Department of Management

Dr. William E. Jackson III, Department Head
Office: 104 Alston Hall

Every successful person, at some point, has to manage others. Some people experience this early in their careers when they are appointed to lead a key team on a major project. Others may encounter the experience later as a successful business venture requires hiring additional people. No matter when it happens, you will likely need, use and desire skills taught within the Management department.

Students enrolled in management courses hone skills and add to their knowledge base through courses in leadership, innovation, communication and decision-making. The content taught within these classes is supplemented by the latest trends in technology and by the global perspective necessary for success in today’s multicultural world.

Faculty within the Department of Management stay on the leading edge of current trends and research findings and remain dedicated to making sure that each student has a meaningful educational experience in all of our classes.

The Department of Management includes these majors and specializations:

Majors
- General Business
- Management

Management Specializations
- Entrepreneurship
- Healthcare Management
- Human Resources
- Management Communication

Major in Management
Faculty Advisor: Dr. Eric S. Williams

The Management major provides students the opportunity to develop analytical and interpersonal skills that create value for any enterprise. Students learn to efficiently organize and use the organization’s assets, especially its human assets, in a manner appropriate to 21st century enterprises. Students develop their skills and talents through 27 hours of course work, including one foundational course, “Leadership and Ethics,” and a collection of eight courses within one specialized area, or specialization. The three specializations that may be applied toward the Management major are: Entrepreneurship, Healthcare Analytics and Human Resource Management. These specializations provide students with the in-depth knowledge and experiences necessary to compete in today’s complex marketplace. Many graduates secure careers in such fields as corporate development, family business, health care management, human resource management and corporate communication. Others choose to continue their education by attending some of the best graduate programs in the nation.

Management

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<thead>
<tr>
<th>Hours</th>
<th>Major</th>
<th>Course Description</th>
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<tbody>
<tr>
<td>3</td>
<td>MGT 320</td>
<td>Leadership and Ethics</td>
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<tr>
<td></td>
<td>Choose one of the following specializations:</td>
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<tr>
<td>24</td>
<td>Entrepreneurship or Healthcare Analytics or Human Resource Management</td>
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<td>Total Hours</td>
<td>27</td>
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Major in General Business
Faculty Advisor: Dr. Eric S. Williams

The General Business major program is designed for students desiring a broad understanding of business that spans all facets of the business enterprise, providing them with a broad philosophical and economic perspective about business operations.

This major is intended for business students who wish to gain breadth within their undergraduate studies. It is particularly appropriate for students who wish to combine a study of business with a minor or extended coursework in a non-business field. The General Business major is also suitable for students who intend to pursue a specialized master’s degree in business or who are interested in law school or other professional fields.

A minimum grade point average of 2.0 is required for admission to the General Business major.

General Business

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<tr>
<th>Hours</th>
<th>Course Description</th>
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<tbody>
<tr>
<td>3</td>
<td>MIS 200 Fundamentals of Management Information Systems</td>
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<td>Choose one of the following:</td>
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<tr>
<td>3</td>
<td>AC 351 Managerial Accounting</td>
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<td></td>
<td>AC 352 Corporate Financial Report</td>
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<td>Choose one of the following:</td>
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<tr>
<td>3</td>
<td>FI 301 Introduction to Financial Institutions and Markets</td>
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<td></td>
<td>FI 400 Financial Institutions, Markets, and Investment</td>
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<td>Choose one of the following:</td>
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<tr>
<td>3</td>
<td>EC 308 Intermediate Microeconomics</td>
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<tr>
<td></td>
<td>EC 309 Intermediate Macroeconomics</td>
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<tr>
<td></td>
<td>EC 400 Analysis of Economic Conditions at the Micro &amp; Macro Levels</td>
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<td>Choose one of the following:</td>
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<tr>
<td>3</td>
<td>MGT 320 Leadership and Ethics</td>
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<td>MGT 341 Business Ethics</td>
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<td>MGT 386 Foundations of Entrepreneurship</td>
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<td></td>
<td>IBA 350 Introduction to World Business</td>
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<td>Choose one of the following:</td>
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<tr>
<td>3</td>
<td>MKT 310 Principles of Social Media</td>
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<td>MKT 313 Consumer Behavior</td>
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<td>MKT 321 Retail Management</td>
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<td>MKT 337 Personal Selling</td>
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<td></td>
<td>MKT 344 Promotional Management</td>
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<td>Total Hours</td>
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Specializations in Management
Faculty Advisor: Dr. Louis D. Marino

The mission of the entrepreneurship focus area in the Management Major is to equip students with the knowledge, skills and abilities necessary to identify and evaluate opportunities and then to capitalize on these opportunities by innovating within existing firms or founding new ventures. Students in this focus area will work closely with faculty and experienced entrepreneurs to gain hands-on experience in key activities necessary to build sound business models and acquire critical resources as they innovate and create profitable enterprises. Above all, this focus is for those special students who wish to be leaders and have a passion for starting something.

