

WHY SHOULD I CHOOSE LUTGERT COLLEGE?

FREQUENTLY ASKED QUESTIONS
FROM PROSPECTIVE STUDENTS

MAJORS

ACCOUNTING

ANALYTICS & INFORMATICS¹

COMPUTER INFORMATION SYSTEMS²

ECONOMICS

FINANCE³

MANAGEMENT⁴

MARKETING

PGA GOLF MANAGEMENT⁵

RESORT AND HOSPITALITY
ADMINISTRATION⁶

SUPPLY CHAIN MANAGEMENT

¹ Choose a concentration in Health Informatics or Data Analytics

² Optional concentration in Computer Programming

³ Choose a concentration in Financial Analysis & Management, Financial Services, or Real Estate Finance

⁴ Optional concentrations in Human Resource Management, Sports Management, and International Business

⁵ Restricted admission

⁶ Optional concentrations in Event Management, Restaurant & Club Management, Food & Beverage Management, and Lodging Management

MINORS

ADVERTISING

AGRIBUSINESS

COMPUTER INFORMATION SYSTEMS

ECONOMICS

MANAGEMENT

MARKETING

PROFESSIONAL SALES

REAL ESTATE

SUPPLY CHAIN MANAGEMENT

CAN I HAVE MORE THAN ONE MAJOR AND/OR MINOR?

Yes! You can double-major or pick up one or more minors to broaden your skills or prepare for your career path. Some common combinations include:

- Double major in Finance and Economics
- Double major in Management and Marketing
- Marketing major with Advertising Minor
- Marketing major with Professional Sales minor
- Supply Chain Management major with Agribusiness minor
- Finance major with Real Estate minor

Your advisor can help you efficiently plan out your course schedule so you can complete all the classes for two majors, or one major and one or more minors, without having to defer your graduation.

CAN I MINOR IN SOMETHING OUTSIDE THE COLLEGE?

Yes! FGCU has 45 other minors to choose from. Your advisor can help you plan your course schedule to meet all the requirements for your business major and whichever minor you choose. A list of all the minors, and information on the course requirements for each, can be found in the Academic Catalog (fgcu.edu/catalog).

ARE THE BUSINESS DEGREES BACHELORS OF SCIENCE OR BACHELORS OF ARTS DEGREES? WHAT'S THE DIFFERENCE?

All degrees in the Lutgert College of Business are BS (Bachelors of Science) degrees. A BS degree generally focuses in a specific area, requiring students to study their chosen major more in-depth than a BA, and often requires more math. Think of the BS as focusing on technical skills rather than soft skills (though we teach those as well.)

WHAT'S THE CURRICULUM LIKE?

You can find sample curriculum maps on our LCOB website (fgcu.edu/cob). In addition to general education courses, business majors take the same introductory courses (called Common Prerequisites), then progress to intermediate classes in common business principles (called the Business Common Core), and then finally to upper-level coursework in their chosen major field. All of the business majors culminate in a capstone class in their major and a common core course called Business Strategy, both of which give seniors a chance to synthesize and apply all they've learned.

Common Prerequisites:

- Financial Accounting
- Managerial Accounting
- Computer Software & Technology
- Macro Economics
- Micro Economics
- Calculus
- Statistics

Business Common Core:

- Business Law
- Finance
- Information Systems
- Management
- Marketing
- Supply Chain Management
- Professional Writing/Critical Thinking
- Public Speaking/Professional Development Skills

DO I NEED TO BE GOOD AT MATH TO BE GOOD AT BUSINESS?

A good grounding in math is important in business. All business professionals need to monitor budgets, track assets and liabilities, and analyze data to forecast trends and make good decisions.

WHAT'S SPECIAL ABOUT YOUR RESORT & HOSPITALITY DEGREE?

We've updated our Resort & Hospitality Administration degree to make our graduates more competitive in the local job market. Hospitality and tourism are big business in Southwest Florida, and graduates who can competently manage hotels and restaurants are in great demand. We revised our resort & hospitality curriculum to include more business courses and make our students even more qualified for those job openings. As a result, our RHA degree is one of only a handful in the country to be dually-accredited by both AACSB and ACPHA. We also added some new concentrations: Event Management, Restaurant and Club Management, Food and Beverage Management, and Lodging Management. How big are the business classes?

The 'core classes' (required for all business majors) can get as large as 60-70 students, though major-specific courses are much smaller. At last count, the average class size of business college courses is 33 students.

ARE THE CLASSES TAUGHT BY TAs OR PROFESSORS?

There are no TAs at the Lutgert College of Business - all courses are taught by professors or industry specialists with advanced degrees and specific relevant work experience.

ARE THERE ANY ONLINE CLASSES?

