Courses in Management, Marketing, and International Business

Unless otherwise indicated, each course carries three semester hours credit and three hours lecture per week.

COURSES IN MANAGEMENT (MGT)
See information at the beginning of the College of Business section regarding eligibility for upper-level courses.

100. Overview of Management: Trends and Functional Specialties - One semester hour. Specialized course designed to provide students with an overview of the functional specialties of the management profession, trends and current events within management, and general qualifications and responsibilities required within the management profession to meet the changing environment of modern organizations. (May not be used to fulfill major or minor requirements in management).

366. Entrepreneurial Family Firms - Students starting or continuing a family business must be aware of the intricate dynamics of handling the interactions between family and business systems, and this course suggests how to integrate the entrepreneurial mindset into these dynamics for firm survival. Prerequisite: junior standing.

370. Management Principles - Management philosophy, functions of management and behavioral approaches to management, including the impact of demographic diversity on organizations. Presentation of management as a discipline and a process. Prerequisite: junior standing.

371. Operations Management - Concepts and techniques in management of productive activity in service and manufacturing systems. Prerequisites: MTH 220 or equivalent and junior standing.

372. Supply Chain Management - Overview of supply chain management, a total systems approach to managing the entire flow of information, materials and services from raw materials through suppliers, operations, factories, warehouses and distribution to the end customers. Prerequisites: MGT 370 and 371 (371 may be taken concurrently).

373. Human Resource Management - Introduction to human resource management; employment, placement and human resource planning; training and development; compensation and benefits; employee and labor relations; health, safety and security; human resource research. Prerequisite: junior standing.

377. Organizational Behavior - Study of human behavior in organizational settings, the interface between human behavior and the organization, and structure and process of the organization itself. Prerequisite: junior standing.

379. Employee and Labor Relations - Employee-employer relationships in non-unionized and unionized settings; problems and theories of union organizing, collective bargaining and contract administration. Prerequisite: junior standing.

380. Quantitative Management Methods - Introduction to quantitative techniques for decision-making, including linear programming, goal programming, integer programming, non-linear programming, transportation, assignment method programming and network flow models. Prerequisite: MGT 371.
383. Purchasing and Materials Management - Purchasing function and its integration as a subsystem into material planning, procurement, movement and storage activities within an organization. Includes purchasing management, purchasing policy and procedures, and material and logistic system components. Prerequisite: junior standing.

385. Organizational Leadership – This course explores basic theories, perspectives and insights found in the field of organizational leadership. Leadership theories are examined in light of their practical application in various situations/contexts, including international aspects of organizational leadership. Prerequisite: junior standing.

390. Principles of Entrepreneurship - Study of special circumstances surrounding starting and managing a small business. Special emphasis on service and retailing as well as small-scale manufacturing operations.

395. Career Planning - One semester hour. Preparation for job search: interviewing techniques, development of resumes and letters of application, and career planning. Pass or fail. (May not be used to fulfill major or minor requirements in management.)

422. International Management - Management processes and practices in international business operations. Examination of managerial functions, such as planning, organizing, communicating, staffing, motivating and controlling, in the international business environment. Prerequisite: senior standing.

461. Supervisory Management - Techniques involved in supervision: cases in handling morale, discipline, communication, grievances, and other phases of employee and labor relations. Prerequisite: senior standing.

463. Business Policy and Strategy - Formulation and implementation of strategy in the organization, emphasizing the integration of decisions in functional areas. Prerequisites: completion of all junior-level business foundation courses (BLW 335, ECO 339, GBU 325, FIN 333, MGT 370, MGT 371 and MKT 351).

464. Entrepreneurial Field Studies - Student teams, drawing from basic concepts developed in class and lectures, act as consultants to entrepreneurial firms facing problems associated with growth or the pursuit of opportunity. Prerequisites: ACC 231, CSC 121, MGT 370 and MKT 351.

470. Topics in Management - In-depth study of selected topics in management. Titles and topics will vary. Prerequisite: MGT 370 or consent of instructor. May be repeated with a change of topic up to a maximum of three hours total credit.

471. Services Management - Concepts and issues in the management of services. Prerequisites: MGT 371 and senior standing.

