Additional 12 hours: Select one of the concentration areas below.

5. Concentrations (12 hrs)
   - Select one of the following concentrations:
     - General Management Concentration
       - MAN 4441 Negotiation (3)
       - MAN 3103 Entrepreneurship and Creativity (3)
       - MAN 4143 Leadership (3)
       - Additional 3 hours of an approved upper division (3-4000) business management course. Gulfline Course Attribute: MANE.
     - Sports Management Concentration
       - SPM 3004 Principles of Sports Management (3)
       - SPM 4104 Sports Facility & Event Mgt (3)
       - SPM 4304 Sports Promotions (3)
       - Select one of the following:
         - MAN 4941 Management Internship (3)
         - SPM 3024 Contemporary Issues in Sport (3)
         - ECP 3006 Sports Economics (3)
         - Approved upper division (3-4000) business management course. Gulfline Course Attribute: MANE
     - Human Resource Management Concentration
       - MAN 3320 Employee Staffing (3)
       - MAN 3350 Performance and Training (3)
       - MAN 4330 Management of Compensation (3)
       - Select one of the following:
         - MAN 3322 Human Resource Info Systems (3)
         - MAN 3401 Labor Management Relations (3)
         - MAN 4625 Global Human Resource Management (3)
         - MAN 4941 Management Internship (3)
         - Approved upper division (3-4000) business management course. Gulfline Course Attribute: MANE
     - Entrepreneurship Concentration
       - MAN 3103 Entrepreneurship and Creativity (3)
       - MAN 4802 Business Plan Development (3)
       - MAN 4804 Small Business Consulting (3)
       - Select one of the following:
         - MAR 3400 Professional Selling (3)
         - MAR 4232 Retail Marketing (3)
         - MAN 3864 Family Business (3)
         - Additional 3 hours of an approved upper division (3-4000) business management course. Gulfline Course Attribute: MANE.

6. University Requirements (3 hrs) - IDS 3920 University Colloquium (3)

7. Additional Electives (variable)

**TOTAL SEMESTER HOURS REQUIRED: 120 HRS**
## Marketing (B.S.) - Lutgert College of Business Department of Marketing

The B.S. in Marketing prepares students for careers in marketing by developing their understanding of the social and economic forces at work in national and global markets. The marketing major focuses on enhancing the knowledge and skills that enable managers to develop and maintain successful relationships with consumers and organizational customers through the planning, implementation, and control of marketing activities. The program emphasizes the use of analytical and environmental analyses to engage in strategic market planning, market segmentation, and competitive positioning. The program also develops the strategic implications of consumer behavior, product development and branding, promotion, pricing, and distribution channels.

http://www.fgcu.edu/CoB/mktbs/index.asp

### 1. FGCU General Education Program (GEP) (36 hrs)
Refer to the General Education Program for more information.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACG 2021 Intro to Financial Acctg.</td>
<td>3</td>
</tr>
<tr>
<td>ACG 2071 Intro to Managerial Acctg.</td>
<td>3</td>
</tr>
<tr>
<td>CGS 1100 Computer Software and Technology</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013 Principles of Macro Economics</td>
<td></td>
</tr>
<tr>
<td>ECO 2023 Principles of Micro Economics</td>
<td></td>
</tr>
<tr>
<td>MAC 2233 Elementary Calculus</td>
<td></td>
</tr>
<tr>
<td>STA 2023 Statistical Methods</td>
<td></td>
</tr>
</tbody>
</table>

### 2. Common Prerequisites (variable)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 3130 Legal &amp; Ethical Env. of Business</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3403 Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>ISM 3011 Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MAN 3025 Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MAR 3023 Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>GEB 4890 Business Strategy (capstone)</td>
<td>3</td>
</tr>
<tr>
<td>ENC 3250 Professional Writing</td>
<td>3</td>
</tr>
<tr>
<td>SPC 2023 Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>TRA 3151 Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### 3. Business Common Core (27 hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 3130 Legal &amp; Ethical Env. of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUL 3130 Legal &amp; Ethical Env. of Business</td>
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<td>3</td>
</tr>
<tr>
<td>TRA 3151 Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### 4. Required Courses in the Major (9 hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR 3503 Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MAR 4613 Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MAR 4804 Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

