MEMORANDUM

TO: Undergraduate Curriculum Committee
FROM: Alexander R. Vamosi, Associate Dean COB
DATE: Wednesday, August 22, 2012
SUBJECT: Adding New Courses

The College of Business seeks approval to add six new courses to its offerings. The courses listed below will enhance the new BSBA options that we are adding our programs.

1. BUS 4611 Project Management for IT
2. BUS 4606 Special Topics in Marketing
3. BUS 4788 Business Plan Research (Q designated course; approved by QEPIC)
4. BUS 4222 Tax Management and Strategy
5. BUS 3304 Sports Economics
6. BUS 4304 Sports Finance

The syllabi are attached and have been catalog approved by Liz Fox.
**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.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>BUS</th>
<th>COURSE NO.</th>
<th>3</th>
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<th>CREDIT HOURS</th>
<th>3</th>
<th>TERM TO BE ADDED TO THE FILE</th>
<th>Spring 2013</th>
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*Justify level if 1000-level and no co- or prerequisites*

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<thead>
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<th>CLASS HOURS</th>
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<tbody>
<tr>
<td>LECTURE HOURS</td>
<td>45</td>
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<tr>
<td>LAB HOURS</td>
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<tr>
<td>CONTACT HOURS (CEU ONLY)</td>
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</table>

**DEPARTMENT**

Business

* (e.g., Computer Sciences)

**SCHEDULE TYPE**

Lecture (A)

* (e.g., Lecture, Lab or Special Topics/Project)

☐ COLLEGE OF AERONAUTICS - 23
☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS - 25
☐ NATHAN M. BISK COLLEGE OF BUSINESS - 24
☐ COLLEGE OF SCIENCE - 26
☐ COLLEGE OF ENGINEERING - 1
☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

**COMPUTER TITLE**

Restricted to 25 characters, including spaces

Sports Economics

Dual Prefix, Bi-Level, Full-Load? ☐ Yes ☑ No

**CATALOG TITLE**

Sports Economics

**CATALOG DESCRIPTION OF COURSE**

Restricted to 350 characters, including spaces

Focuses on the economics of North American professional and collegiate sports. Includes supply and demand, the market for broadcast rights and player talent, labor relations and the relationship between government and sport.

This description has been approved by the catalog office

Emory

8/20/12

Catalog Director

Date

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

**RESTRICTIONS**

☑ Prerequisite BUS 2303

☐ Corequisite_

☐ and or

☐ and or

☐ and or

GRADES TO BE ISSUED

☑ A, B, C, D, F

☐ A, B, C, D, F, CEU/Audit

☐ CEU

☐ S, U

☐ P, F

☐ Other

**ADDITIONAL RESTRICTION**

* (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

**SUBJECT**

Alpha Prefix (e.g., CSE)

COURSE NO. (e.g., 1301)

TERM TO INACTIVATE

**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.

<table>
<thead>
<tr>
<th>Originator</th>
<th>Date</th>
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<tbody>
<tr>
<td>Steve Salaga</td>
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<table>
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<tr>
<th>Chair, Graduate Council</th>
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<tr>
<th>Department Head/Program Chair</th>
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**CATALOG DIRECTOR**

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

Catalog Director

Date

**REGISTRAR'S USE ONLY**

SCACRSE

SCADETL

SCAPREQ

SCABASE

SCRRES

Operator Init.

Date

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RG-150.412
Sports Economics

Subject Area  Business
Instructor       Salaga
Course Code     BUS 3304
Credit Value    3

Course Description:
This course focuses on the economics of North American professional and collegiate sports. Topics include supply and demand, the market for broadcast rights, the market for player talent, labor relations and the relationship between government and sport.

Prerequisites:
BUS 2303 – Macroeconomics
BUS 2304 – Microeconomics

Course Objectives:

- Comprehend essential principles of economics as they relate to both professional and collegiate sport
- Understand the unique organization of professional sports leagues and the resulting economic outcomes
- Understand the unique relationship between the athletic department and the university
- Understand the value of playing talent to professional franchises and universities
- Identify and understand the relationships that exist between professional sports franchises and governments

Topics:

- Scarcity, Demand, Supply
  - Review of Basic Concepts
  - Profit maximization
  - Marginal revenue product
  - Willingness to Pay
  - Demand and Sports Revenue
  - The market for Sports Broadcast Rights
  - Revenue sharing
• Sport Market Outcomes
  o Leagues, Team Location, Expansion, and Negotiations
  o Competitive Balance
• The Market for Talent and Labor Relations
  o History of Player Pay
  o The Value of Sports Talent
  o Salary caps
  o Labor Relations in Pro Sports
• Government and the Sports Business
  o Subsidies and Economic Impact Analysis
  o Government subsidies and franchise location
  o Competitive balance
• Economics of College Sports

Grading:

• Term Paper 25%
• Take Home Assignments 20%
• Midterm 25%
• Final 25%
• Participation 5%

Textbook:

Sports Economics, 3rd Edition

Rodney D. Fort
ISBN-10: 013606602X
Paperback: 544 pages
Publisher: Prentice Hall
Published: August 13, 2010
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 BUS COURSE NO.* 4304 CREDIT HOURS 3 TERM TO BE ADDED TO THE FILE Spring 2013
(e.g., CSE) (e.g., 1301) (e.g., Fall 2010)

*Justify level if 1000-level+ and no co- or prerequisites.

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

DEPARTMENT Business SCHEDULE TYPE Lecture (A)
(e.g., Computer Sciences) (e.g., Lecture, Lab or Special Topics/Project)

☐ COLLEGE OF AERONAUTICS – 23 ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS – 25
☒ NATHAN M. BISK COLLEGE OF BUSINESS – 24 ☐ COLLEGE OF SCIENCE – 26
☐ COLLEGE OF ENGINEERING – 1 ☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS – 90

COMPUTER TITLE Restricted to 25 characters, including spaces Sports Finance Dual-Prefix, Bi-Level, Full-Load? ☐ Yes ☒ No

CATALOG TITLE Sports Finance

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces

Focuses on the financial issues that impact the entertainment and sport industry. Includes ownership structures, venue financing, franchise valuation, franchise investment, risk, taxes and time value of money principles as they relate to labor and media contracts.