472. Management Information Systems - Overview of organizational and technological issues involved in information systems from a management perspective. Prerequisites: MGT 371, CSC 121 and senior standing. MGT 371 may be taken concurrently.

475. Special Problems in Management - One to three semester hours. Individual instruction in management. Prerequisites: senior standing, 15 hours of management, and approval of supervising instructor and department chair.

476. Internship in Management - One to three semester hours. Supervised on-the-job application of management skills. Prerequisites: junior standing as a major or minor in management or international business; GPA 2.5 overall and 2.5 in management; sufficient
coursework to address internship requirements, as determined by supervising instructor; and consent of department chair and supervising instructor.

484. Compensation and Benefits - Wage and salary administration in private and public organizations; total compensation systems; interrelationships among employee performance, intrinsic and extrinsic rewards, perceived equitable payments, and employee satisfaction; employee benefits; and employee incentive programs. Prerequisites: MGT 373 and senior standing.

485. Entrepreneurship: Opportunity Assessment - An extension and application of the skills and knowledge developed in MGT 390, including preparation of a feasibility study for a new or substantially changed business. Prerequisite: MGT 390 or consent of instructor.

COURSES IN MARKETING (MKT)
See information at the beginning of the College of Business section regarding eligibility for upper-level business courses.

100. Overview of Marketing: Trends and Functional Specialties - One semester hour. Specialized course designed to provide students with an overview of functional areas of marketing studies, trends and current events within these areas as well as general qualifications and responsibilities required within the marketing profession to meet the changing environment of modern society and organizations. (May not be used to fulfill major or minor requirements in marketing.)

351. Principles of Marketing - Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management. Prerequisite: junior standing.

352. Advertising and Promotion - Introduction to theory and practice of advertising and promotion. Prerequisite: junior standing.

353. Personal Selling - Sales theory, techniques, strategy and salesperson characteristics. Prerequisite: junior standing.

354. Retailing - Retail marketing institutions and their operations. Prerequisite: MKT 351.

355. Consumer Behavior - Behavior of consumers and influences on buyer behavior, consumption patterns, and implications for marketing research and decisions. Prerequisite: MKT 351.

357. Distribution Channels - Comprehensive study of marketing distribution channels, including historical development, economic justification, design, selection and management. Prerequisite: MKT 351.

358. Sports Marketing - Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including product, promotion, pricing and distribution practices of sports marketing. Prerequisite: junior standing.

360. Marketing of Services - Examination of the unique aspects of service organizations within the field of marketing. Prerequisite: junior standing.

362. Sports Promotion - Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisites: junior standing.

425. Systems and Internet Marketing - An integrative overview of marketing information
systems and Internet marketing with an emphasis on major strategic opportunities, issues and problems. Covers the use of information systems and technology to interact, collaborate and transact business with the company’s customers, employees, suppliers, partners and society. Prerequisites: CSC 121 and MKT 351.

452. International Marketing - International marketing decisions, based on cultural, social, political, legal and economic factors. Prerequisite: MKT 351.

454. Business-to-Business Marketing - Comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion and distribution. Also covers assessing industrial marketing opportunities and industrial competitive strategies. Prerequisite: MKT 351.

455. Marketing Research - Current research techniques to obtain marketing information for effective business decisions. Prerequisites: MKT 351 with a grade of C or better, CSC 121 and MTH 220.

456. Sales Management - Management of field sales personnel, including motivation, sales territories and administrative functions. Prerequisite: MKT 351.

457. Strategic Marketing - Strategy, concepts and techniques in the total business organization with emphasis on marketing planning and decision making. Prerequisites: MKT 351, 355 and 452.

470. Topics in Marketing - In-depth study of selected topics in marketing. Titles and topics will vary. Prerequisite: MKT 351 or consent of instructor. May be repeated with a change of topic up to a maximum of three hours total credit.

475. Special Problems in Marketing - One to three semester hours. Individual instruction in marketing. Prerequisites: senior standing, 15 hours of marketing, and approval of supervising instructor and department chair.

486. Internship in Marketing - One to three semester hours. Supervised on-the-job application of marketing skills.