Entrepreneurship

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<tr>
<th>Hours</th>
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<tbody>
<tr>
<td>3</td>
<td>MGT 386 Foundations of Entrepreneurship</td>
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<td></td>
<td>MGT 387 Creating, Recognizing, Evaluating and Pitching Opportunities</td>
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<td>MGT 388 Starting, Growing, and Harvesting New Ventures</td>
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<td>MGT 481 New Venture Finance</td>
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<td>Capstone Experience - choose one:</td>
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<tr>
<td>6</td>
<td>Small Business Management and Consulting</td>
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<td>MGT 484 Small Business Management</td>
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<td>MGT 486 Small Business Consulting</td>
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<td>New Product Development</td>
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<td>MGT 484 Small Business Management</td>
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<td>MKT 410 Managing Innovation</td>
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<td>Electives - choose two of the following:</td>
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<tr>
<td>6</td>
<td>EC 410 Law And Economics</td>
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<td>FI 331 Principles of Real Estate</td>
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<td></td>
<td>HCM 360 Introduction to Health Systems</td>
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<td>IBA 350 Introduction to World Business</td>
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<td>IBA 460 Export/Import Management</td>
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<td>LGS 407 Real &amp; Personal Property</td>
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<td>MGT 301 Intro to Human Resources Management</td>
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<td>MGT 310 Practicum in Management</td>
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<td>MGT 322 Effective Negotiations</td>
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<td>MGT 406 Family Business Management</td>
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<td>MGT 412 Management Presentations</td>
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<td>MGT 421 Corporate Entrepreneurship &amp; Innovation</td>
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Human Resource Management

Faculty Advisor: Dr. Jonathon R. Halbesleben

The Human Resource Management specialization develops student skills for the effective management of human resources in organizations. The six-course curriculum trains students to strategically address human resource issues to improve organizational performance. The curriculum is aligned with Society for Human Resource Management (SHRM) curriculum guidelines and prepares students to pass the SHRM Assurance of Learning certification exam.

Total Hours 24

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<tr>
<th>Course</th>
<th>Title</th>
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<tr>
<td>HCM 360</td>
<td>Introduction to Health Systems</td>
<td>3</td>
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<tr>
<td>HCM 361</td>
<td>Healthcare Finance and Reimbursement</td>
<td>3</td>
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<tr>
<td>HCM 362</td>
<td>Health Information Systems</td>
<td>3</td>
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<tr>
<td>HCM 463</td>
<td>Healthcare Systems Improvement</td>
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<td>HCM 464</td>
<td>Healthcare Data Mining</td>
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<td>HCM 465</td>
<td>Healthcare Analytics Projects Course</td>
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<tr>
<td>MGT 452</td>
<td>Project Management Communication</td>
<td>3</td>
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Elective - choose one of the following:

- HCM 492 Internship
- MGT 301 Intro to Human Resources Management
- MGT 310 Practicum in Management
- MGT 386 Foundations of Entrepreneurship
- MGT 412 Management Presentations
- MGT 422 Leadership Communication
- OM 310 Introduction Management Science

Total Hours 24

Healthcare Management

Faculty Advisor: Dr. Marilyn V. Whitman

The Healthcare Management specialization provides undergraduate students with the skills to meet the complex needs of healthcare organizations. Students in the Healthcare Management specialization learn how to harness data, process the data and produce evidence-based decisions. The daunting challenges confronting healthcare organizations today will require smarter, more informed decisions driven by data to improve outcomes and offer the value that market dynamics, governmental regulations and consumers demand. The eight-course sequence aims to develop analytics competencies in our students to prepare them for entry-level analyst positions in a variety of healthcare settings.

Total Hours 24

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<tr>
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<td>HCM 360</td>
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<td>HCM 361</td>
<td>Healthcare Finance and Reimbursement</td>
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<td>HCM 362</td>
<td>Health Information Systems</td>
<td>3</td>
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<tr>
<td>HCM 463</td>
<td>Healthcare Systems Improvement</td>
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<td>Healthcare Data Mining</td>
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<td>HCM 465</td>
<td>Healthcare Analytics Projects Course</td>
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<tr>
<td>MGT 452</td>
<td>Project Management Communication</td>
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Elective - choose one of the following:

- HCM 492 Internship
- MGT 301 Intro to Human Resources Management
- MGT 310 Practicum in Management
- MGT 386 Foundations of Entrepreneurship
- MGT 412 Management Presentations
- MGT 422 Leadership Communication
- OM 310 Introduction Management Science

Total Hours 24

General Business Administration (GBA) Courses

GBA 145. Freshman Compass: CBA. 1 sem. hr.

An introduction to the Culverhouse College of Commerce and Business Administration. Topics include adjustment to college life, study skills, career exploration, and majors offered in the College.
GBA 171. STEM Business Honors I. 1.5 sem. hr.
This course introduces STEM students to critical and innovative thinking as it pertains to the issues of today's business environment, while providing a modest introduction to basic economics and the global marketplace. The course begins to introduce business model design as a tool to better understand how businesses operate. In addition, the course will provide students with the opportunity to develop an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA.

