

# Fuqua's Acronym Glossary

A user's guide to the most common acronyms and terminology used at Fuqua

Acronym:	Refers To:	Definition:
<b>BCA</b>	Business Computer Applications	Course on Excel and other computer functions. Assignments and quizzes for this course are due at the end of Fall 1.
<b>BDW</b>	Blue Devil Weekend	Weekend-long event for Admitted Students, organized by the Office of Admissions. Admissions also hosts several other weekend events, including: Management Leadership for Tomorrow ( <b>MLT</b> ) and Weekend for Women ( <b>W4W</b> ).
<b>BLUF</b>	Bottom Line Up Front	Used in email communications, the BLUF represents the most important pieces of information summarized at the beginning of the email.
<b>BMO</b>	Building Management Office	Office at Fuqua that manages facilities, space reservations, event directional signage, large copy jobs, course packets, etc.
<b>CASE</b>	Center for the Advancement of Social Entrepreneurship	Academic center that promotes innovative and entrepreneurial approaches to improving social conditions through education and research.
<b>CEI</b>	Center for Entrepreneurship and Innovation	Academic center combining academic and extra-curricular activities, CEI encourages entrepreneurial thinking.
<b>CFE</b>	Center for Financial Excellence	Founded in the aftermath of the global financial crisis in 2009, this center prepares Fuqua students for the industry's rapidly evolving challenges. The center connects academic concepts with essential skills and best practices.
<b>C-LEAD</b>	Consequential Leadership	A two-part core component class, with the first part incorporated into Global Institute ( <b>C-LEAD 1</b> ) and the second as part of your re-Orientation during your Second Year ( <b>C-LEAD 2</b> ). Both parts of C-LEAD involve experiential and team-based learning.
<b>CMC</b>	Career Management Center	Fuqua department responsible for providing career/job search support to our students and alumni populations.
<b>COLE</b>	Coach K Center for Leadership and Ethics	Academic center established as a collaboration between Fuqua, Duke Athletics and the Kenan Institute for Ethics to advance leadership through research and education.
<b>DAR</b>	Development and Alumni Relations	Fuqua department responsible for fundraising for the school and connecting with our alumni.
<b>DKU</b>	Duke Kunshan University	Duke's partner campus in Kunshan, China, home to the MMS: DKU program.
<b>EDGE</b>	The Center for Energy, Development, and the Global Environment	Through education, research, and engagement, this academic center identifies the most promising pathways towards a sustainable energy system and economy.
<b>EMBA</b>	Executive MBA Programs	EMBA refers broadly to these two degree programs at Fuqua: Weekend Executive MBA and Global Executive MBA.
<b>FCCP</b>	Fuqua Client Consulting Practicum	An Experiential Learning class offering customized consulting assistance to a diverse array of organizations.
<b>FOB</b>	Fuqua On Board	Extra-curricular volunteer board service program administrated by the Office of Student Life, with program oversight by CASE.

Acronym:	Refers To:	Definition:
<b>FY</b>	First Year (Student)	Fuqua Daytime MBA student in the First Year of the two year program.
<b>GATE</b>	Global Academic Travel Experience	Course in international business and culture with study abroad component. Managed by the International Programs Office.
<b>GEMBA</b>	Global Executive MBA	15 month international MBA program tailored for senior executives. Students will meet across 7 residencies around the globe.
<b>GI</b>	Global Institute	The Daytime MBA program begins with this 4-week institute, comprising of three courses: <ul style="list-style-type: none"> <li>• <b>LEO:</b> Leadership, Ethics, and Organizations</li> <li>• <b>GIE:</b> Global Institutions and Environments</li> <li>• <b>C-LEAD 1:</b> Consequential Leadership 1</li> </ul>
<b>GTS</b>	Global Talent System	Fuqua GTS, used in the CMC, helps connect students with prospective employers and manage on-campus recruiting schedules.
<b>HSM</b>	Health Sector Management	A certificate within the Daytime, Weekend Executive, and Global Executive programs; not a separate degree or program.
<b>IPO</b>	International Programs Office	Fuqua department responsible for a variety of international programming at Fuqua including GATE, Exchange programs, and international MBAA student clubs.
<b>ISW</b>	Incoming Student Website	A Canvas site devoted to newly admitted students; full of information and resources to assist you in preparing for your time at Fuqua.
<b>MBAA</b>	MBA Association	Student governing body, consisting of 2 Co-Presidents and an Executive Cabinet. ( <i>Note: the MMS and MQM programs have corresponding student governments, MMSA and MQMA respectively.</i> )
<b>MMS</b>	Master of Management Studies	1-year degree program providing business skills development to students that come primarily directly from undergraduate programs. Two cohorts of the program exist: <ul style="list-style-type: none"> <li>• <b>MMS: FOB</b> – MMS: Foundations of Business</li> <li>• <b>MMS: DKU</b> – MMS: Duke Kunshan University</li> </ul>
<b>MQM</b>	Master of Quantitative Management	1-year degree program providing big data and quantitative management skills to students from a wide diversity of backgrounds and experiences.
<b>OSL</b>	Office of Student Life	Fuqua department dedicated to supporting and enriching the Daytime MBA student experience.
<b>OIT</b>	Office of Information Technology	Duke’s Central Technology Management office.
<b>P4E</b>	Program for Entrepreneurs	A program that helps students start new ventures and learn about entrepreneurship. Students can earn course credit in Fuqua’s entrepreneurial course area while working on a multidisciplinary team project.
<b>PDP</b>	Professional Development Plan	A core aspect of Fuqua’s commitment to creating leaders of consequence, the PDP is a goal-directed, reflective process for students to outline his/her professional goals.
<b>SY</b>	Second Year (Student)	Fuqua Daytime MBA student in second year of the two year program.
<b>TSC</b>	Technical Support Center	Fuqua department responsible for maintaining client computing resources at Fuqua (desktop, computers, laptops, laser printers, etc.). The first point of contact for IT resources at Fuqua.
<b>WEMBA</b>	Weekend Executive MBA	A 19 month MBA program for working professionals.
<b>WIC</b>	Week-in-Cities	Club-organized trips to different regions of the country to network with business and alumni. Typically scheduled during Fall and Winter breaks.