Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT EMG
 COURSE NO. 3320
 CREDIT HOURS 3
 TERM TO BE ADDED TO THE FILE Spring 2008
 (e.g., Fall 2006)

CLASS HOURS 46 hours
 LECTURE HOURS
 LAB HOURS
 CONTACT HOURS (CEU ONLY)

DEPARTMENT Distance Learning
 (e.g., Computer Sciences)
 SCHEDULE TYPE Virtual Classroom (+)
 (e.g., Lecture, Lab or Special Project)

☐ COLLEGE OF AERONAUTICS-23
 ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25
 ☐ COLLEGE OF BUSINESS-24
 ☐ COLLEGE OF SCIENCE-26
 ☐ COLLEGE OF ENGINEERING-01
 ☒ UNIVERSITY COLLEGE EXTENDED STUDIES-27

COMPUTER TITLE Restricted to 25 characters, including spaces
 Entrepreneurial Marketing

CATALOG TITLE Entrepreneurial Marketing

CATALOG DESCRIPTION OF COURSE Limited to 350 characters, including spaces

Examines the skills and tools needed for start-up marketing. Covers the identification of market segments, product positioning, estimating product demand, setting prices and rapid growth management.

In addition, you may attach a course syllabus and/or more detailed description.

RESTRICTIONS ☒ Prerequisite EMK 3601
 Course Number
 ☐ Corequisite Course Number
 ☐ Prerequisite Course Number
 ☐ Corequisite Course Number
 ☐ Prerequisite Course Number
 ☐ Corequisite Course Number

GRADES TO BE ISSUED ☒ A, B, C, D, F
 ☐ A, B, C, D, F, CEU
 ☐ CEU
 ☐ S, U
 ☐ P, F
 ☐ Other

ADDITIONAL RESTRICTION For BANNER enforcement, restricted to students enrolled in University Alliance (U)
 (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BISK, please indicate old course information

SUBJECT Alpha Prefix (e.g., CSE)
 COURSE NO. (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator ________________________ Date 4-4-07
Chair, Graduate Council ________________________ Date

Department Head/Program Chair ________________________ Date 4-4-07
Dean or Associate Dean ________________________ Date
Chair, Undergraduate Curriculum Committee

CATALOG DIRECTOR

These changes/additions have been made for the University/Extended Studies Catalog and entered into the BANNER term named above.

Catalog Director ________________________ Date

REGISTRAR'S USE ONLY

SCACRSE ____________ SCADETL ____________ SCAPREQ ____________ SCARBASE ____________

SCARRS ____________ Operator Init ____________ Date ____________
EMG3320     Entrepreneurial Marketing
Credit Hours: 3
PreReq: EMK3601

Course Description:
Examines the skills and tools needed for start-up marketing. Covers the identification of market segments, product positioning, estimating product demand, set prices and rapid growth management.

Objectives:
1. Identify and explain the driving philosophies relevant to entrepreneurial marketing
2. Analyze marketing philosophies implemented by key successful entrepreneurs
3. Identify and justify guiding entrepreneurial marketing philosophies that apply to new business ventures
4. Recognize the importance of marketing an entrepreneurial venture
5. Develop entrepreneurial marketing objectives that demonstrate respect for the mission of the entrepreneurial business venture as well as demonstrate through comprehension of available financial resources and relevant responsibilities
6. List and explain the steps involved in developing a marketing plan to include audience, messages, media mix, budget, and evaluation
7. Illustrate the development of an entrepreneurial marketing plan to include direct mail publications, advertising, public relations and/or the Web
8. Prepare a marketing plan to launch an entrepreneurial venture
9. Develop a marketing plan to implement during the first two years of operation for an entrepreneurial venture

Tentative Course Outline:
1. Analyzing the Target Audience
2. Targeted Marketing Research
3. Planning the Marketing Message
4. Creating Your Marketing Plan I
5. Creating your Marketing Plan II
6. Creating your Marketing Plan III
7. Choosing Advertising Media
8. Application of Entrepreneurial Philosophies by Successful Entrepreneurs


