

Management (MGMT)

MGMT 2600. Entrepreneurship 1. 3 Hours.

This course trains students to identify and evaluate opportunities, emphasizing entrepreneurial thinking and creative problem-solving. Through theoretical frameworks and practical exercises, students identify the unmet needs of potential customers, learn to create unique value propositions, and ideate on ways to solve customer problems by testing prototypes. The curriculum fosters a mindset for innovative approaches, equipping students with the tools to recognize and capitalize on opportunities across diverse domains, preparing them for success in entrepreneurial endeavors and beyond. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course students will: 1. Opportunity Recognition: Analyze and evaluate opportunities in various contexts, including markets, industries, and societal trends. 2. Assess the effectiveness of different creative problem-solving strategies. 3. Create a comprehensive feasibility report for a given opportunity, incorporating all relevant factors such as resources, market demand, and potential impact. FA, SP.

MGMT 2640. Small Business Management. 3 Hours.

For students pursuing majors in the School of Business. Addresses practical solutions to common problems and decisions facing small business managers, including financing, inventory control, cash flow, personnel management, taxes, and customer service. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful completion of this course, students will be able to: 1. Identify the unique problems that small business owners face. 2. Apply effective management solutions to improve small businesses. 3. Evaluate the differences between owning a small business and working in a large corporation. SP.

MGMT 2990R. Seminar in Entrepreneurship. 1 Hour.

This seminar course focuses start-up businesses and the management skills needed from inception to business organization. This course draws on the real-life experience of entrepreneurs coupled with a healthy dose of theory in the field of entrepreneurship. It is intended to be cross-disciplined and inclusive of all academic backgrounds at any level. Requirements of this course will include weekly reports on speakers and topics, discussion and participation in class, and attendance in a weekly class. After taking this class, a student will be introduced to the challenges of starting a business, and have experience the process of vetting and validating a business idea. This course is repeatable up to 2 total credits. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful completion of this course, students will be able to: 1. Identify key personal attributes that are more likely to lead to entrepreneurial success. 2. Demonstrate perseverance despite obstacles to new venture growth. 3. Explain fundamental concepts in entrepreneurship. FA, SP.

MGMT 3050. Business Law I: Law in the Commercial Environment. 3 Hours.

Survey course in Business Law, providing students with a working knowledge of the core legal issues arising in business and international business. Course topics include business torts, negligence and strict liability, contracts, agency, business organizations, property, copyright, constitutional law, business crimes, bankruptcy, entrepreneur law, and ethics. Required for Business majors, and encouraged for all students in any department who are considering the law as a career possibility. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of Business Law: Master the core concepts, vocabulary, relevant laws and methods of analysis of Business Law as applied to the commercial environment and social scenarios. 2. Hone critical thinking ability: Analyze complex business situations, identify relevant Business Law issues, and synthesize knowledge to recommend viable courses of action using pertinent tools and frameworks from assigned course materials. 3. Develop interpersonal and professional communications skills necessary to succeed in business, including via: delivering professional quality oral and written presentations and in-class debates. 4. Cultivate the elements of successful teamwork and networking. 5. Develop the ability to identify and aptly resolve ethical issues, and to suggest ethical courses of action, in the U.S. and International Business Law contexts. 6. Internalize the key elements of GRIT, and take personal responsibility and initiative throughout the semester to develop or enhance one's own GRIT. 7. Develop and be able to apply a rich, practical "Executive's Tool-Kit" of business solutions and appropriate business action(s) throughout the semester, based on newly-acquired knowledge of Business Law. Deploy new "Tool-Kit" capabilities in hypothetical scenarios to make optimal executive decisions in light of broad-based Business Law knowledge, whether to avoid risks or to take advantage of opportunities. 8. Prepare to succeed on the "Law and Society" portion of the M.F.T. exam. FA, SP.

MGMT 3100. Business Ethics and Professional Writing. 3 Hours.

Successful students will understand a common ethical framework, be able to identify when business ethical issues arise and apply the framework to analyze and resolve them. Students will be able to effectively recognize and model diverse professional communication styles by analyzing various business audiences, writing and presentation purposes, and documents (including extensive formal research reports) based on business communication theory, ethical frameworks and practical application. Dual listed with ENGL3010. Students may only take one of the two courses for credit. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course, students will be able to: 1. Describe a common ethical framework and recognize when ethical issues in business arise for which the framework should be applied. 2. Apply an ethical framework to analyze and resolve ethical dilemmas. 3. Write clear, correct, concise, complete, and culturally aware artifacts for professional contexts. 4. Write, design, and analyze several types of business documents using appropriate media. 5. Synthesize research with their own ideas to produce artifacts and oral presentations that inform and persuade a target audience. 6. Demonstrate the ability to collaborate well with others to produce quality rhetorical documents. Prerequisites: ENGL 2010 (Grade C- or higher) or ENGL 2010A (Grade C-or higher). FA, SP.