We do offer some online classes, as well as early-morning classes, evening classes, once-a-week classes, and two- and three-times-per-week classes. We try to provide multiple options so students can plan around their work and life schedules.

WHEN DO I HAVE TO CHOOSE MY MAJOR? CAN I COME INTO BUSINESS LATER IF I CHANGE MY MIND?

We do accept transfer students, both from other majors at FGCU and from other colleges and universities. There's an advantage to declaring your intent to major in business as soon as possible, on your admission application or at your first FGCU orientation, as it allows you to start on your prerequisites right away. But regardless of when you declare your intention of majoring in business, University Advising Services will help make sure you're taking the courses you need in the right order and in a timely manner.

IS THERE ANYONE TO HELP ME CHOOSE MY CLASSES?

Absolutely! You can schedule an appointment with your advisor as often as you wish, and they'll help you pick your classes, plan for upcoming semesters, find an internship, investigate study abroad options, and generally get the most out of your FGCU experience. Each degree program has an online curriculum map to follow, but University Advising Services can help personalize it to your career goals and dreams.

I'VE HEARD THE LUTGERT COLLEGE OF BUSINESS IS ACCREDITED. WHAT DOES THAT MEAN?

Our Association to Advance Collegiate Schools of Business (AACSB) accreditation means that our college adheres to strict criteria for teaching, research, and curriculum. We have to reapply for accredited status every five years, at which time an independent committee takes a close look at all aspects of our college to make sure we're still meeting the stringent standards. AACSB accreditation certifies a college's quality, as only about 5% of business programs worldwide earn this accreditation.

*Many employers and academics will only hire **graduates of AACSB-accredited programs***

WILL I GAIN REAL-WORLD BUSINESS EXPERIENCE?

Everything we do is geared toward helping you succeed in business. Our classes center around experiential learning, field-specific case studies, and visits from local business professionals and retired executives. Finance majors monitor the stock market in real time as they manage a portion of the University's endowment; Marketing majors conduct consumer research and pitch marketing campaigns for local companies; Accounting majors volunteer at tax return clinics for low-income families; Management majors compete with teams around the world in a global business simulation; Supply Chain Management majors complete an internship as part of their required coursework.

WILL YOU HELP ME FIND A JOB IN BUSINESS?

Everything we do is geared toward helping you succeed in business! We host Employer Express job and internship fairs in the atrium of our building so local employers can interview our students on-site. A retired VP of Ernst & Young teaches a professional development class to train business majors in not only finding their dream job, but also in proving their worth and moving up within a company. Other local business executives conduct resume review workshops on a rotating basis so they can get to know our students personally. And our small class size means students get to know their professors well, which facilitates getting a recommendation for grad school or employment. Our extensive ties with community business professionals mean that local employers look to the Lutgert College of Business first when seeking to hire.

WHAT ARE SOFT SKILLS?

Employers use that term a lot when describing what they're looking for in a new hire. In contrast to technical skills (how to balance a budget, for example), soft skills relate to how you work: your ability to deliver an effective oral presentation, write a business email or memo, manage your time, contribute to or lead a team, and inspire a positive impression of yourself and your employer. In addition to the comprehensive business skills you'll learn in your major coursework, our curriculum includes a Professional Development course which concentrates on these skills, ensuring your success when you enter the workforce.

CAN I STUDY ABROAD?

Absolutely! In fact, we encourage our students to participate in some sort of international experience, as it makes them even more employable in today's global business world. Business students can choose from a variety of both faculty-led and student exchange study abroad options. In recent semesters faculty have led students on one- to three-week trips to destinations including China, Italy, and Bolivia. Special exchange programs allow Lutgert students to take some core and major-specific courses at universities in Spain, France, or Germany, for anywhere from two weeks to an entire semester – and, as tuition and fees are paid to FGCU even though the classes are taken abroad, scholarships and financial aid can help defray the cost.

CAN I WORK AND GO TO SCHOOL AT THE SAME TIME?

Many of our students work while they're in school, with some working to pay for college while others complete one or more paid internships in their field of study. For that reason, we offer not only daytime classes, but also evening, weekend and online classes so students can more easily balance work and school.

DO BUSINESS ICONS VISIT CAMPUS?

All the time! Numerous CEOs, CFOs, and COOs have retired to Southwest Florida and get involved with the Lutgert College of Business as a way of giving back. Some mentor students, some guest lecture, and some teach full classes. One is even starting a Center for Professional Development with the sole aim of teaching our business students how to get great jobs and succeed in business! We also invite visiting executives to give lectures and workshops: in the past few years we've hosted publisher and former presidential candidate Steve Forbes, economist Art Laffer, Hertz CEO Kathryn Marinello, and former Walmart CEO Mike Duke. Each of those visits included time for small groups of students to interact with the icon in an informal and meaningful way.