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**USF Sarasota-Manatee - New Undergraduate Course Proposal Form – COURSE  
ORIGINALLY SUBMITTED AS GEB 3003**

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**1. College/School Contact Information**

<u>Tracking Number</u> 109	<u>Date &amp; Time Submitted</u> 2016-01-11 11:54:13.0	
<u>Discipline</u> Information Technology	<u>College/School</u>	<u>Budget Account Number</u> 380700004
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**2. Course Information**

<u>Prefix</u> GEB	<u>Number</u> 3016	<u>Full Title</u> Business Enterprise Management	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)	<u>Grading Option</u> Regular	

Abbreviated Title (30 characters maximum)  
Business Management

**5. Prerequisites**

**6. Corequisites**

**7. Co-Prerequisites**

**8. Course Description**

This course provides an overview of various business aspects of an enterprise, including Accounting, Finance, Marketing, Management, Production and IS, and how they are integrated and implemented through an Enterprise Resource Management System.

**9. Justification**

(This section is critical since the APC members will make their decision based on the information provided here. The information should be in the following outline form.)

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

This course is very important for the IT Program to be deemed as one of the Core courses (i.e. mandatory for all IT students). The course has been developed in response to IT graduates requiring a broad business knowledge according to the IT Advisory Board. This course is currently not required for accreditation.

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed?

The following topics are not addressed in any of the current IT courses:  
Accounting, Finance, Marketing, Management, Production and IS.

C. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

This course will be a requirement for all IT students. This course will support the BSIT and the BSAS (IT concentration) programs.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

This course has not yet been offered as a Selected Topics course. It will be offered starting Fall 2016.

E. How frequently will the course be offered? What is the anticipated enrollment?

This course will be offered every semester. Anticipated enrollment is approximately 40 students.

F. Do you plan to drop a course if this course is added? If so, what will be the effect on the program and on the students? (If dropping/deleting a course please complete the nonsubstantive course change form.)

This course will be added to the current IT Core courses. It will have no impact on the credits required for students to graduate. It will have some impact on the Core courses for each concentration - however, no courses are planned to be cancelled.

G. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

At minimum, PhD in a relevant area.

## 10. Other Course Information

A. Objectives

1. To make the student familiar with the various business dimensions of an enterprise such as Accounting, Finance, Marketing, Management, Production and Information Systems. 2. To make the student familiar with the essential business processes in the various business disciplines and to see how these aspects are integrated and implemented through an Enterprise Resource Management System

#### B. Learning Outcomes

Upon completion of this course, students will be able to demonstrate: 1. Have basic understanding of the different aspects of business enterprise 2. Understand how the different aspects of a business enterprise integrated through an enterprise resource management system such as SAP.

#### C. Major Topics

1. Basic Business concepts. 2. Basic Financial Accounting concepts. 3. Basic Managerial Accounting concepts. 4. Basic Finance concepts. 5. Basic Marketing concepts. 6. Basic Management concepts. 7. Basic Production concepts. 8. Basic Information Systems Concepts 9. Integration of Production, Accounting, Finance, Management through an Information System through an Enterprise Resource Management System.

#### D. Examples of Course Textbooks and Course Readings

1. Foundations of Business, 2014, by William Pride, Robert Hughes and Jack Kapoor, Cengage Learning, ISBN-13: 978-1285193946, ISBN-10: 1285193946 2. Concepts in Enterprise Resource Planning, 2014, by Ellen Monk and Bret Wagner, Cengage Learning, ISBN-13: 978-1-111-82039-8, ISBN-10: 1-111-82039-2

### 11. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca, [moraca@sar.usf.edu](mailto:moraca@sar.usf.edu).

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