

MANAGEMENT

MGMT 0021 THE MANAGEMENT PROCESS 3 cr.

An introduction designed to emphasize the basic principles, practices, and terminology essential to the understanding of contemporary business and its environment.

Prerequisite: None.

MGMT 0022 FINANCIAL ACCOUNTING 3 cr.

A study of accounting and financial concepts pertaining to the business enterprise, with emphasis on the understanding and use of accounting and financial data. This course develops the ability to analyze and interpret internal and external financial developments as they relate to a business enterprise and provides an operational knowledge of the accounting cycle.

Prerequisite: MATH 0020 or MATH 0031.

MGMT 0023 MANAGERIAL ACCOUNTING 3 cr.

Course has three objectives: (1) to develop an understanding of cost accounting concepts underlying cost determination and analysis, (2) to provide familiarity with the controls that are afforded in the application of these concepts, and (3) to create an awareness of how cost accounting can contribute to decision making and planning.

Prerequisite: MGMT 0022.

MGMT 0026 PERSONAL FINANCIAL PLANNING 3 cr.

The personal financial planning course is designed to provide students with basic information on a wide variety of personal finance topics, including financial planning, money management, income and asset protection and investments.

Prerequisite: None.

MGMT 0680 INTRODUCTION INDUSTRIAL ORGANIZATION 3 cr.

Survey course of contemporary practice in the field of industrial psychology. Principal topics include employee selection, testing, performance appraisal, training and development, leadership, work motivation, organizational psychology, conditions at work, engineering psychology, employee safety and health, consumer and marketing psychology.

Prerequisite: None.

MGMT 1125 BUSINESS ECONOMICS 3 cr.

Looks at economic decision making within the firm and empirical efforts to estimate demand, cost, and production functions. Also covers computer and operations research models, such as simple linear programming, present value analysis, and calculus. The term paper consists of an analysis and forecast of the national economy.

Prerequisites: ECON 0100, ECON 0110; MATH 0120; STAT 1100.

MGMT 1136 ADVERTISING AND SOCIAL MEDIA STRATEGY 3 cr.

This marketing course covers advertising and marketing strategies in the new media landscape where traditional and social media co-exist. The course will discuss 1) how social media strategies can be used effectively in marketing programs, 2) when they should/ should not be used 3)how to build them, and 4)how to measure, track, and evaluate their performance and effectiveness. This marketing strategy course will provide students with an understanding of analyzing, developing, implementing, and evaluating media strategies as an integral part of overall marketing strategy.

Prerequisite: None.

MGMT 1138 CORPORATE FINANCIAL ACCOUNTING 3 cr.

A continuation of Financial Accounting with emphasis placed on the accounting for partnerships and corporations. Topics such as long-term liabilities, investments, and financial statements analysis are introduced to the student.

Prerequisite: MGMT 0022.

MGMT 1140 ACCOUNTING INFO SYSTEMS & FINANCIAL STMT ANALYSIS 3 cr.

Deals with both the design and the implementation of accounting systems and their use in collecting, accumulating, and summarizing data on the activities of the organization and in making information available to management for analysis, decision making, and control. Special emphasis will be placed on the revenue, expenditure, and conversion cycles and the problems inherent in them.

Prerequisites: MGMT 1835.

MGMT 1441 CONSUMER BEHAVIOR 3 cr.

Focuses on the study of individual consumers through the integration of a wide variety of social science concepts and gaining familiarity with some of the more common techniques of consumer research methodology.

Prerequisite: MGMT 1819.

MGMT 1818 MANAGEMENT SCIENCE 3 cr.

Provides the foundation for two basic managerial tasks: optimization and simulation. A variety of modeling concepts with applications for finance, marketing, and operations will be studied in depth. Topics covered are: linear programming, transportation and assignment, "what if" analysis, decision analysis including multiple criteria decision making, queuing models, and statistical models for simulating analyzing input and outputs in business systems.

Prerequisite: STAT 1100.

MGMT 1819 INTRODUCTION TO MARKETING 3 cr.

Considers the marketing problems of the firm. Topics covered include product development, market segmentation, consumer behavior, distribution channels, pricing, and promotion.

Prerequisite: None.

MGMT 1820 OPERATIONS MANAGEMENT 3 cr.

The fundamental problem of any manager is taking inputs and transforming them efficiently and effectively into products that result in a "satisfied" customer. Provides foundations for managing operations in both the manufacturing and services sectors. Topics covered are: quality management, product and process design, inventory control, manufacturing resource planning (MRP), supply chain management, production scheduling, and project management.

Prerequisite: STAT 1100.

MGMT 1821 INTRODUCTION TO FINANCE 3 cr.

Views the finance function as a planning and control system within the total organization. The emphasis is on financial planning models, including sources and uses of funds, evaluation of investments, and capital budgeting. The term paper is an analysis of a firm from its annual report and other data, a forecast of its stock price movement, and its cost of capital.

Prerequisites: MGMT 0022; STAT 1100.

MGMT 1825 MARKETING COMMUNICATION 3 cr.

Develops an appreciation and understanding of the individual elements of the marketing communications mix: advertising, direct marketing, sales promotion and public relations. Further, how these may be managed as an integrated program to implement and support the brand, product or service strategy.

Prerequisite: MGMT 1819.

