

MANAGEMENT (MGT)

IIMGT-305 Organizational Diversity (4 Credits)

Explores contemporary organizational diversity and multiculturalism from an interdisciplinary perspective, drawing from management, psychology, sociology, disability studies, feminist studies, and history. Specific topics will include understanding differences such as gender, race, ethnicity, age, religion, disability, appearance, and sexual orientation. Emphasis will be on addressing how organizations can become more inclusive.

Prerequisite(s): 24 credits in ISP including ITW-101 and QL

ISMG-356 Professional Sales & Negotiations (4 Credits)

This course examines the core components of selling strategies and business negotiations. Students explore fundamental principles of negotiation theory as well as the importance of negotiation preparation.

Prerequisite(s): 24 credits in ISP including ITW-101 and QL

Offered: Spring, Every Year

ISMG-383 Applied Data Analysis & Vis (4 Credits)

A problem-based course that introduces spreadsheet-based data analysis & visualization to transform data into information to draw insights. Participants will conceptualize problems, investigate, collect & explore the data, and communicate the information with visualized data. Associated ethical challenges will also be explored.

Prerequisite(s): 24 credits in ISP, including ITW-101 and QL

Offered: Spring, Every Year

MGT-101 Introduction to Management (4 Credits)

An examination of the principles underlying the management of organizational activities. Management theory and practice including: planning organizing, leading, and controlling; decision making, motivation, leadership and communication will be covered. Topics also include: globalization, technology, corporate social responsibility, ethics, conflict management and organizational change.

Offered: All, Every Year

MGT-120 Digital Bookkeeping Basics (2 Credits)

A hands-on course in which students work directly in a leading cloud-based small business accounting software to explore many of the powerful features of this product. Upon completion, students will be prepared to obtain a User Certification and will have developed a valuable and marketable skill set.

Offered: Occasionally, Every Year

MGT-140 Quantitative Decision-Making (4 Credits)

An introduction to quantitative analysis for management to provide students with an opportunity to learn the basic concepts and the quantitative/analytical tools used in the process of decision-making and problem-solving.

Prerequisite(s): Any College MATH course, passing grade on the Math Assessment Exam, and PSYC-251 SOC-303 or IQL-101

Offered: All, Every Year

MGT-285 Nonprofit Management (4 Credits)

Intended for students from all disciplines and backgrounds, this course explores the practical issues facing nonprofit managers and social entrepreneurs. The course takes an applied approach to solving problems facing nonprofit managers including development, fundraising, managing volunteers, accounting, budgeting, organizational design, strategy, marketing, board and constituent management and community leadership.

Offered: Fall, Every Year

MGT-290 Special Topics (1-4 Credits)

Study of a selected topic in management. May be repeated as topics change.

MGT-298 Independent Study (1-4 Credits)

Opportunity for a qualified student to explore work in an area of individual interest, selected and pursued in consultation with a faculty member.

Consent required of the instructor who will supervise the independent study. Repeatable to a total of 8 credits.

MGT-301 Organizational Theory & Behavior (4 Credits)

Analyzes approaches to managing modern organizations, using organizational theory to assess problems of administration in public and private organizations. Emphasizes internal structure, leadership, planning and personnel utilization problems, and external influences, bargaining and coalition formation relationships, and the nature of authority and organizational behavior.

Prerequisite(s): Grade C or higher in MGT-101 and junior standing

Offered: All, Every Year

MGT-307 Sport Management (4 Credits)

This course is designed to give the student a thorough understanding of the complexities of Sport Management. The scope of this class includes definitions, basic theories, organizational structure, leadership skills, sport marketing, facility and event management, sport law, sport ethics, sport finance. Cross-listed as: HP-307.

Prerequisite(s): MGT-101

Offered: All, Every Year

MGT-308 Small Business Entrepreneurship (4 Credits)

Applies modern management techniques to small businesses. Includes business plan development, financial and administrative controls, marketing strategy, and employee relations. Prepares student for working with small business clients in practicum course.

Prerequisite(s): MGT-101, MGT-140 and MGT-213 OR MGT-215, and Junior Standing, or permission of Instructor

Offered: Spring, Every Year

MGT-324 Human Resources Management (4 Credits)

Overview of human resource management, including human resource planning, recruitment, selection, training and development, performance appraisals, compensation, health and safety, employee and labor relations, employment law, job design and analysis, and human resource research.

Prerequisite(s): MGT-101 AND Junior standing, or permission of instructor

Offered: All, Every Year

MGT-331 Principles of Marketing (4 Credits)

Study of marketing behavior of the firm as it supplies goods and services to consumers and industrial users. Optimal marketing mix, product design, product line policies, branding, pricing, promotion, consumer behavior, and channels of distribution.

Prerequisite(s): Complete Quantitative Literacy requirement

Offered: All, Every Year

MGT-333 Advertising and Promotion (4 Credits)

The role of advertising and promotion in society and in the marketing mix of the firm. Tools of promotion, budgeting, media, campaign evaluation and research, and criteria for selection of most effective media for the target market and products.

