

# DSGN DESIGN CERT IPD BUS ELECTIVE (FCIB)

Code	Title	Course Units
BDS 5010	Behavioral Science: Theory and Application of Experimental Methods	1
EAS 5120	Engineering Negotiation	1
EAS 5450	Engineering Entrepreneurship I	1
EAS 5460	Engineering Entrepreneurship II	1
EAS 5490	Engineering Entrepreneurship Lab	1
ENVS 6530	Corporate Sustainability Strategies	1
HCMG 8530	Management and Strategy in Medical Devices and Technology	1
HCMG 8670	Health Care Entrepreneurship	0.5
IPD 5450	Engineering Entrepreneurship I	1
LGST 7290	Intellectual Property Strategy for the Innovation-Driven Enterprise	0.5
LGST 8060	Negotiations	1
MGMT 6910	Negotiations	1
MGMT 7290	Intellectual Property Strategy for the Innovation-Driven Enterprise	0.5
MGMT 7310	Technology Strategy	0.5-1
MGMT 8020	Change, Innovation & Entrepreneurship	0.5
MGMT 8040	Venture Capital and Entrepreneurial Management	0.5
MGMT 8120	Social Entrepreneurship	0.5
MGMT 8310	Entrepreneurship Launchpad	0.5-1
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5
MKTG 7110	Consumer Behavior	0.5-1
MKTG 7120	Data and Analysis for Marketing Decisions	0.5-1
MKTG 7270	Digital Marketing and Electronic Commerce	0.5
MKTG 7370	Introduction to Brain Science for Business	0.5
MKTG 7410	Entrepreneurial Marketing	0.5
MKTG 7700	Digital Marketing, Social Media and E-Commerce	1
MKTG 7760	Applied Probability Models in Marketing	1
MKTG 8090	Experiments for Business Decision Making (Center Special Topic)	1
MKTG 8500	Special Topics - Consumer Neuroscience	0.5
OIDD 6120	Business Analytics	0.5
OIDD 6150	Operations Strategy	0.5
OIDD 6620	Enabling Technologies	0.5-1
OIDD 6910	Negotiations	1
STAT 7760	Applied Probability Models in Marketing	1