This description has been approved by the catalog office ☒ Emery 3/21/18

Catalog Director

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

REQUIREMENTS ☒ Prerequisite BUS 3401 ☐ Corequisite Course Number
☐ Prerequisite Course Number ☐ Corequisite Course Number
☐ Prerequisite Course Number ☐ Corequisite Course Number

GRADING OPTIONS ☒ A, B, C, D, F ☐ A, B, C, D, F, CEU/Audit
☐ CEU ☐ S, U ☐ P, F ☐ Other

ADDITIONAL RESTRICTION (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Prefix (e.g., CSE) COURSE NO. (e.g., 1301) TERM TO INACTIVATE

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 8/24/11

Chair, Graduate Council

Date

Department Head/Program Chair

Date 8/24/11

Chair, Undergraduate Curriculum Committee

Date 8/23/2012

CATALOG DIRECTOR

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

Catalog Director Date

REGISTRAR’S USE ONLY

SCARSE ☐ SCADETL ☐ SCAPREQ ☐ SCABASE ☐

SCARRES ☐ Operator Init. ☐ Date
Sports Finance

Subject Area    Sports Management
Lecturer        Steve Salaga
Course Code     BUS 4304
Credit Value    3

Course Description:
This course focuses on the financial issues that impact the entertainment and sport industry. Topics include ownership structures, venue financing, franchise valuation, franchise investment, risk, taxes and time value of money principles as they relate to labor and media contracts.

Prerequisite:
BUS 3401 – Corporate Finance

Course Objectives:

- Comprehend essential principles of corporate finance as they relate to professional sports organizations in North America
- Understand the financing involved in constructing sports venues
- Evaluate different investments via risk/return models
- Recognize and understand different financial statements
- Identify the tax implications for professional sports franchise owners
- Understand the relationship between professional sports franchises, economic development and real estate development

Topics:

- Structures of Ownership
- Financial Statements, Revenues, and Costs
- Time Value of Money
- Ratio analysis
- Risk management
- Facilities and Stadium Financing
- Sports Teams and Real Estate Development
- Team Valuation
- Capital Budgeting and Team Investments
- League Policies, Taxes, and Profits
Grading:

- Financial Analysis Project 20%
- Exam #1 25%
- Exam #2 25%
- Final Exam 25%
- Participation 5%

Textbook:

**Sports Finance and Management**  
Jason A. Winfree and Mark S. Rosentraub

ISBN-10: 1439844712  
Hardcover: 499 pages  
Publisher: CRC Press; 1st Edition  
Published: August 29, 2011
This course is available for student registration only after the approval process has been completed.

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- ☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

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<tr>
<td>Restricted to 25 characters, including spaces</td>
<td>Project Management for Information Technology</td>
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Teaches the nine project management knowledge areas (project integration, scope, time, cost, quality, human resource, communications, risk and procurement management) and the five process groups (initiating, planning, executing, monitoring and controlling) as they relate to information technology projects. Requires development of project plan.

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

<table>
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<tr>
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<th>Date</th>
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Catalog Director: Date

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RGR-100-412
Information Technology Project Management
Syllabus

Florida Institute of Technology
College of Business
150 West University Avenue
Melbourne, Florida 32901

Course #: BUS-4511
Course Title: Project Management for IT
Meeting Time: Tuesday/Thursday 12:30 pm – 1:45 pm
Location: LINK/327

Instructor: Dr. Deborah Carstens
Office Location: College of Business Building #119
Office Hours: Tuesday/Thursday 10:00 am – Noon
Telephone: (321) 674-8820
e-mail: carstens@fit.edu

Textbook(s)/Reading Material:

• Companion Website – www.cengage.com/mis/schwalbe
• Angel - students are expected to check BB regularly for up-to-date information and material for class.
• Class Handouts & Microsoft® Office Project 2007 Labs

Course Description:
Requires students to learn the nine project management knowledge areas consisting of project integration, scope, time, cost, quality, human resource, communications, risk and procurement management. The five process groups of initiating, planning, executing, monitoring and controlling are demonstrated as it relates to information technology projects. Students will complete a hands-on component of developing project plans and documentation. Project management software will be introduced within the course.

Course Objectives:

Information is traveling faster and being shared by more individuals than ever before. Although project management has been an established field for many years, managing information technology requires ideas and information that go
beyond standard project management. By weaving together theory and practice, this course presents an understandable, integrated view of the many concepts skills, tools, and techniques involved in project management. Because the project management field and the technology industry change rapidly, you cannot assume that what worked even five years ago is still the best approach today. This course provides up-to-date information on how good project management and effective use of software can help you manage projects, especially information technology projects.

Specific topic coverage includes:

- Demonstrate an understanding of project management concepts consisting of the following:
  - Project Integration Management
  - Project Scope Management
  - Project Time Management
  - Project Cost Management
  - Project Quality Management
  - Project Human Resource Management
  - Project Communications Management
  - Project Risk Management
  - Project Procurement Management;

- Gain hands-on experience with the development of project plans and documentation;

- Understand management issues specifically related to technology and the management of technical projects and personnel;

- Gain hands-on experience in using Microsoft Project system software;

Course Requirements:

The format to the course is primarily that of facilitated class discussions and real world individual assignments.

Class Preparation:

Each student is responsible for carefully and thoroughly reading all assigned material before the next class. The majority of the readings will be assigned from the assigned textbook. Additional readings may be assigned and distributed.

College of Business Policies:

- **Office Hours:** Faculty in the College of Business are available a minimum of nine hours each week for consultation with students outside of classroom time. At least four of these are regularly scheduled office hours. The remaining time may be used to respond to students' requests
for e-mail correspondence, appointments for times other than office hours, and group problem/discussion sessions.

- **Incomplete (I) Grades:** Incomplete (I) grades should only be awarded under unusual circumstances and must be approved by the Associate Dean. If a student misses a final or fails to complete an assignment and does not have a valid reason, a zero grade should be awarded and the overall grade based on that grade combined with all other course work completed. If an "I" grade is awarded for the fall semester, all make-up work must be completed no later than the sixth week of the spring semester.

- **Posting/Communicating Grades:** The public posting of grades either by student name, institutional student number or social security number without the student’s written permission is a violation of the Federal Family Educational Rights and Privacy Act. Further, student grades may not be forwarded via e-mail (even in response to the student’s request).

- **ADA accommodations:** Please contact Rodney Bowers, Director, Academic Support Center, 321-674-7110, rbowers@fit.edu with any specific ADA accommodations you may require as you work to meet the course requirements.

**Class Assignments, Exams and Grading Criteria:**

<table>
<thead>
<tr>
<th>Assignments and Exams</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Discussion/Lab exercises/Homework</td>
<td>350</td>
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<tr>
<td>2 tests @ 150 points each</td>
<td>300</td>
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<tr>
<td>1 project/presentation</td>
<td>200</td>
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<tr>
<td>1 final exam</td>
<td>150</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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*Habitual lateness and excessive absences will result in a student’s overall grade being reduced and/or an automatic failure in the class.*

**Attendance/Lab Exercises:**

Lab sessions can not be made up for credit unless a student has an excused absence. Attendance is critical in this class because much of your work builds on previous efforts. Students are responsible for learning any material from missing a class on their own. The tests and final exam are comprised of material covered during classes that may or may not be in the textbook such as lab activities and lecture content.
Exams:

There will be two tests and a final exam.

Homework/Presentation Assignments:

Late assignments are any assignments turned in by a student after the due date. Late assignments will only be accepted for one week after the assignment due date but will receive a 30% grade reduction (e.g., if you receive a 100/A on the assignment that is turned in late, your grade will actually be a 70/C). The late assignment grade reduction of 30% will also be applied to presentations that are not presented on the date scheduled.