Prerequisite(s): Junior standing or permission of instructor

Offered: All, Every Year

MGT-335 Strategic Digital Marketing (4 Credits)

Students will develop a strategic, digital marketing campaign including customer journey mapping, objectives and goals, activities mix, developing content, and communications guidelines. With the completed strategy and guidelines, students will develop a tactical implementation and management plan including using web tracking tools to measure customer development and monitoring overall impact.

Offered: Spring, Even Years

MGT-343 Consumer Behavior (4 Credits)

This course examines consumer decision-making and how consumer characteristics and consumption patterns impact marketing decisions and marketing programs. Internal influences (consumer motivation, personality, perception, learning, and attitude formation), external factors (social, cultural, and cross-cultural determinants of consumer decision-making), and roles of ethics and social responsibility are discussed.

Prerequisite(s): MGT-331 and Junior standing, or permission of instructor

MGT-380 Project MGT Fundamentals (4 Credits)

Key project management concepts and skills are investigated, with a focus on organizing, launching, and leading projects. Successful project managers manage their resources, schedules, risks, and scope to produce a desired outcome. Students will explore project management with a practical, hands-on approach through projects, case studies and class exercises.

Prerequisite(s): MGT-101 and ACCT-213 or ACCT-215 or permission of the instructor

Offered: Fall, Every Year

MGT-381 Management Information Systems (4 Credits)

Survey course based on the premise that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value, and producing useful products and services to customers. MIS themes may include: managing environmental systems, managing supply chains, managing human resource information systems, and managing globally dispersed teams.

Prerequisite(s): MGT-140, and either ACCT-213 or ACCT-215, AND Junior standing, or permission of instructor

Offered: All, Every Year

MGT-384 Data Analytics Portfolio Plus (2 Credits)

The seminar course focuses on building your data analytic identity by developing the skills to structure various data analytics coursework into a meaningful portfolio, visually communicate and present analytic projects, and the development of a transition plan for students' future profession and/or graduate school experience.

Prerequisite(s): IIPHYS-342, ISMGT-383, with at least 16 credits within the data analytics minor or permission of instructor

Offered: Fall, Every Year

MGT-434 Marketing Research (4 Credits)

Study of the marketing research process, including management uses of marketing research, the scientific method in marketing, and research procedures. Examination of exploratory and secondary research, including data collection, tabulation, and analysis. Emphasis on market segment, product, advertising, and sales analysis research.

Prerequisite(s): Minimum grade of C in MGT-140 or MATH-141

Offered: Fall, Every Year

MGT-446 Competitive Manufacturing Management (4 Credits)

Processes utilized in today's agile/lean manufacturing organizations create tangible products optimizing value to the consumer. Emphasis is focused on design, implementation, and control of manufacturing processes that are efficient, safe, and environmentally sustainable in the new era of fierce global competition and increasingly scarce natural resources. Cross-listed as: SPDI-446.

Prerequisite(s): MGT-101 and MGT-140

Offered: Spring, Every Year

MGT-451 Business and Society (4 Credits)

Advanced study of management philosophy and practice with a focus on the intersection of business and society. The field of business management is explored with respect to its impact on rapidly changing cultural, legal and ecological phenomena. A particular focus is placed on business ethics and current events.

Prerequisite(s): MGT-301 and Senior standing, or permission of instructor

MGT-466 Customer Relationship MGT (4 Credits)

This course provides students with a thorough understanding of customer relationship management (CRM) and its role in successful business. Topics include: the development of successful CRM systems, customer analytics, customer lifetime value, direct/database marketing, and CRM data warehouse.

Prerequisite(s): Grade of C or higher in MGT-140 or any other college statistics course, or permission of instructor

Offered: Spring, Odd Years

MGT-490 Advanced Special Topics (1-4 Credits)

Exploration of an advanced major area of management, depending on student interest. May be repeated as topics change.

Prerequisite(s): Junior standing or permission of instructor

MGT-491 Capstone Seminar: Strategic Management (4 Credits)

Capstone course requiring the application of all business disciplines to real world problems. Focuses on the decision making process for the manager as a strategist and organization builder.

Prerequisite(s): Senior standing AND completion of MGT-214, MGT-301, MGT-319, and MGT-331, a grade of 'C' or higher in MGT-301 and permission of instructor

Offered: All, Every Year

MGT-493 Management Internship (1-8 Credits)

Opportunity to compare management theory with practice through on the job experience in participating organizations. Regular meetings with the instructor ensure maximum learning. A research paper is required. May be repeated for a maximum of 8 credits. Graded Pass/Fail. Cannot be used to fulfill required MGT elective.

Prerequisite(s): 2.50 GPA overall and Permission of instructor

Offered: All, Every Year

MGT-494 Advance Cooperative Education (12 Credits)

Sequential work learning experience for which compensation may be received. Placements arranged by Management faculty. Supervision and evaluation conducted by both worksite supervisor and faculty. Normally, 480 hours of work is expected for 12 credits. Graded Pass/Fail. Cannot be used to fulfill required MGT elective.

Prerequisite(s): 2.0 cumulative GPA, Declaration of Major, and permission of instructor

MGT-498 Independent Study (1-8 Credits)

Advanced individualized study in an area of management not normally available in the curriculum. Repeatable to a maximum of 8 credits.

Cannot be used to fulfill required MGT elective.

Prerequisite(s): Junior standing AND Permission of instructor

Offered: All, Every Year