### 5. Restricted Electives (18 hrs)

Select 18 hours of approved upper division (3-4000 level) business electives, with at least 12 hours in marketing (MAR) or advertising (ADV) courses. Gulfline Course Attribute: MARE

### 6. University Requirements (3 hrs) - IDS 3920 University Colloquium (3)

### 7. Additional Electives (variable)

**TOTAL SEMESTER HOURS REQUIRED: 120 HRS**
**Minors – Specific Program Requirements**

**General Requirements for a Minor**

- Students must meet with a Lutgert College of Business advisor to declare a minor and review the course requirements.
- A grade of C or higher is required in all courses for the minor.
- A minimum of 12 credit hours of the minor must be completed at FGCU.
- Students desiring certification of a minor and designation on their academic transcript must:
  - Note the minor on the Application for Graduation.
  - Contact a Lutgert College of Business advisor to certify completion of all course requirements for the declared minor as listed below.

**Advertising Minor**
- ADV 3008 Principles of Advertising (3)
- MAR 3023 Introduction to Marketing (3)
- MAR 4333 Integrated Mkt Communications (3)
- Select one of the following:
  - ADV 3001 Creative Strategy (3)
  - ADV 3101 Promotional Writing & Design (3)
  - ADV 3300 Advertising Media Planning (3)

Additional 6 hours of approved upper division (3-4000 level) marketing (MAR) or advertising (ADV). Gulfline Course Attribute: MARE.

**Computer Information Systems Minor**
- CGS 1100 Computer Software and Technology (3)
- ISM 2051 Website Development (3)
- ISM 3011 Information Systems (3)
- ISM 3212 Database Concepts & Admin (3)
- ISM 3230 Intro Business Programming (3)
- Select one of the following:
  - ISM 3220 Data Communications (3)
  - ISM 3232 Intermed Business Programming (3)
  - ISM 3400 Decision Support Tools (3)
  - ISM 4094 Enterprise Systems (3)

**Economics Minor**
- ECO 2013 Principles of Macro Economics (3)
- ECO 2023 Principles of Micro Economics (3)
- ECO 3101 Intermediate Price Theory (3)
- ECO 3203 Intermediate Macroeconomics (3)

Additional 6 hours of approved upper division (3-4000 level) economics (ECP or ECO) electives. Gulfline Course Attribute: ECOE.

**Information Systems and Operations Management Minor**
- ISM 3011 Information Systems (3)
- ISM 4094 Enterprise Systems (3)
- TRA 3151 Operations Management (3)
- TRA 3163 Total Quality Management (3)
- TRA 3132 Purchasing Management (3)
- TRA 3270 Global Operations Management (3)

**Management Minor**
- MAN 3025 Principles of Management (3)
- MAN 3046 Team Building and Group Process (3)
- MAN 3063 Organizational Ethics and Values (3)
- MAN 4280 Org. Development & Change (3)
- MAN 3301 Human Resource Management (3)
- MAN 3600 International Management (3)

**Marketing Minor**
- ADV 3008 Principles of Advertising (3)
- MAR 3023 Introduction to Marketing (3)
- MAR 3400 Professional Selling (3)
- MAR 3503 Consumer Behavior (3)

Additional 6 hours of approved upper division (3-4000 level) marketing (MAR) or advertising (ADV). Gulfline Course Attribute: MARE.

**Real Estate Minor**
- REE 3043 Real Estate Fundamentals (3)
- REE 3103 Valuation of Real Property
- REE 3303 Real Estate Investment Decisions (3)
- REE 3433 Florida Real Estate License Law (3)
- ECP 3613 Urban Economics (3)

Additional 3 hours of approved upper division (3-4000 level) business elective. Gulfline Course Attribute: COBE.

**TOTAL SEMESTER HOURS REQUIRED FOR EACH MINOR: 18 HRS**
Undergraduate Advising
The Lutgert College of Business, Office of Student Affairs provides the following services:

- Academic advising and program information for current and potential students
- Referral to faculty mentors and campus resources for career planning
- Consultation regarding internship opportunities
- Assistance with issues related to registration and academic standing
- Evaluation of academic transcripts and articulation of transfer credits
- Maintenance of academic advising records and degree audits
- Certification of graduation
- Orientation for students applying for admission to the college

For additional information or to schedule an appointment with an Academic Advisor, please call the Lutgert College of Business, Office of Student Affairs, at 239-590-7302.

