

GEB: General Business Courses

Courses

GEB 1011 Introduction to Business
3 sh (may not be repeated for credit)

Provides in-depth coverage of all aspects of business by presenting an integrated and balanced review of the external and internal forces that comprise business and economic systems. Intended primarily for freshmen/sophomores to assist the student's selection of a business career or business major. Meets General Education requirement in Social Sciences.

GEB 3032 Business Foundations for Non-Business Majors
3 sh (may not be repeated for credit)

Provides non-business students a foundation in the functional areas of management, marketing, finance, accounting and economics. Designed to provide students with a knowledge base that will give access to a broad range of upper level business courses. Available only to non-business majors.

GEB 3213 Writing for Business: Theory and Practice
3 sh (may not be repeated for credit)
Prerequisite: ENC 1101 AND ENC 1102

Augments the basics of business writing while reviewing the various kinds of written business correspondence. Students are expected to integrate ethical decision making skills, word processing skills, grammar and writing skills, and analytical thinking skills into the content. Students must be able to determine solutions to problem based exercises. Team assignments and oral presentations may relate to student's discipline. Meets Gordon Rule Writing Requirement.

GEB 3453 Business Ethics and Stakeholder Management
3 sh (may not be repeated for credit)
Prerequisite: ACG 2071 AND ECO 2023 AND MAN 3025

Managers are confronted with increasingly complex environments and face challenges trying to balance economic, legal, and ethical responsibilities vis-a-vis the stakeholder groups with which they interact. This course investigates the spectrum of business ethics and social responsibility issues that managers face in today's organizations. Course will be grounded in contemporary events and addresses these challenges from an individual and a managerial perspective.

GEB 4361 International Business
3 sh (may not be repeated for credit)
Prerequisite: FIN 3403 AND GEB 3213 AND MAN 3025 AND MAR 3023

Introduces students to the complexities of conducting business on a global scale. Businesses typically develop in a domestic setting and then expand into international commerce. Focuses on the necessary adaptations of business practices for success in global markets. Offered concurrently with GEB 5365; graduate students will be assigned additional work. Meets Multicultural Requirement.

GEB 4905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

GEB 4942 Internship Pensacola: Professional Development Seminar
3 sh (may not be repeated for credit)

Taken in conjunction with an internship. Designed to enhance the internship experience by presenting topics to help students succeed in an internship and career. Seminar format includes discussion of readings, oral presentations, group discussions, role-playing, and in-class reflections. Guest speakers will present in their areas of expertise. Graded on a Satisfactory/Unsatisfactory basis only. Permission is required.

GEB 5116 Venture Development
3 sh (may not be repeated for credit)
Prerequisite: GEB 5118

Students develop the knowledge and skills to begin a start-up business and evaluate it for possible launch. The curriculum includes constructing a board of directors, adding managers for key functions, reaching revenue targets and examining the steps of taking a company public.

GEB 5118 New Ventures
3 sh (may not be repeated for credit)

Students will develop the knowledge and skills needed to start a new business. They create potential opportunities, assess the opportunities and evaluate how to seek seed capital through an elevator speech and business plan with an eye toward the profitability horizon. Students are expected to have an understanding of financial accounting and the business relationships that exist between the generation and use of financial information.

GEB 5509 Interpretation and Application of Generally Accepted Accounting Principles for Not-for-Profit Organi
1.5 sh (may not be repeated for credit)
Prerequisite: GEB 5872

Explores the application of generally accepted accounting principles (GAAP) to Not-for-Profit Organizations (NPO). Analysis of actual NPO financial statements is covered. Students will be exposed to IRS Form 990 and required to compare and contrast the Form presented in the textbook with the latest version of Form 990 released in 2009. Permission is required.

GEB 5816 MBA Foundations: Principles of Human Resources Management
1.5 sh (may not be repeated for credit)

A course in the Accelerated MBA Foundations Series in which students are introduced to the basic functions of human resource management, including employment law, planning, job analysis, recruitment and selection, training and development, performance management, compensation and benefits, employee and labor relations, safety and health, and international human resource management.