Grading:
Group and Individual Entrepreneurial Profile Evaluations       35%
Business Venture Launch Marketing Plan                        15%
Business Venture Two-Year Marketing Plan                      25%
Quizzes (3)                                                   15%
Discussion Board Postings                                     10%
Grade Scale:
A  90-100
B  80-89
C  70-79
D  60-69
F  0-59
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT  
CIS  
Alpha Prefix (e.g., CIS)  
CREDIT HOURS 3  
TERM TO BE ADDED TO THE FILE Spring 2008  
(e.g., Fall 2006)

CLASS HOURS 45 hours  
LECTURE HOURS  
LAB HOURS  
CONTACT HOURS (CEU ONLY)  

DEPARTMENT Distance Learning  
SCHEDULE TYPE Virtual Classroom (H)  
(e.g., Computer Sciences)  
(e.g., Lecture, Lab or Special Project)

☐ COLLEGE OF AERONAUTICS-23  
☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25  
☐ COLLEGE OF BUSINESS-24  
☐ COLLEGE OF SCIENCE-26  
☐ COLLEGE OF ENGINEERING-01  
☒ UNIVERSITY COLLEGE EXTENDED STUDIES-27

COMPUTER TITLE Restricted to 25 characters, including spaces  
Survey of Software Sys

CATALOG TITLE  
Survey of Software Systems

CATALOG DESCRIPTION OF COURSE Limited to 350 characters, including spaces  
Acquaints students with various software systems found in IT. Includes Internet and other research to identify software system roles within IT, significant features, and advantages and disadvantages. Requires preparation of a business report of the software system's value to a typical business enterprise.

In addition, you may attach a course syllabus and/or more detailed description.

Restrictions  
☒ Prerequisite  CIS 1140

☐ Prerequisite  

☐ Corequisite  

☐ Corequisite  

GRADES TO BE ISSUED
☒ A, B, C, D, F
☐ A, B, C, D, F, CEU
☐ CEU
☐ S, U
☐ P, F
☐ Other

Additional Restrictions  
For BANNER enforcement, restricted to students enrolled in University Alliance (U)  
(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BISK, please indicate old course information.

SUBJECT  
Alpha Prefix (e.g., CIS)  
COURSE NO. (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator  
Date  
Chair, Graduate Council  
Date  
OR

Date  
Chair, Undergraduate Curriculum Committee  
Date

Catalog Director  
Date

Registrar's Use Only

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Florida Institute of Technology” Office of the Registrar

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RG-271-506
CIS2304      Survey of Software Systems
PreReq: CIS1140
Credit Hours: 3

Course Description:
Acquaints students with various software systems found in IT. Includes Internet and other
research to identify software system roles within IT, significant features, and advantages
and disadvantages. Requires preparation of a business report of the software system's
value to a typical business enterprise.

Objectives:
1. Knowledge of various operating systems
2. Analyze software systems for advantages/disadvantages in various business
   applications

Tentative Course Outline:

1. Operating Systems used in the workplace
2. Software Development Systems and Computer Assisted Software Engineering
tools
3. Decision Support Systems for Management
4. Systems to build and manage eCommerce web application
5. Systems Analysis and Design Systems
6. Database Management Systems for Enterprises
7. Network Monitoring and Management Systems
8. IT and Resource Management Systems

Text: TBD

Grading:
Discussion board postings (5)  10%
Quizzes (4)                   20%
Mini-case analysis           20%
Software assessment project  50%

Grade Scale:
A   90-100
B   80-89
C   70-79
D   60-69
F   0-59
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT  CIS  COURSE NO.  4026  CREDIT HOURS  3  TERM TO BE ADDED TO THE FILE  Spring 2008