MGMT 3300. Human Resource Management. 3 Hours.

An introductory course in Human Resource Management which will provide students with a fundamental knowledge of the roles and responsibilities of current HR managers. Course content includes labor/management relations, strategic HR management, policies/procedures, legal issues, job analysis/design, staffing, training, motivation, and establishing high performance organizations. Assignments will have a practical focus on HR and general management issues and skill development. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate an introductory level of knowledge of the critical responsibilities of HRM. 2. Identify, analyze and determine management-level recommendations regarding the important trends and challenges of HR. 3. Analyze labor needs and demands and make employee recommendations. 4. Identify the major laws impacting HR. 5. Create and present professional quality oral and written presentations & training. 6. Apply effective teamwork improvement strategies. 7. Identify and apply ethical and social responsibility to management decisions. FA, SP.

MGMT 3400. Management & Organizations. 3 Hours.

Required of students pursuing College of Business majors; open to other interested students. Surveys management theory and the elements and variables that influence organizations. Examines the structure and design of organizations and the management tools used in planning, organizing, directing, controlling, leading, and coordinating organizations. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Understand the core functional areas of business related to the theory and practice of management. 2. Demonstrate critical-thinking and problem-solving skills by performing appropriate quantitative and qualitative analysis of managerial issues. 3. Develop informal and formal communication skills, including oral presentations skills necessary for success in management. 4. Identify and evaluate ethical issues related to the field of management. FA, SP, SU.

MGMT 3600. Operations and Supply Chain Management (ALPP). 3 Hours.

Required for students pursuing School of Business majors; open to other interested students. Focuses on management of resources for products or services within an organization and across the larger supply chain; covers business / functional strategy, planning, and operational processes; and emphasizes product/service development, forecasting, inventory control, quality assurance, and research techniques. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. ****COURSE LEARNING OUTCOMES (CLOs)** 1. Develop both quantitative and qualitative skills to recognize, formulate, analyze and effectively communicate business problems/issues related to operations management. 2. Distinguish the interdependence of operations management and other key functional areas in business organizations, including ethical considerations. 3. Develop a knowledge base for communicating with operations personnel. 4. Show similarities between operations issues in the manufacturing and service sectors. 5. Apply capacity management techniques to optimize the performance of both a product- and service-oriented enterprise. 6. Demonstrate competence in the use of the following analytical techniques: capacity and bottleneck analysis, statistical process control charts, quantitative sales forecasts, independent demand inventory models, aggregate planning and material requirements planning. Course fee required. Prerequisites: STAT 2040 or MATH 1040 for Population Health majors . FA, SP.

MGMT 3640. Entrepreneurship 2. 3 Hours.

This course delves into the second stage of the feasibility of entrepreneurial opportunities, concentrating on the business model's viability. Going beyond mere ideation, it teaches students to not only generate innovative ideas but also to critically evaluate and select those that present genuine business prospects. This involves an in-depth assessment of an idea's market potential, feasibility, and profitability. Key to opportunity recognition is a thorough understanding of the market landscape, competitors, and the foresight to anticipate possible challenges and rewards. The curriculum covers the development of a product into a Minimum Viable Product (MVP) and its subsequent testing. This phase is crucial for refining ideas into viable business models, ensuring they meet market demands and can compete effectively in the marketplace. Students learn to align their entrepreneurial visions with real-world demands, preparing them to successfully launch and sustain business ventures. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course students will: 1. Understand the 9 major components of the lean business model canvas. 2. Apply principles of entrepreneurship to their personal lives. 3. Develop creative solutions to real-world problems. Prerequisite: MGMT 2600. SP.

MGMT 3700. Organizational Behavior. 3 Hours.

In-depth examination of behavioral theories and research, focusing on the individual in such areas as socialization, motivation, communication, leadership, decision-making, conflict resolution, team-building, and adaptation to change, emphasizing application of behavioral and organizational theory to develop managerial, leadership, and interpersonal skills. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Define and recognize the processes of human behavior at three levels within business: personal, group and organizational. 2. Demonstrate greater awareness and application of successful ways to improve personal human relations. 3. Develop and evaluate solutions to organizational behavior problems using appropriate facts, concepts, principles, analytical techniques and theories learned in class. 4. Develop skills to deliver professional quality oral and written presentations. Prerequisites: MGMT 3400. FA, SP.

MGMT 4000. Intermediate Supply Chain Management. 3 Hours.