Grading Scale:

Assignments, exams, and project will be graded on a point basis. The total points earned for the semester will then be totaled and the grade assigned according to the following schedule:

A 90 – 100%
B 80 – <90%
C 70 – <80%
D 60 – <70%
F <60%

Assigned Readings:

These are noted in the tentative class schedule below. Be prepared to discuss the material during class lectures and class activities.

Academic Integrity/Plagiarism:

There are standards for academic conduct, rights and responsibilities of members of the academic community, and procedures for handling allegations of academic dishonesty. Academic dishonesty includes, but is not limited to plagiarism, inappropriate collaboration, dishonesty in examinations (in-class or take-home), dishonesty in papers, work done for one course submitted to another, deliberate falsification of data, interference with other students' work, and copyright violations (including both document and software copyrights).

Plagiarism is defined as taking the language, ideas, or thoughts of another, and representing them as your own. If you use someone's ideas, cite them; if you use someone else's words; clearly mark them as a quotation. Plagiarism includes using another's computer programs or pieces of program. All instances of
plagiarism will be reported for appropriate action.

**Tentative Class Schedule (any modifications to the syllabus will be posted on Angel):**
All reading assignments should be read **BEFORE** the class on which they are discussed:

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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<td>Week of 9-January</td>
<td>Introduction to Project Management</td>
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<tr>
<td>Week of 16-January</td>
<td>The Project Management and Information Technology Context</td>
<td>2</td>
</tr>
<tr>
<td>Week of 23-January</td>
<td>The Project Management Process Groups: A Case Study</td>
<td>3</td>
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<tr>
<td>Week of 30-January</td>
<td>Project Integration Management</td>
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<td>Week of 6-February</td>
<td>Lab &amp; Test #1 (Test on February 10th)</td>
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<tr>
<td>Week of 13-February</td>
<td>Project Scope Management</td>
<td>5</td>
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<td>Week of 20-February</td>
<td>Project Time Management</td>
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<td>Week of 27-February</td>
<td>Project Cost Management</td>
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<td>Week of 6 March</td>
<td>Spring Break</td>
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<td>Week of 13-March</td>
<td>Project Quality Management</td>
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<tr>
<td>Week of 20-March</td>
<td>Lab &amp; Test #2 (Test on March 24th)</td>
<td>5-8</td>
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<tr>
<td>Week of 27-March</td>
<td>Project Human Resource Management</td>
<td>9</td>
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<tr>
<td>Week of 3-April</td>
<td>Project Communications Management</td>
<td>10</td>
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<tr>
<td>Week of 10-April</td>
<td>Project Risk Management</td>
<td>11</td>
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<tr>
<td>Week of 17-April</td>
<td>Project Procurement Management</td>
<td>12</td>
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<tr>
<td>Week of 24-April</td>
<td>Test #3 (Test on April 26th)</td>
<td>9-12</td>
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<tr>
<td><strong>Friday, May 6th</strong></td>
<td><strong>from 1:00-3:00 pm</strong></td>
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<td></td>
<td>Project Presentations &amp; Reports Due</td>
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Adding a New Course to the Curriculum

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

Subject Business
Course No. 4222
Credit Hours 3
Term to be added to the file Spring 2013

Class Hours 45
Lecture Hours 45
Lab Hours
Contact Hours (CEU only)

Department Business (e.g., Computer Sciences)
Schedule Type Lecture (A) (e.g., Lecture, Lab, or Special Topics/Project)

☐ College of Aeronautics - 23
☐ College of Psychology and Liberal Arts - 25
☒ Nathan M. Bisk College of Business - 24
☐ College of Science - 26
☐ Extended Studies Division / Nathan M. Bisk College of Business - 90

Computer Title Restricted to 25 characters, including spaces Tax Management & Strategy Dual-prefix, Bi-level, Full-load? ☐ Yes ☒ No

Catalog Title Tax Management and Strategy

Catalog Description of Course Restricted to 350 characters, including spaces Covers tax planning considerations and strategies related to domestic and international for-profit organizations. Includes tax and capital structure and organizational forms and how they affect tax liability. Teaches how taxes affect decision-making, asset prices, equilibrium returns and the financial and operational structure of firms.

This description has been approved by the catalog office Em Joe 8/21/12

Catalog Director

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

Restrictions ☒ Prerequisite BUS 2212 ☐ Corequisite Course Number ☐ and or
Course Number
Course Number
Course Number
Course Number
Course Number
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Grades to be issued ☒ A, B, C, D, F ☐ A, B, C, D, F, CEU/Audit
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☐ P, F
☐ Other

Additional Restriction (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in Banner, please indicate old course information and the date/term the course may be removed from the system.

Subject Alpha Prefix (e.g., CSE) ☐ COURSE NO. (e.g., 1301) ☐ Term to inactivate

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

Chair, Graduate Council Date

Chair, Undergraduate Curriculum Committee Date

Catalog Director

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

Catalog Director Date

Registrar's Use Only

SCACSE SCACDL SCAPREQ SCABASE

SCARRES Operator Init. Date
Tax Management and Strategy

Subject Area: Accounting
Format: Lecture
Course Code: 
Credit Value: 3 Semester Hours
Prerequisites: Bus 2212

COURSE DESCRIPTION:

Provides coverage in the areas of tax planning considerations and strategies related to the management of domestic and international for profit organizations. The course is designed to provide students with knowledge of tax structure, organizational forms and capital structure and how these interact to affect tax liability. This knowledge will help students position commercial organizations to better compete in a global economy. Through integration with traditional business topics, it provides a framework for understanding how taxes affect decision-making, asset prices, equilibrium returns, and the financial and operational structure of firms.

TEXTBOOKS:


GRADING:

Cases and Assignments 20%
Participation 10
Quizzes 20
Exams (Midterm and Final) 50
Total 100%
Proposed TOPICS

- Influence of tax structure on investment decisions
- Types of tax Planning
- Restrictions on taxpayer behavior
- Sources of tax information and authority
- Impact of taxes on savings vehicles
- Choosing the optimal organizational form for tax planning
- Implicit taxes, the importance of adjusting for risk differential, and exploiting tax arbitrage
- Tax planning in the presence of risk-sharing and hidden-action considerations
- Conflicts between financial reporting and tax considerations
- Marginal tax rate and average effective tax rate calculation and use in planning
- Insuring against adverse effects of changes in tax position
- Planning for tax effects of different compensation schema such as deferred compensation, profit sharing, stock options and retirement or pension plans
- Tax impact of funding pension plans and other post retirement benefits
- Multinational tax planning including benefits of different structures, foreign tax credits and investment incentives, and shifting tax burden across governmental jurisdictions
- Capital structure and impact on equity versus debt on tax planning including differences in financial reporting and taxable income
- Tax impact of mergers and acquisitions and divestitures
This course is available for student registration only after the approval process has been completed.