CLASS HOURS  45 hours  LECTURE HOURS  LAB HOURS  CONTACT HOURS (CEU ONLY)  

DEPARTMENT  Distance Learning  SCHEDULE TYPE  Virtual Classroom (H)

☐ COLLEGE OF AERONAUTICS-23  ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25
☐ COLLEGE OF BUSINESS-24  ☐ COLLEGE OF SCIENCE-26
☐ COLLEGE OF ENGINEERING-01  ☑ UNIVERSITY COLLEGE EXTENDED STUDIES-27

COMPUTER TITLE  Restricted to 25 characters, including spaces  Intro to Internet Apps

CATALOG TITLE  Introduction to Internet Applications

CATALOG DESCRIPTION OF COURSE  Limited to 310 characters, including spaces

Studies structures of database management systems; applications of data structures; network, relational and hierarchical data models; application program development; query systems; file security and the role of data base administrators. Uses a database management system to create the database and other software necessary for a system upgrade. (Requirement: Successful completion of a programming language course.)

In addition, you may attach a course syllabus and/or more detailed description.

REstrictions  Prerequisite  Course Number  Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

☐ Prerequisite  Course Number  ☐ Corequisite  Course Number

GRADES TO BE ISSUED  ☑ A, B, C, D, F  ☑ A, B, C, D, F, CEU
☐ CEU  ☐ S, U  ☐ P, F  ☐ Other:

ADDITIONAL RESTRICTION  For BANNER enforcement, restricted to students enrolled in University Alliance (U)

[Signature]  [Signature]  [Signature]  [Signature]

If this course replaces a course currently offered in BISK, please indicate old course Information

SUBJECT  Alpha Prefix (e.g., CSE)  COURSE NO. (e.g., 1301)  340

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator  Chair, Graduate Council  Date  Date

Department Head, Chair  OR

Chair, Undergraduate Curriculum Committee  Date  Date

CATALOG DIRECTOR

These changes/additions have been made for the University/Extended Studies Catalog and entered into the BANNER term named above.

Catalog Director  Date

REGISTRAR’S USE ONLY

SCACRSE  SCACETL  SCAPREQ  SCABSE

SCARRES  Operator Init  Date

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Florida Institute of Technology—Office of the Registrar

150 West University Boulevard, Melbourne, FL 32901-6975  (321) 674-8114  Fax (321) 674-7827

BG-27-5001
CIS4026    Introduction to Internet Applications
Credit Hours: 3
Pre Req: None

Course Description:
Studies structures of database management systems; applications of data structures;
network, relational and hierarchical data models; application program development;
query systems; file security and the role of data base administrators. Uses a database
management system to create the database and other software necessary for a system
upgrade. (Requirement: Successful completion of a programming language course.)

Objectives:
1. Create basic Web pages using HTML
2. Use client-side scripts and the Document Object model to create dynamic Web
   applications
3. Understand the ins and outs of service-side scripts and applications
4. Understand the rudiments of ASP and ASP Components

Tentative Course Outline:
1. The Internet and the World Wide Web
2. Creating a Web Page
3. Script Integration
4. Object Oriented Programming (1)
5. Object Oriented Programming (2)
6. Data Storage
7. Programming with Control Structures
8. Functions and Procedures
9. Introduction to Server-Side Scripting: Active Server Pages (ASP)
10. Using the Request and Response Objects
11. Maintaining State Between the Client and Server
12. ASP Components
13. The Scripting Library Objects
14. Integrating Databases with ASP Pages (1)
15. Integrating Databases with ASP Pages (2)
16. Advanced Web Database Integration

Text: INTERNET PROGRAMMING W/VBSCRIPT & JAVASCRIPT - 1ST ED
KATALA

Grading:
Mini-projects/homework (15)  30%
Case study                    40%
Quizzes                      20%
Discussion board postings (10) 10%
Grade Scale:
A  90-100
B  80-89
C  70-79
D  60-69
F  0-59