

# Fall 2015

## Business GIS

**GEG 135 (SUNY Gen Ed Social Science 3 credit hours)**



Business Geography integrates geographic analysis, human relationships, reasoning, and technology to improve organizational management and operational decision making. This course introduces the student to the geospatial technology component of business geography. Students will learn about the role of geospatial technology in analyzing human relationships, with an emphasis on social institutions, consumerism, structural inequality, and how these connect to business decisions. Topics such as competitive analysis and customer profiling will be covered by going through case-based and real world examples. Prior computer knowledge such as creating, saving, deleting, and locating files on a PC, as well as preparing and printing Microsoft Word documents, using Microsoft Excel spreadsheets, creating Microsoft PowerPoint slides, using e-mail and the Internet will be required to be successful in this course. Three class hours. (SUNY-SS) 3 Credits.

Prior computer knowledge (email, Word) will be required to be successful in this course.

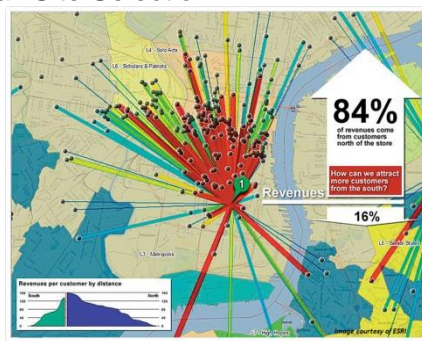


### Students in this course:

- Explain the role of Geography and GIS play in social issues, with an emphasis on business.
- Demonstrate the basic competence in the use of GIS software, data and services.
- Apply Business Geographic methods to a real world organizational situation.
- Explore visualization tools, such as, images, charts, graphs, maps, and georepresentations to analyze human impacts on societal issues.

### Topics Covered:

- United States Spending Habits
- Evaluating underserved markets
- Community Tapestry
- Reduce Structural Inequality
- Merchandising Strategy
- Integrated Marketing Communication Program
- Prospect Profiling
- Calculating Retail Supply and Demand
- Retail Site Selection



### Time:

Tue/Th  
6-7:50

### Faculty:

Razy Kased  
Email: [rkased@monroecc.edu](mailto:rkased@monroecc.edu)  
Phone 585-292-2396

### Registration

<http://www.monroecc.edu/depts/recreg/howtoreg.htm>  
Email [registration@monroecc.edu](mailto:registration@monroecc.edu)