**Subject**: BUS
**Course No.**: 4606
**Credit Hours**: 3
**Term to Be Added to the File**: Spring 2013

*Justify level if 1000-level and no co- or prerequisites*

**Class Hours**: 45
**Lecture Hours**: 45
**Lab Hours**: 
**Contact Hours (CEU only)**: 
**Schedule Type**: Special Topics (S)

**Department**: Business (e.g., Computer Sciences)
**Special Topics in Marketing**
**Catalog Title**: Special Topics in Marketing

**Catalog Description of Course**: Restricted to 150 characters, including spaces

Studies in depth a specialized area of marketing. Subject matter depends on the expertise of the instructor. Topics announced prior to each offering. Normally requires a research paper or project.

This description has been approved by the catalog office ________________

**In addition, please attach a course syllabus and/or more detailed description.**

**Restrictions**:
- Pre requisite: BUS 3601
- Corequisite: 

**Grades to Be Issued**:
- A, B, C, D, F
- A, B, C, D, F, CEU/Audit
- CEU
- S, U
- P, F
- Other

**Additional Restrictions**: (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

**Subject Alpha Prefix (e.g., CSE)**: 
**Course No. (e.g., 1301)**: 
**Term to Inactivate**: 

**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**: 8/14/11
**Date**: 

**Chair, Graduate Council**: 
**Date**: 

**Department Head/Program Chair**: 8/23/11

**Dean or Associate Dean**: 
**Date**: 

**Chair, Undergraduate Curriculum Committee**: 
**Date**: 

**Catalog Director**: 
**Date**: 

**Registrar's Use Only**:

- SCASE
- SCADET
- SCAPREQ
- SCABASE
- SCARES

**Operator Init.**: Operator Init. 
**Date**: 

**DISTRIBUTION**:
- Original - Registrar
- Copy - Academic Unit

Florida Institute of Technology • Office of the Registrar
150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7827
Request for New Undergraduate Course
SPECIAL TOPICS IN MARKETING BUS 4606
8/17/12

Course Overview:

BUS 4606 Special Topics in Marketing (3 credits).

Catalog description

Studies in depth a specialized area of marketing. Subject matter depends on the expertise of the instructor. Topics announced prior to each offering. Normally requires a research paper or project.

Prerequisites: BUS 3601 Marketing Principles

Examples of topics that may be covered under this course:

- Professional Selling & Management
- Internet and Social Media Marketing
- Services Marketing
- Social Marketing (Not-for-Profit Marketing)
- Supply Chain Management
- New Product Development
- Import/Export Marketing

Below are two separate syllabi (Professional Selling & Management Spring 2012 and Internet & Social Media Marketing Fall 2012) that have been housed under BUS 4504 Special Topics in Management.

Current course descriptions for “Special Topics” are:

- SPECIAL TOPICS IN FINANCIAL MANAGEMENT. Covers special topics pertaining to the field of finance including the financial environment, financial tools and models, along with the advanced study of financial institutions and corporate finance. Blends advanced theory with practical application.
- SPECIAL TOPICS IN MANAGEMENT. Includes subjects or issues that are of current concern to business and government organizations. Also provides students with an opportunity to study in greater depth, topics that may have been just surveyed in other courses. Normally requires a research paper.
Florida Institute of Technology
Nathan M. Bisk College of Business

Course: BUS 4504-02 “Professional Selling & Sales Management” (3 credits)

Session: Spring Semester 2012; Tues/Thurs 2:00 – 3:15; QUAD Room 118

Instructor: Robert Keimer
Contact: Home Office: 729 – 9729/Email: rkeimer@fit.edu
Office Hrs. By appointment

Course Description: Examines the history, impact, and importance of professional Selling and Sales Management in the global business environment. Identification of the historical “types” of selling and salespeople, and a detailed analysis of a “Professional Selling Process” (PSP) that makes the needs and wants and problems and opportunities of customers the foundation for sales success. This course also provides a thorough overview of the basic management principles of planning, measuring, and controlling as applied to the function of Sales Management.

Topics:
- A brief history of sales in the U.S.
- Types of selling and salespeople
- The “Customer” and the buying process
- A “Professional Selling Process” (PSP)
- Sales Management
- Sales Tools and Best Practices

Objectives: Professional selling and professional sales teams are often the “forgotten” or overlooked components in many studies and discussions of Marketing. “World Class” selling and sales teams have a dramatic, positive impact on expanding customer bases and driving profitability for businesses.

Upon completing this course, you will have a greater understanding of the following:

- The history of sales and the realization that current sales concepts are not “new”
- Familiarity with a sales process and key topics in professional selling
- The importance of the “customer” as the foundation for professional selling
- The application of good management practices to the selling process

Outcomes: What’s in it for you?

Upon completing this course you will:

- Identify and explain the major steps in the selling process
- Understand the different “types” of selling
- Experience and critique a sales “pitch”
- Understand management methods applied to salespeople
- Understand and know how to use key sales reports and sales metrics
- Developed & applied your management skills in numerous case exercises
- Become a better speaker and presenter

**Course Materials:**

**Required:**

ISBN: 0-07-051114-4

*The Sales Bible.* Jeffrey Gitomer, 1994, William Morrow and Company


**Recommended:**


(Excerpts only) ISBN: 00-932648-43-6

**Class Meetings:**

Classes will be highly participative. Class discussion will be critical to the success of this class, and a significant portion of your grade. You will be a resource for other team members, and we will look to leverage your unique strengths and talents as we work to achieve the objectives and master the outcomes of this course.

**Attendance:**

Your importance as a team member and the importance of class discussion to the success of this course (and the weighting of class discussion in grading), makes attendance imperative.

**Assignments:**

One trait you will find in world class organizations is that people keep their commitments. A “Professional”, by definition, is someone who meets deadlines and keeps commitments. We are a professional team; we must be committed to hitting the deadlines.
Work & Evaluation:

Student Performance will be evaluated through the following

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Sales “pitch” review &amp; critique</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Exam: Sales Process</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Selling a University “Program”</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Sales Report Analysis &amp; Management Recommendation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Sales Management Case Study</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Exam: Sales Management</td>
<td>25%</td>
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</tbody>
</table>

Class Participation: Class participation includes: 1) preparation of assigned readings in support of class discussion, 2) rigorous analysis of assigned cases identifying the key issues relative to the selling process and/or sales management, and 3) constructive feedback for classroom team members to assist each other in expanding their knowledge and skills.

Sales Pitch Review and Critique: “Shop” a local business for a product that you may have an interest in purchasing, now or in the future. The nature of the product should be such that a salesperson is actively involved in the sale. Some examples: furniture, cars, and high end electronics. Sit through the complete sales “pitch”; write a review and critique of the pitch based upon our analysis of the selling process. Not to exceed 2 pages.

Exam - Sales: Exam covering the history of sales, types of selling, and the “Professional Sales Process”.