For students pursuing degrees in the College of Business. Continues exploring issues, and problems of modern supply management processes and practices, with emphasis on identifying and solving supply management problems. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to supply chain management. 2. Describe the interdependence of supply chain management and other key functional areas in business organizations. 3. Articulate a knowledge base for communicating with supply chain management personnel. 4. Explain the similarities between supply chain management issues in the manufacturing and service sectors. Prerequisites: MGMT 3600. SP.

MGMT 4040. Quantitative Decision Analysis. 3 Hours.

Provides real-world decision-making tools commonly used within the finance, operations, marketing, and accounting functions of the modern enterprise with a practical, application-orientation building on the foundation of elementary statistics and decision modeling techniques. Includes financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory. Microsoft Excel is used to create graphical and numerical outputs with emphasis on interpretation of output. Comprehensive case write-up and presentation, integrating the essentials of course tools is prescribed as the end-of-term project. Business cases are used throughout. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to finance, operations, marketing and accounting. 2. Utilize a wide range of analytical perspectives to understand the interdependence of key functional areas in business organizations. 3. Provide an enhanced analytical knowledge base for communicating with cross-functional personnel within the enterprise. 4. Apply specific analytical techniques including; financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory to problems and issues facing the modern enterprise. Prerequisites: STAT 2040 (Grade C- or higher). FA, SP.

MGMT 4200R. Business Internship. 1-3 Hours.

Internship experience for students pursuing degrees in the School of Business. Repeatable up to 3 credits subject to graduation restrictions. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Apply knowledge acquired in the class room to "real life" work situations. 2. Demonstrate hands-on experience in a potential career path. 3. Assess personal career interests and work abilities. 4. Demonstrate what is required to be successful in their chosen field of work. 5. Develop good general work habits and attitudes. 6. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, problem-solving and decision-making skills. 7. Develop career networking opportunities. Prerequisites: Instructor Permission. FA, SP, SU.

MGMT 4400. International Business. 3 Hours.

Explores the unpredictable forces of global business environments and the role of multinational corporations in worldwide economic development with emphasis on complexities confronting US firms operating in international market, covering trade and foreign investment; theories of international trade, economic development, and international investment; and governmental and private international agencies, which affect international business. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of the core functional areas of international business. 2. Apply higher levels of critical thinking. 3. Produce professional quality oral presentations skills necessary to succeed in business. 4. Produce professional quality oral presentations skills necessary to succeed in international environment. 5. Demonstrate the ability to identify, analyze, and resolve ethical issues and suggest courses of action. Prerequisites: MGMT 3400. SP.

MGMT 4640. Entrepreneurship Practicum. 3 Hours.

The Entrepreneurship Practicum is designed to provide students the opportunity to work on real-world problems by utilizing the latest tools in entrepreneurship. Students can receive credit and work on their business during the semester. Students without businesses will learn how to work with the Department of Defense (DoD) and Intelligence Community (IC) to better address the nation's emerging threats and security challenges. This course provides a platform that can develop prototypes that match users' needs within a semester. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Identify and solve complex real-world problems. 2. Assess and validate technology solutions while searching for product-market fit. 3. Distinguish all the stakeholders, deployment issues, costs, and resources involved. 4. Validate minimum viable products that match customer needs. 5. Create a repeatable model that can be used to launch other potential technology solutions. Prerequisites: MGMT 2600; MGMT 3640 or MGMT 2640. FA, SP.

MGMT 4800. Strategic Management (ALPP). 3 Hours.

Required of Management, Marketing and IS&A majors pursuing degrees in the College of Business. Capstone course focusing on the manager in dealing with strategic business challenges, the integration of functional areas, policy formulation, and implementation. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Apply business facts, concepts, theories, and analytical methods, learned in core business classes, to create sustainable business strategies. 2. Apply the AFI (Analysis, Formulate, Implement) Framework, to determine strategic change for a business entity, by collecting, analyzing, synthesizing data, and recommending viable courses of strategic action, summarized in a written report, and presented with clarity and passion to the class. Prerequisites: MGMT 3400, FIN 3150, MGMT 3600, MKTG 3010, and MIS 3050 or ISA 2050 and the course must be taken in the student's senior year. FA, SP.

MGMT 4900R. Independent Research. 1-3 Hours.

For students pursuing degrees in the School of Business. Independent research/reading opportunity in areas not fully covered by core or elective courses. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Summarize the essential concepts of the topic of the seminar. 2. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 3. Develop the ability to think critically about course content. 4. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisites: Instructor permission.

MGMT 4950R. Seminar in Business. 1-3 Hours.

For students pursuing degrees in the College of Business. Special topics in Business Management. Repeatable for credit as topics vary. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisite: Instructor permission.