LAURIE ST. AMOUR, SENIOR SECRETARY, ACADEMIC ADVISING
239-590-7302
E-MAIL: LSTAMOUR@FGCU.EDU

PAULA MACHLIN
(UNDERGRADUATE ADVISOR)
E-MAIL: PMACHLIN@FGCU.EDU

ANDY MACDIARMID
(STUDENT-ATHLETES, GRADUATE ADVISOR)
E-MAIL: AMACDIAR@FGCU.EDU

CRYSTAL THOMSEN
(UNDERGRADUATE ADVISOR)
E-MAIL: CTHOMSEN@FGCU.EDU

MARISA OUVERSON
(DIRECTOR OF ENROLLMENT MANAGEMENT)
E-MAIL: MOUVERSO@FGCU.EDU

Important Resources

LCOB Writing Guidelines

Adaptive Services: http://studentservices.fgcu.edu/adaptive/
CAPS: http://studentservices.fgcu.edu/Counseling/
Career Development Services: [http://studentservices.fgcu.edu/careers/](http://studentservices.fgcu.edu/careers/)
Center for Academic Achievement: [http://www.fgcu.edu/caa/](http://www.fgcu.edu/caa/)
Library: [http://library.fgcu.edu/](http://library.fgcu.edu/)
Testing and Assessment Center: [http://www.fgcu.edu/testing/](http://www.fgcu.edu/testing/)
University Police: [http://www.fgcu.edu/upd/](http://www.fgcu.edu/upd/)
Wellness Center: [http://studentservices.fgcu.edu/Wellness/](http://studentservices.fgcu.edu/Wellness/)
Writing Center: [http://www.fgcu.edu/writingcenter/](http://www.fgcu.edu/writingcenter/)

LCOB Tutoring will be available for the following courses during the Fall and Spring semesters: ACG 2021, ACG 2071, ECO 2013, ECO 2023, FIN 3403. Please call 239-590-7302 for tutoring schedules

**Academic Behavior Standards & Academic Dishonesty**

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook. All students are expected to review this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at [http://studentservices.fgcu.edu/judicialaffairs/new.html](http://studentservices.fgcu.edu/judicialaffairs/new.html)

Please contact The Office of Student Conduct for more information regarding the academic behavior standards [http://studentservices.fgcu.edu/StudentConduct/behavior.html](http://studentservices.fgcu.edu/StudentConduct/behavior.html) or the Universities policy on academic dishonesty, [http://studentservices.fgcu.edu/StudentConduct/dishonesty.html](http://studentservices.fgcu.edu/StudentConduct/dishonesty.html).

**The Office of Student Conduct**

Cohen Center, Room 288
Main Line: (239)590-7900
Fax: (239)590-7903
Email: StudentConduct@fgcu.edu

**International Student Exchange Opportunities**

Florida Gulf Coast University (FGCU) Lutgert College of Business (LCOB) has developed the "Second Circle" International Model. This program involves using a College initiated international educational partnership approach to reach out and involve an interface with the business network in the partner country. The basic notion is to use LCOB international academic activity to connect to a circle of business and cultural environments beyond the university in both countries.


**Internships**

**Purpose**

The objective of an internship is to provide Florida Gulf Coast University (FGCU) students with an opportunity to enhance their academic preparation through practical, hands-on experience. An internship seeks to offer students the opportunity for professional growth within an organization through the completion of challenging and meaningful work. Students gain valuable experience that translates to high marketability upon graduation.
Employers gain valuable input into their organization and have the opportunity to "check out" potential future employees.

**Process for searching and applying to internships:**

The Lutgert College of Business does not “place” students for internships. It is the responsibility of each student to identify, apply, and secure the internship of their choice. Student should utilize the FGCU Career Services web-based internship listing system [http://www.collegecentral.com/fgcu/](http://www.collegecentral.com/fgcu/) for assistance in identifying potential internship opportunities.