Sale of a University “Program”: Practical application of the selling process learned during the first half of this course. You will use your newly acquired sales skills and knowledge to sell an FIT “Program” (TBD). An example: soliciting individual or corporate sponsors to support (donate) the FIT Football Program. You will document and employ all the professional selling steps to successfully sell your “Program”.

Sales Report/Management Recco: You will be given a set of sales reports to analyze for an individual salesperson or sales team. Based upon your analysis, you will submit a “Management Report” detailing your analysis and your recommended “next steps” for the salesperson or sales team. No greater than 4 pages.
**Case Study:**
Sales management case study. Your written analysis and recommendation of a common sales management problem. No greater than 2 pages.

**Exam - Sales Mgmt:**
Exam covering the key topics in Sales management.

**Student Response:**
--On time attendance is the expectation. We have a lot of ground to cover so class will begin right on time.
--No eating of food during class.
--During class, no cell phoning, no message-texting, and unless approved before each class period, no laptops open.
--Students are responsible for missed classroom material to include changes in schedules, assignments, etc.
--Course syllabus and/or assignments are subject to change. Check ANGEL for any revisions and class announcements.

**Academic Honesty:**
Any observed dishonesty, including cheating or plagiarizing, will result in failure for the course. The policies and guidelines stated in the Florida Institute of Technology Student Handbook and booklet Academic Dishonesty, Cheating, and Plagiarism will govern as appropriate.

<table>
<thead>
<tr>
<th>Sess.</th>
<th>Date</th>
<th>Day</th>
<th>Session Title</th>
<th>Case</th>
<th>Readings / Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10-Jan</td>
<td>Tues</td>
<td>The &quot;Forgotten&quot; Marketing Function</td>
<td></td>
<td>&quot;Sales Bible&quot;, pp. 1-66</td>
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<tr>
<td>2</td>
<td>12-Jan</td>
<td>Thurs</td>
<td>What's &quot;new&quot; is really &quot;old&quot;: a brief history of sales</td>
<td></td>
<td>&quot;Sales Bible&quot;, pp. 67-122</td>
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<td>3</td>
<td>17-Jan</td>
<td>Tues</td>
<td>Evolution &amp; Changes in Marketing</td>
<td></td>
<td>&quot;Sales Bible&quot;, pp. 122-200</td>
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<tr>
<td>4</td>
<td>19-Jan</td>
<td>Thurs</td>
<td>What is &quot;Selling&quot;? An overview of &quot;types&quot;</td>
<td></td>
<td>&quot;Sales Bible&quot;, pp. 237-298, 313-318</td>
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<tr>
<td>5</td>
<td>24-Jan</td>
<td>Tues</td>
<td>The &quot;Types&quot; of Salespeople</td>
<td></td>
<td>&quot;Major Account Sales&quot;, Chpt. 1</td>
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<tr>
<td>6</td>
<td>26-Jan</td>
<td>Thurs</td>
<td>Where Does the Customer Fit?</td>
<td></td>
<td>&quot;Major Account Sales&quot;, Chpt. 2</td>
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<tr>
<td>7</td>
<td>31-Jan</td>
<td>Tues</td>
<td>Needs &amp; Wants/Problems &amp; Opportunities</td>
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<td>&quot;Major Account Sales&quot;, Chpt. 3; Sales Pitch Review &amp; Critique Due</td>
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<tr>
<td>8</td>
<td>2-Feb</td>
<td>Thurs</td>
<td>A Professional Sales Process (PSP)</td>
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<td>&quot;Major Account Sales&quot;, Chpt. 4</td>
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<tr>
<td>9</td>
<td>7-Feb</td>
<td>Tues</td>
<td>PSP Best Practices: Planning</td>
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<td>&quot;Major Account Sales&quot;, Chpt. 5</td>
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<tr>
<td>10</td>
<td>9-Feb</td>
<td>Thurs</td>
<td>PSP Best Practices: Analysis &amp; Targeting</td>
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<td>&quot;Major Account Sales&quot;, Chpt. 6</td>
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<tr>
<td>11</td>
<td>14-Feb</td>
<td>Tues</td>
<td>PSP Best Practices: Meeting Prep &amp; Execution</td>
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<td>Date</td>
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<td>Topic</td>
<td>Notes</td>
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<td>12</td>
<td>16-Feb</td>
<td>Thurs</td>
<td>PSP Best Practices: Understanding of the Customer</td>
<td>&quot;Major Account Sales&quot;, Chpt. 7;</td>
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<tr>
<td>13</td>
<td>21-Feb</td>
<td>Tues</td>
<td>PSP Best Practices: Presentation &amp; Negotiation</td>
<td>&quot;Major Account Sales&quot;, Chpt. 8</td>
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<tr>
<td>14</td>
<td>23-Feb</td>
<td>Thurs</td>
<td>PSP Best Practices: Objections</td>
<td>&quot;Major Account Sales&quot;, Chpt. 9;</td>
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<td><strong>University Program Sale Due</strong></td>
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<tr>
<td>15</td>
<td>28-Feb</td>
<td>Tues</td>
<td>PSP Results: Solutions, Trust, Friendship, Loyalty</td>
<td>Hand-out</td>
<td></td>
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<tr>
<td>16</td>
<td>1-Mar</td>
<td>Thurs</td>
<td>Exam: Sales History &amp; Sales Process</td>
<td></td>
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<td></td>
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<td><strong>3/5 - 3/9</strong> Spring Break</td>
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<tr>
<td>17</td>
<td>13-Mar</td>
<td>Tues</td>
<td>Sales Management: An Overview</td>
<td>&quot;Building a Winning Sales Force&quot; (BWSF), Chpt. 1</td>
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<tr>
<td>18</td>
<td>15-Mar</td>
<td>Thurs</td>
<td>Sales Management: Planning</td>
<td>BWFS, Chpt. 2 - Sales Force Excellence</td>
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<tr>
<td>19</td>
<td>20-Mar</td>
<td>Tues</td>
<td>Sales Management: Monitoring &amp; Measuring</td>
<td>BWFS, Chpt. 3 - Sales Strategies</td>
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<tr>
<td>20</td>
<td>22-Mar</td>
<td>Thurs</td>
<td>Sales Management: Monitoring &amp; Measuring</td>
<td>BWFS, Chpt. 5 - Efficiency &amp; Effectiveness</td>
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<tr>
<td>21</td>
<td>27-Mar</td>
<td>Tues</td>
<td>Sales Management: Control - Coaching/Counselling</td>
<td>BWFS, Chpt. 7 - Recruiting; <strong>Sales Management Case Study Due</strong></td>
<td></td>
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<tr>
<td>22</td>
<td>29-Mar</td>
<td>Thurs</td>
<td>Sales Management Tools</td>
<td>BWFS, Chpt. 8 - Training</td>
<td></td>
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<tr>
<td>23</td>
<td>3-Apr</td>
<td>Tues</td>
<td>Sales Management Tools</td>
<td>BWFS, Chpt. 9 - Culture</td>
<td></td>
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<tr>
<td>24</td>
<td>5-Apr</td>
<td>Thurs</td>
<td>Sales Management Cases</td>
<td>BWFS, Chpt. 10 - The Right Sales Manager</td>
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<tr>
<td>25</td>
<td>10-Apr</td>
<td>Tues</td>
<td>Sales Management Cases</td>
<td>BWFS, Chpt. 12 - Incentives; <strong>Sales Report Analysis &amp; Mgt Recco Due</strong></td>
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<tr>
<td>26</td>
<td>12-Apr</td>
<td>Thurs</td>
<td>PSP &amp; Sales Management: Best Practices</td>
<td>BWFS, Chpt. 15 - Complacency</td>
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<tr>
<td>27</td>
<td>17-Apr</td>
<td>Tues</td>
<td>PSP &amp; Sales Management: Best Practices</td>
<td>BWFS, Chpt. 17 - Allocating Resources</td>
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<tr>
<td>28</td>
<td>19-Apr</td>
<td>Thurs</td>
<td>PSP &amp; Sales Management: Best Practices</td>
<td>BWFS, Chpt. 19 - Sales &amp; Marketing</td>
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<tr>
<td>29</td>
<td>24-Apr</td>
<td>Tues</td>
<td>FINAL CLASS</td>
<td></td>
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<tr>
<td>4-May</td>
<td>Fri</td>
<td></td>
<td>Exam: Sales Management - 10:30 am to 12:30 pm</td>
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</tbody>
</table>
INTERNET AND SOCIAL MEDIA MARKETING
FLORIDA INSTITUTE OF TECHNOLOGY