GEB 5870 MBA Foundations: e-Business Systems
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students will gain an understanding of the principles of e-Business systems planning, development, and implementation. The overall objective is to provide a common foundation composed of the fundamental concepts required for the use and application of systems and technologies found in the e-Business environment. Permission is required.

GEB 5871 MBA Foundations: Managerial Economics
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students will gain an understanding of basic economics. Special emphasis will be placed on the determinants of supply and demand and the desirable properties of a competitive equilibrium; followed by the undesirable properties of markets with a monopoly and with externalities. Permission is required.

GEB 5872 MBA Foundations: Financial Management I
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students are introduced to the accounting process of analyzing, measuring, and reporting business activity. Explores the precise language, assumptions, concepts, principles, and logic patterns inherent in the analysis and measurement of business activity. Describes the form and content of major financial statements. Briefly introduces the recording and reporting process used by accounting systems and examines basic financial reporting issues.

GEB 5873 MBA Foundations: Financial Management II
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students who have an understanding of financial accounting are introduced to the business relationships that exist between the generation and use of financial information. Includes the role of accounting in measuring financial performance, an overview of financial management, keys to understanding financial information via financial ratio analysis, effective use of financial analysis, and a brief introduction to the time value of money.

GEB 5874 MBA Foundations: Financial Management III
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students with an understanding of financial analysis are introduced to financial valuation and decision making tools that are used by managers and owner/managers of business organizations. The three foundation concepts covered are the Time Value of Money, the Risk-Return Relationship, and the use of Incremental After-Tax Cash Flows. Provides a theoretical understanding and a practical application in financial decision-making. Permission is required.

GEB 5875 MBA Foundations: Management Skills and Applications
1.5 sh (may be repeated for up to 3 sh of credit)

Covers the historical evolution of management, organizational design, motivation, team building, leadership, change management, culture, strategic planning, and critical implementation/control elements critical to successful management and strategy. Social responsibility, ethics, globalization, and futures are also stressed.

GEB 5876 MBA Foundations: Marketing Management
1.5 sh (may be repeated for up to 3 sh of credit)

A course in the Accelerated MBA Foundations Series in which students are introduced to foundational concepts of marketing management processes. Provides students with intensive exposure to the basic philosophy, concepts, and knowledge common to effective marketing management.

GEB 5878 Business Process Integration
1.5 sh (may not be repeated for credit)

An introductory MBA core course in which students must combine the practical skills and discipline of specific concepts learned in previous foundation courses in order to solve a complex integrated real-life business problem. Serves as an initial integrating experience from which to launch students into the core MBA study. Permission is required.

GEB 5879 MBA Foundations: Business Analytics
1.5 sh (may not be repeated for credit)

Business requires the application of a variety of analytical tools. Integrates several key analytical tools into a specific business decision framework that focuses on the interrelationship of these tools as they are used in business decisions. After an on-line review/introduction of basic algebraic and financial equations, combines the concepts of time value of money, descriptive statistics, production functions, correlation, simple regression and specifically applied calculus into a decision-making framework. This framework will serve as a foundation for analysis in subsequent courses and create a model for considering risk adjusted financial consequences of future business decisions. Permission is required.

GEB 5905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

GEB 5930 Information Resources and Industry Analysis
1.5 sh (may not be repeated for credit)

Provides the background for beginning the MBA Portfolio. Gives introduction to information resources available to perform business problem analysis. Students learn to prepare a thorough analysis of their Portfolio industry.

GEB 6895 Business and Public Policy
3 sh (may not be repeated for credit)

Develops expertise in the use of a set of tools to analyze the effect of economic, regulatory and tax policies (external environment) on the business environment and the conduct of business in domestic and international markets. Ethical implications of business response to these environments are also considered.

GEB 6905 Directed Study
1-12 sh (may be repeated indefinitely for credit)