MGMT 1846 INTERNATIONAL MARKETING**3 cr.**

In this course, students study the differences between international and domestic marketing and investigate how environmental conditions, especially cultural, affect marketing success beyond U.S. Borders. Through readings, lectures, analysis of current business practices, and in-class exercises, students will learn about global strategies, including segmentation, targeting, positioning, entry strategies and marketing mix tactics.

Prerequisite: MGMT 1819.

MGMT 1851 LABOR-MANAGEMENT RELATIONS**3 cr.**

Provides a close examination of the day-to-day labor management relationship and processes. This course considers contract negotiations, contract administration, discipline and grievance procedures, and third-party conflict resolution assistance such as mediation, fact finding, and arbitration. Emphasis is placed on the structure, organization, and objectives of the parties. The similarities and differences between private and public-sector bargaining are also considered.

Prerequisite: Junior.

MGMT 1855 SUPPLY CHAIN MANAGEMENT**3 cr.**

A supply chain management course explores contemporary issues related to operations management in a global context. Specifically, supply chain management deals with the management of the flow of materials, information and funds through the network of suppliers, manufacturers, distributors, retailers and customers. The course will also cover the use of optimization and simulation methodologies, where applicable, to problems of distribution network design, inventory management, procurement and outsourcing, revenue management, and channel coordination.

Prerequisite: None.

MGMT 1857 PROJECT MANAGEMENT**3 cr.**

Planning, organizing, staffing, and controlling projects requires traditional management skills as well as an appreciation of the tools, techniques, and practices unique to project management. This course provides an overview of project management concepts, and then focuses on project planning, estimating, monitoring, and controlling. It also covers topics related to being an effective project leader and managing project teams. The Project Management Institute (PMI), a professional organization for project managers has produced a guide that documents the knowledge and practices needed by today's project managers. This guide, along with current research and management trends related to project management, provide the framework for material covered in this class.

Prerequisite: None.

MGMT 1860 LEGAL & SOCIAL ENVIRONMENT BUSINESS 3 cr.

Examines the social, political and legal interface between the business institution (especially the corporation) and the environment. Topics typically considered include the nature and impacts of technology, ethical and value issues in business, the social responsibilities of business and the management of corporate social policy. The impacts of society and business on one another are highlighted.

Prerequisite: Senior.

MGMT 1861 MANAGEMENT POLICY AND ADMINISTRATION 3 cr.

Focuses on corporate strategy formulation, implementation, and control. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. A considerable amount of time will be devoted to the study and analysis of companies. In addition to various weekly reading assignments, the course will include case studies and a group project.

Prerequisites: MGMT 1818, MGMT 1819, MGMT 1820, MGMT 0023; INFSCI 0010; STAT 1100.

MGMT 1869 MARKETING RESEARCH 3 cr.

This course provides an overview of the methods and tools used in market research to guide decision making regarding the development and delivery of products and services. Topics include design of surveys, collection, analysis and interpretation of data, and presentation of results.

Prerequisites: MGMT 1819; STAT 1100.

MGMT 1874 MARKET RESEARCH 3 cr.

Builds on MGMT 1819 to emphasize the development of methods and formal decision making tools for marketing management. Collection and analysis of marketing data are viewed in the context of management information systems.

Prerequisite: MGMT 1819.

MGMT 1877 ADVERTISING AND PROMOTION 3 cr.

Provide students with an understanding of advertising and the marketing process within which effective advertising is rooted. It is further designed to teach students to write an effective advertising and marketing plan and to develop effective advertisements. Emphasis will be placed on both theoretical and conceptual foundations and their applications to the field of advertising.

Prerequisite: MGMT 1819.

MGMT 1885 FINANCIAL INSTITUTIONS AND MARKETS 3 cr.

Investigates the functions of the various financial institutions, such as commercial banks, thrifts, finance companies, mutual funds, and the Federal Reserve.

Prerequisite: MGMT 1821.

MGMT 1897 INDEPENDENT STUDY 1-3 cr.

Students desiring to pursue in greater depth a specific set of business problems or functions to which they have been introduced in other business courses. Involves directed reading and research under guidance of a full-time faculty member.

Note: Instructor Permission Required.

MGMT 1898 INTERNSHIP 1-6 cr.

Internships in Management.

Note: Department Consent Required.

MGMT 1910 MGMT/INFO SYSTEMS INTERNSHIP 1-3 cr.

Internship in Management/Information Systems.

Note: Instructor Permission Required.

MGMT 1950 SENIOR PROJECT FOR MANAGEMENT 3 cr.

Integrative course that uses concepts and problem-solving skills acquired in prerequisite courses. Emphasis will be placed on the various factors that influence the operation and success of the business firm and on the larger cultural, social, and ethical environment in which it exists. Case studies, role playing, group dynamics, and guest lectures will be used.

Prerequisites: Senior; completion of Management core.

MGMT 1951 SENIOR PROJECT FOR ACCOUNTING 3 cr.

Integrative course that uses concepts and problem-solving skills acquired in prerequisite courses. Emphasis will be placed on the various factors that influence the operation and success of the business firm and on the larger cultural, social, and ethical environment in which it exists. Case studies, role playing, group dynamics, and guest lectures will be used.

Prerequisite: Senior; completion of Management core; MGMT 1140 and MGMT 1836.

MGMT 1970 UNDERGRADUATE TEACHING ASSISTANT EXPERIENCE

1-3 cr.

This course involves student participation as an undergraduate teaching assistant (UTA) for a management or accounting course under the supervision of a faculty member.

Note: Instruction Consent Required.