BUS 4504-01
Fall 2012
Classroom: Quad 117
Mon & Wed 12:30 to 1:45

Instructor: Dr. Samuel K. Doss

<table>
<thead>
<tr>
<th>Office and Phone:</th>
<th>Office Hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoB 117 321-674-8324</td>
<td>Monday and Wednesday 2:00 to 4:00</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:sdoss@fit.edu">sdoss@fit.edu</a></td>
<td>Other times by appointment</td>
</tr>
</tbody>
</table>

Overview
This course introduces electronic commerce distribution channels, web-based marketing and promotion, and online marketing strategies for customer acquisition and retention. Business models used for internet marketing, techniques and methods for online market research, and internet marketing strategies based on the marketing mix are covered. Additionally, information for technologies used for internet marketing strategies and business initiatives will include search engine optimization (SEO), social media, website usability, and data analytics.

Textbooks:
emMarketing: The essential guide to digital marketing (4th edition)
Available for free download as a pdf from www.quirk.biz/emarketingtextbook

Prerequisites:
• BUS 3601 Marketing Principles

Course Objectives:
Upon successful completion of this course, the student, in accordance with the grading standards will be able to:
• Analyze the environment, terminology, and future potential of internet marketing.
• Evaluate the ethical and legal aspects of internet marketing.
• Examine internet marketing strategies for customer acquisition and retention.
• Apply internet marketing strategies focused on the marketing mix.
• Evaluate web-based marketing and promotion approaches.
• Know how internet technologies are used to support the marketing mix.
• Track and measure online marketing campaigns using website services and data analytic tools.
• Define key performance indicators to manage online marketing campaigns and channels.
• Identify search engine optimization to increase leads, conversions, and sales.
• Understand web architecture and design components and their impact on search results.
• Identify internet advertising models and major network operators providing services.
• Integrate online components of marketing into strategic decision making.
• Apply internet marketing concepts, practices, and technologies in pursuit of a strategic marketing campaign.
Competencies and Assessment Measures:

<table>
<thead>
<tr>
<th>Competency</th>
<th>Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective writing</td>
<td>Assignments and Project</td>
</tr>
<tr>
<td>Effective speaking</td>
<td>Presentations</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Assignments and Project</td>
</tr>
<tr>
<td>Business terminology</td>
<td>Assignments and Project</td>
</tr>
<tr>
<td>Ability to integrate elements of the various business disciplines</td>
<td>Assignments and Project</td>
</tr>
<tr>
<td>Ability to analyze business problems</td>
<td>Assignments and Project</td>
</tr>
</tbody>
</table>

Grading:

- Individual Presentation 15%
- Pre-Campaign Assignment 15%
- Campaign Journal 10%
- Post-Campaign Report 20%
- Blog Assignment 15%
- Final Assignment 15%
- Class Engagement 10%

To ensure a stimulating class atmosphere, it is imperative that students both attend class and prepare the assigned material before each class session. Class engagement is not optional, it is essential. Engagement is not limited to attendance but includes punctuality, attentiveness, preparation, respect, and actively engaged in the appropriate work.

Key points concerning grades:
- Grades will be delivered to you in class or in office hours. Grades will not be delivered by email or phone.
- If you need to drop the course, you must do so before the drop deadline, otherwise, you will receive a grade as earned.
- If you stop coming to class, you will not be “dropped”; you will be responsible for the resulting grade.

Grading Scale:

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- 59 and Below = F

Academic Honesty:

Students are expected to do their own work and to give appropriate credit for the work of others by using the appropriate citation. Falsifying data, cheating, copying other’s work, and/or intentional misrepresentations of facts are serious breaches of ethics.
According to Florida Tech’s Student Handbook, “all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty and plagiarism . . . are subject to disciplinary action up to and including suspension or expulsion from the university.”

Students who violate these rules of ethics will face disciplinary actions and a grade penalty. Students have the obligation to read the Student Handbook. Additionally, please review http://www.fit.edu/current/documents/plagiarism.pdf for clarification of plagiarism.

**Absence Policy:**
I consider class attendance important, however, it is your responsibility to attend class at all times. You are responsible for obtaining information missed due to absences. Additionally, you should be on time for all classes.

**Cellular Phones:**
All cellular phones should be turned off during the class period. This is a minimum courtesy to the instructor and to the other students. No phones should be seen at any time during class session.

**Laptop Policy:**
Laptops are expected to be used in the classroom in this course.

**ADA Accommodations:**
Please contact Rodd Newcombe, Director, Academic Support Center, 321-674-7110, newcombe@fit.edu with any specific ADA accommodations you may require as you work to meet the course requirements.

**Written Assignments:**
Written assignments are graded on the ability to follow directions, organization, clarity of issues/arguments, content, as well as on grammar, spelling, and punctuation. Papers should follow APA style and include full and proper citations. Refer to Evans Library website for assistance in proper APA formatting. Additionally, please insert page numbers in all assignments.

