MGT 3300
Marketing Management I
Professor: TBD
3 Hrs.

Presented and develops the primary marketing variables that are used in designing an overall marketing program. A systems approach is taken with the variables managed to optimize overall results.

MGT 3000
Financial & Managerial Accounting
Professor: TBD
3 Hrs.

A foundation course in measuring and reporting the financial performance and status of the firm as well as basic concepts in cost and managerial accounting.

MGT 3078
Finance & Investments
Professor: TBD
3 Hrs.

An introduction to finance and to the securities markets. Topics include: time value of money, risk and return, capital budgeting, security analysis and portfolio management of stocks, bonds, and derivatives.

COE 3002
Introduction to Microelectronics and Nanotechnology Revolution
Professor: John Cressler
3 Hrs.

An introductory course on the general scientific and engineering underpinnings of microelectronics/nanotechnology providing the background to engineering and non-specialist students. Open to management students enrolled in the Technology and Management Minor Program.

ME 3141
Cutting-edge Technologies Seminar
Professor: David Ku
3 Hrs.

Seminar series studying background and primary sources of engineering technologies. Students will gain familiarity with some of the most advanced research topics addressing major technological challenges of today. Journal articles will be discussed in a lay-friendly manner to move beyond the math. Guest speakers will include distinguished Georgia Tech faculty and researchers, and corporate researchers from around the world. Students will have an opportunity for small group interaction with these exper
in an informal setting. Required for all management students in the T&M Minor Program and open to all engineering students in the T&M Minor Program.

ME 2110
Creative Decisions and Design
Professor: TBD
3 Hrs.

To learn fundamental techniques for creating, analyzing, synthesizing and implementing design solutions to open-ended problems with flexibility, adaptability, and creativity through team and individual efforts.

MGT 3743*, ME 3743*
Analysis of Emerging Technologies
Professor: Eric Overby
3 Hrs.

Analysis of emerging technologies and their impacts for firm practice, market practice, policy, and society. Special emphasis on the information collected and transmitted by new technologies and the opportunities and challenges associated with this information.

MGT 3744, ME 3744
Managing Product, Service & Technology Development
Professor: Stylianos Kavadias
3 Hrs.

A general overview of the process for developing new products, services and technologies. Students will receive a mix of lectures, case study discussions and several in classroom "exercises" that aim to convey the difficulties that managers face when they deal with cross disciplined teams of marketing manufacturing and engineering. A key aspect of the course is the ongoing semester project that the students will conduct in strictly enforced cross disciplined teams with the goal to develop an innovative product of service. The course provides the basic fundamentals of different perspective (marketing vs. engineering) and integrates them into a coherent “theory” of product development.

MGT 4741, ME 4741
Personal Leadership & Effective Teamwork - Capstone Prep
Professor: Blake Cherrington
3 Hrs.

Capstone Preparation - Individual and group based experiential learning activities to develop integrated human system management skills that prepare students for more successful capstone collaboration and learning.

MGT 4742, ME 4742
Integrated Capstone Project
Professor: Mark Ferguson
4 Hrs.

The capstone projects are provided by corporate sponsors and deal with real problems of significance to the sponsor. The students will work in small interdisciplinary teams along with the faculty advisor and the sponsor champion to provide turn-key solutions that can be implemented by the sponsor.
An introduction to finance and to the securities markets. Topics include: time value of money, risk and return, capital budgeting, engineering technologies. Students will gain familiarity with some techniques. They will have an opportunity for small group interaction with these experts.
in an informal setting. Required for all management students in the T&M Minor Program and open to all engineering students in the To learn fundamental techniques for creating, analyzing, synthe-