**Career Development Services**  
Email: careercenter@fgcu.edu  
Phone: 239.590.7946  
[http://studentservices.fgcu.edu/Careers/aboutus.html](http://studentservices.fgcu.edu/Careers/aboutus.html)

**Minimum Academic Internship Qualifications**

1. Junior standing with a minimum 2.5 GPA overall and 3.0 GPA in major
2. The academic internship must be a new learning experience (not the student's current employment) and it may not apply toward service learning hours.
3. Students must receive the approval of their academic advisor prior to applying for an academic internship position.
4. All internships for academic credit must receive the approval of the Faculty Internship Supervisor.
5. All International students who hold the F-1 or J-1 Visa should contact the Office of Global Initiatives and International Services to verify eligibility and immigration compliance.
6. A maximum of three credit hours of an approved academic internship may be applied toward graduation requirements as a College of Business elective.

The Lutgert College of Business website provides detailed instructions on the process for pursuing an academic internship. Please carefully read all the information at [http://www.fgcu.edu/CoB/internships.html](http://www.fgcu.edu/CoB/internships.html).

**Student and Professional Organizations**

**Beta Gamma Sigma, FGCU Chapter**  
Beta Gamma Sigma is an international honor society recognizing the outstanding academic achievements of students enrolled in collegiate business and management programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business.  
Invitation for membership is sent out in the Spring term.

Dr. Ron Coccari, Faculty Advisor  
239-590.1885 or rcoccari@fgcu.edu

**Accounting Society**

The Accounting Society provides students with information about careers in Accounting and about current issues facing the accounting profession. Accounting students are faced with several possible career paths. The Society provides students with an opportunity to meet with accounting professionals and learn more about various career options. Membership in the Society also provides students the opportunity to network with other accounting majors and accounting faculty.
Business and Entrepreneurship Club
BEC, the Business and Entrepreneurship Club, invites students from all majors interested in business and new ventures to meet to share information regarding entrepreneurship and business. BEC has become the primary LCOB student organization for undergraduate and graduate students. Students from various majors interact with one another, community business people, alumni and faculty. The BEC also offers ongoing professional growth opportunities for students, alumni, and community benefit.

Dr. Sandra Kauanui, Faculty Advisor
239-590-7433 or skauanui@fgcu.edu bec@eagle.fgcu.edu

Beta Alpha Psi
Beta Alpha Psi is an honorary organization for Financial Information (accounting, finance and computer information systems) students and professionals. The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance and information systems; providing opportunities for self-development, service and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility.

Ms. Jacqueline Conrecode, Faculty Advisor
239-590-7340 or jconreco@fgcu.edu

Omicron Delta Epsilon, FGCU Chapter
Omicron Delta Epsilon, FGCU Chapter (Upsilon chapter of Florida) is the international honor society for economics, with nearly 700 chapters around the world. Its objectives include recognition of scholastic attainment and the honoring of outstanding achievements in economics as well as the establishment of closer ties between students and faculty in economics within colleges and universities.

Dr. Dean Stansel, Faculty Advisor
239-590-7420 or dstansel@fgcu.edu
Omicron Delta Epsilon Website
http://www.omicrondeltaepsilon.org/

Society for Human Resource Management
SHRM provides students the opportunity to develop their business skills while learning from industry professionals how their organizations attract, retain, and develop their employees. This student organization is well suited for any student interested in being a more successful and valuable employee, a future business manager, or a human resource management professional. This is a cross-disciplinary student organization and all majors are welcome to join.

Dr. Jerry Schoenfeld, Faculty Advisor
239-590-7388 or gschoenf@fgcu.edu
Sports Management Association

The Sport Management Association’s main goal is to facilitate the emergence of college students into the sport industry by providing opportunities for students to observe, promote, and participate in the organization and operations of sport related careers. By helping students learn more about the fields that they plan to enter, the association can be productive in creating social networks for the purpose of professional advancement. SMA is the students’ bridge from college to their career in the Sport industry.

Dr. Alan Platt, Faculty Advisor
239-590-7324 or arplatt@fgcu.edu

For more information on LCOB Student and Professional Organizations please visit the http://www.fgcu.edu/CoB/studentorganizations.html