**Late Assignments:**
Assignments turned in late, for any reason, (after the beginning of class at 12:30) will receive a 10% grade penalty for every 24 hours late. Missing a planned presentation will result in a 20% grade penalty. Additionally, make-up presentations will be at the convenience of the instructor.
# Tentative Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic to be Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August</strong></td>
<td></td>
</tr>
<tr>
<td>Mon 20</td>
<td>Class Orientation</td>
</tr>
<tr>
<td>Wed 22</td>
<td>Marketing Review and Ch. 1 Digital Marketing Strategy</td>
</tr>
<tr>
<td>Mon 27</td>
<td>Ch. 1 cont'd</td>
</tr>
<tr>
<td>Wed 29</td>
<td>Ch. 2 Market Research</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td></td>
</tr>
<tr>
<td>Mon 3</td>
<td>Labor Day—No Class</td>
</tr>
<tr>
<td>Wed 5</td>
<td>TBD</td>
</tr>
<tr>
<td>Mon 10</td>
<td>Blog</td>
</tr>
<tr>
<td>Wed 12</td>
<td>Blog</td>
</tr>
<tr>
<td>Mon 17</td>
<td>Ch. 4 Web Development and Design</td>
</tr>
<tr>
<td>Wed 19</td>
<td>Ch. 4 cont’d</td>
</tr>
<tr>
<td>Mon 24</td>
<td>Ch. 5 Writing for the Web</td>
</tr>
<tr>
<td>Wed 26</td>
<td>Ch. 10 Search Engine Marketing</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td></td>
</tr>
<tr>
<td>Mon 1</td>
<td>Ch. 11 Search Engine Optimization</td>
</tr>
<tr>
<td>Wed 3</td>
<td>Ch. 12 PPC Advertising</td>
</tr>
<tr>
<td>Mon 8</td>
<td>Columbus Day—No Class</td>
</tr>
<tr>
<td>Wed 10</td>
<td>Ch. 20 Web Analytics</td>
</tr>
<tr>
<td>Mon 15</td>
<td>Ch. 21 Conversion Optimization</td>
</tr>
<tr>
<td>Wed 17</td>
<td>Project Planning</td>
</tr>
<tr>
<td>Mon 22</td>
<td>Project</td>
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<tr>
<td>Wed 24</td>
<td>Project</td>
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<tr>
<td>Mon 29</td>
<td>Project</td>
</tr>
<tr>
<td>Wed 31</td>
<td>Project</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td></td>
</tr>
<tr>
<td>Mon 5</td>
<td>Ch. 6 Mobile Development &amp; Ch. 8 Online Advertising</td>
</tr>
<tr>
<td>Wed 7</td>
<td>TBD</td>
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<tr>
<td>Mon 12</td>
<td>Veterans Day—No Class</td>
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<tr>
<td>Wed 14</td>
<td>TBD</td>
</tr>
<tr>
<td>Mon 19</td>
<td>Ch. 9 Affiliate Marketing</td>
</tr>
<tr>
<td>Wed 21</td>
<td>Thanksgiving—No Class</td>
</tr>
<tr>
<td>Mon 26</td>
<td>TBD</td>
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<tr>
<td>Wed 28</td>
<td>Ch. 13 Video SEO</td>
</tr>
<tr>
<td><strong>December</strong></td>
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<tr>
<td>Mon 3</td>
<td>Ch. 17 Online Reputation Management &amp; Ch. 19 CRM</td>
</tr>
<tr>
<td>Wed 5</td>
<td>TBD</td>
</tr>
<tr>
<td>Thu 13</td>
<td>Final Due by 3:00 p.m.</td>
</tr>
</tbody>
</table>
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 Business (e.g., Computer Sciences) □ COLLEGE OF AERONAUTICS – 23 □ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS – 25
COURSE NO.* (e.g., 1301) □ COLLEGE OF BUSINESS – 24 □ COLLEGE OF SCIENCE – 26
CRedit HOURS 3 □ COLLEGE OF ENGINEERING – 1 □ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS – 90
TERM TO BE ADDED TO THE FILE Spring 2013
CLASS HOURS 45 □ YES ☑ No CONTACT HOURS (CEU ONLY)
LECTURE HOURS 45 □ COLLEGE TITLE Restricted to 25 characters, Including spaces Business Plan Research
LAB HOURS □ SCHEDULE TYPE Lecture (A) Dual-Prefix, BI-Level, Full-Load?
CONTACT HOURS (CEU ONLY) □ Yes ☑ No CATALOG TITLE Business Plan Research

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces

Introduces research methods used to create viable business ventures. Begins with innovation and creativity and proceeds to critical thinking through loaned tools including marketing, operational, financial, organizational and strategic analyses. Culminates in a fully developed business plan. (Requirement: Senior standing in business.)

This description has been approved by the catalog office. Em Ford 8/23/2

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

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

ADDITIONAL RESTRICTION Requirement: Senior standing in business.

(If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

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

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

Department Head Program Chair Date

Dean or Associate Dean Date

CATALOG DIRECTOR

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

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ROR 130.412
Good Evening, Dr. Vamosi:

It is now 8:00 PM on Thursday evening and, as noted in my e-mail message opening the vote this morning, I am now formally closing this QEPIC vote.

Over the course of today, I have received votes from 5 of the 8 members of the QEPIC, as well as from Dr. Baloga. I am a bit disappointed to not have received votes from three members, and I will need to explore why in the near future. On the other hand, when Dr. Baloga and I are included, I have votes from 7 of 10 possible voters.

All of those votes were in favor of endorsing BUS 4504 as a QEP course.

Given that there were no questions of concerns raised by QEPIC members during the period between Monday and Wednesday, and all votes received were in favor ... these results allow me to conclude and state that the QEPIC has endorsed BUS 4504 as a QEP course.

Thus, you are now free to move forward with the presentation and discussion of BUS 4504 with the university's Undergraduate Curriculum Committee (UGCC) with this endorsement in hand.

Respectfully,

Dr. Tom Marcinkowski
BUSINESS PLAN RESEARCH
FLORIDA INSTITUTE OF TECHNOLOGY

BUS 4788                                      Classroom: Quad 114
Fall 2012                                      Mon & Wed 11:00-12:15

Instructor: Dr. Samuel K. Doss

<table>
<thead>
<tr>
<th>Office and Phone:</th>
<th>Office Hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoB 122 321-674-8324</td>
<td>Monday and Wednesday 2:00 to 4:00</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:sdoss@fit.edu">sdoss@fit.edu</a></td>
<td>Other times by appointment</td>
</tr>
</tbody>
</table>

Overview
The main focus of the class will be the understanding and implementation of research as applied to the creation of a new business venture. Utilizing information learned from past courses and extensive research, a potentially viable business plan will be developed by each student. Students will conduct the market, organizational, operational, strategic and financial analyses that are required to produce a new venture concept and an actionable business plan.

Textbooks:
*Preparing Effective Business Plans: An Entrepreneurial Approach* by Bruce R. Barringer
(ISBN: 9780132318327)

Prerequisites:
- Senior standing required.

Course Objectives:
Upon successful completion of this course, the student, in accordance with the grading standards will be able to:
- learn standard business research techniques that include research and the collection of appropriate data for industry and market analyses.
- enhance written communication skills.
- integrate critical thinking for financial projections and decision making processes.
- learn what a business plan is and its integrated elements.
- understand ethical and academically honest research.
- analyze and implement necessary components in a new venture plan.
- know why and when a business plan is needed.
- complete a business plan based on deliverables.
- reflect and discuss the viability and barriers to the business plan through feasibility analyses.
- coordinate problem-solving techniques.
Competencies and Assessment Measures:

<table>
<thead>
<tr>
<th>Competency</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective writing</td>
<td>Comprehensive project</td>
</tr>
<tr>
<td>Effective speaking</td>
<td>Participation, Presentation</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Project</td>
</tr>
<tr>
<td>Business terminology</td>
<td>Project</td>
</tr>
<tr>
<td>Ability to integrate elements of the various business disciplines</td>
<td>Participation, Project, Presentation</td>
</tr>
<tr>
<td>Ability to analyze business problems</td>
<td>Project</td>
</tr>
</tbody>
</table>

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Concept</td>
<td>8%</td>
</tr>
<tr>
<td>Industry Analysis</td>
<td>18%</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>14%</td>
</tr>
<tr>
<td>Management and Operational Plan</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Plan</td>
<td>15%</td>
</tr>
<tr>
<td>Completed Plan with Executive Summary &amp; Revisions</td>
<td>20%</td>
</tr>
<tr>
<td>Extended Elevator Pitch</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance and Engagement</td>
<td>10%</td>
</tr>
</tbody>
</table>

To ensure a stimulating class atmosphere, it is imperative that students both attend class and prepare the assigned material before each class session. Class engagement is not optional, it is essential. Engagement is not limited to attendance but includes punctuality, attentiveness, preparation, respect, and actively engaged in the appropriate work.

Key points concerning grades:
- Grades will be delivered to you in class or in office hours. Grades will not be delivered by email or phone.
- If you need to drop the course, you must do so before the drop deadline, otherwise, you will receive a grade as earned.
- If you stop coming to class, you will not be “dropped”; you will be responsible for the resulting grade.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Letter Grade</th>
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</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>B</td>
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<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
<tr>
<td>59 and Below</td>
<td>F</td>
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</tbody>
</table>
Academic Honesty:
Students are expected to do their own work and to give appropriate credit for the work of others by using the appropriate citation. Falsifying data, cheating, copying other’s work, and/or intentional misrepresentations of facts are serious breaches of ethics.

According to Florida Tech’s Student Handbook, “all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty and plagiarism . . . are subject to disciplinary action up to and including suspension or expulsion from the university.”

Students who violate these rules of ethics will face disciplinary actions and a grade penalty. Students have the obligation to read the Student Handbook. Additionally, please review http://www.fit.edu/current/documents/plagiarism.pdf for clarification of plagiarism.

Absence Policy:
I consider class attendance important, however, it is your responsibility to attend class at all times. You are responsible for obtaining information missed due to absences. Additionally, you should be on time for all classes.

Cellular Phones:
All cellular phones should be turned off during the class period. This is a minimum courtesy to the instructor and to the other students.

Laptop Policy:
Laptops are not to be used in the classroom without prior permission by the instructor.

ADA Accommodations:
Please contact Rodd Newcombe, Director, Academic Support Center, 321-674-7110, newcombe@fit.edu with any specific ADA accommodations you may require as you work to meet the course requirements.

Written Assignments:
Written assignments are graded on the ability to follow directions, organization, clarity of issues/arguments, content, as well as on grammar, spelling, and punctuation. Papers should follow APA style and include full and proper citations. Refer to Evans Library website for assistance in proper APA formatting. Additionally, please insert page numbers in all assignments.

Late Assignments:
Assignments turned in late (after the beginning of class at 11:00) will receive a 10% grade penalty for every 24 hours late.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics to be covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td></td>
</tr>
<tr>
<td>Mon 20</td>
<td>Class Orientation</td>
</tr>
</tbody>
</table>
| Wed 22     | Why Plan? and Competitive Advantages  
Read Chapter 1 (Why Plan?)                                                                                                                                     |
| Mon 27     | Business Plan Ideas presented informally with Q&A  
Read Chapter 2 (Developing and Screening Business Ideas)  
Read Chapter 3 (Feasibility Analysis)                                                                 |
| Wed 29     | Research Tips  
Guest Speaker                                                                                                                                            |
| September  |                                                                                                                                                      |
| Mon 3      | Labor Day—No Class                                                                                                                            |
| Wed 5      | **Business Concept Due**                                                                                                                         |
| Mon 10     | Plagiarism and Proper Citations for APA                                                                                                               |
| Wed 12     | Vocabulary and Entrepreneurship Terminology  
Elevator Pitch  
Read Chapter 5 (Industry Analysis)                                                                                                                   |
| Mon 17     | In Class Research                                                                                                                                        |
| Wed 19     | Legal Aspects of Starting a Business                                                                                                                   |
| Mon 24     | Patent and Trademark                                                                                                                               |
| Wed 26     | Critical Thinking                                                                                                                                         |
| October    |                                                                                                                                                      |
| Mon 1      | TBD                                                                                                                                                   |
| Wed 3      | **Industry Analysis Due**                                                                                                                         |
| Mon 8      | Columbus Day—No Class                                                                                                                               |
| Wed 10     | Elevator Pitch  
Read Chapter 6 (Market Analysis)  
Read Chapter 7 (Marketing Plan)                                                                                                                     |
| Mon 15     | Brand Image and Positioning                                                                                                                          |
| Wed 17     | In Class Research                                                                                                                                       |
| Mon 22     | **Marketing Plan Due**                                                                                                                             |
| Mon 24     | Management Team  
Guest Speaker  
Company Ownership  
Read Chapter 8 (Management Team & Company Structure)  
Read Chapter 9 (Operations Plan & Product Development Plan)                                                                                      |
| Nov 29     | Copyco Exercise                                                                                                                                 |
| Nov 31     | Copyco Exercise                                                                                                                                 |
| November   |                                                                                                                                                      |
| Mon 5      | **Management Team and Operational Plan Due**  
Start-up Costs  
Sales Forecast and Break-Even Analysis  
Read Chapter 10 (Financial Projections)                                                                                                                |
| Mon 12     | Veterans Day—No Class                                                                                                                                |
| Wed 14     | Cash-Flow                                                                                                                                                     |
| Mon 19     | In Class Research                                                                                                                                         |
| Wed 21     | Thanksgiving—No Class                                                                                                                                   |
| Mon 26     | In Class Research                                                                                                                                 |
| Dec 28     | **Financial Plan Due**                                                                                                                               |
| Mon 3      | Executive Summary  
Read Chapter 4 (Introductory Material, Executive Summary, etc.)                                                                                   |
| Wed 5      | **Extended Elevator Pitch**                                                                                                                         |
| Mon 10     | Final Due by 3:00 p.m.                                                                                                                                  |