GBA 172. STEM Business Honors II. 1.5 sem. hr.
This course continues to build STEM students' critical and innovative thinking skills as they pertain to the issues of today's business environment, while providing a modest introduction to business ethics, business ownership structures, and entrepreneurship. The course continues to develop business model design as a tool to better understand how to operate. In addition, the course will provide students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171.

GBA 245. Distance Learning Seminar. 2 sem. hrs.
GBA 245 is a mandatory course to introduce newly admitted distance learning students to the Culverhouse College of Commerce. Topics include: adjustment to online learning, study skills, resources available to distance learners, and program requirements for online General Business majors.

GBA 271. STEM Business Honors III. 1.5 sem. hr.
This course continues to build students' critical and innovative thinking skills as they pertain to the issues of today's business environment, while providing a modest introduction to management roles, teamwork, and productive systems. The course continues to develop business model design as a tool to better understand how businesses operate. In addition, the course will provide students with the opportunity to work in teams, with a goal of developing skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172.

GBA 272. STEM Business Honors IV. 1.5 sem. hr.
This course continues to build STEM students' critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to employee motivation, human resources management, and labor relations. The course continues to develop business model design as a tool to better understand how businesses operate, while introducing human centered design for designing business processes and products. In addition, the course will provide appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271.

GBA 300. Business Communications. 3 sem. hrs.
This course introduces students to the concepts central to effective and efficient writing in the workplace. Students will learn to analyze the rhetorical context that gives rise to common business genres (e.g., meeting minutes, email requests, executive summaries, internal proposals, etc.). Based on rhetorical analysis, students will be able to develop content and manipulate organization and style, as well as use standard grammar and mechanics. Writing proficiency within this discipline is required for a passing grade in this course.

Prerequisite(s): EC 110 and EC 111 and GGS 200 and AC 210 or AC 201 and AC 202; and MATH 112 or MATH 115 or MATH 121 or MATH 125; and ST 260 or ST 250 and ST 251.

GBA 310. Introduction to Corporate America. 3 sem. hrs.
This course examines the concepts and principles of Corporate America. Students will research, study and present on the background and purpose of selected companies to understand their philosophy and practices in today's business community.

GBA 334. Introduction to Fraud Risk Management. 3 sem. hrs.
This course provides a basic overview of fraud risk management in business, including the global fraud problem, fraud risk identification, assessment, prevention, detection, and follow-up.
Prerequisite(s): AC 210.

GBA 371. STEM Business Honors V. 1.5 sem. hr.
This course continues to build STEM students' critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to marketing, product and pricing issues, distribution and logistics, and customer communication. The course continues to develop business model design as a tool to better understand how businesses operate, and build an understanding of human centered design for designing business processes and products. In addition, the course will provide students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271, GBA 272.

GBA 372. STEM Business Honors VI. 1.5 sem. hr.
This course continues to build students' critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to financial information and accounting concepts, financial management, financial markets & investment strategies and the money supply and banking systems. The course continues to develop business model design as a tool to better understand how businesses operate, and build an understanding of human centered design for students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271, GBA 272, GBA 371.

GBA 481. Business Honors Program. 2 sem. hrs.
Introduce students to contemporary business issues over a wide spectrum of firms and academic disciplines. Develop critical thinking and communications skills through a two semester client project.

GBA 490. Strategic Management. 3 sem. hrs.
Examination of the managerial tasks of crafting and implementing strategic plans and the tools of strategic analysis. Students gain hands-on experience with tools and concepts of strategic management by participating in a business strategy simulation exercise and by analyzing actual companies. Writing proficiency within this discipline is required for a passing grade in this course.

Prerequisite(s): AC 210 and EC 110 and EC 111 and LGS 200 and ST 260 AND MATH 121 OR MATH 125. Completion of or enrollment in all 300 level C&BA field courses GGT 300, MGT 300, OM 300, FI 302, and GBA 300.
Prerequisite(s) with concurrency: MGT 300 and MGT 300 and OM 300 and FI 302 and GBA 300.

GBA 491. Independent Study. 1-3 sem. hr.
The course offers students interested in general business the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with advice and permission of the appropriate instructor and the approval of program chairperson.
Prerequisite(s): MGT 300.

Health Care Management (HCM) Courses

HCM 360. Introduction to Health Systems. 3 sem. hrs.
Detailed study of components of the health care delivery system in the United States. The course emphasizes history, roles, and interactions of the various providers, consumers, and governments.
Prerequisite(s): MATH 121 or MATH 125; and AC 210 and LGS 200 and ST 260 and CS 102
Prerequisite(s) with concurrency: MGT 300.

HCM 361. Healthcare Finance and Reimbursement. 3 sem. hrs.
Focuses on health insurance operations, principles, payment methods and contracts, and revenue cycle management. Key topics include private and public sector insurance, insurance contracts, underwriting principles, and inpatient and outpatient payment processes.
Prerequisite(s): HCM 360.

HCM 362. Health Information Systems. 3 sem. hrs.
Introduces students to healthcare databases and technologies. Key topics include the history and current status of information systems in healthcare, administrative and clinical applications, evidence-based medicine, information retrieval, decision support system, security and confidentiality, information system cycles, the electronic health record, key health information systems and standards, and medical devices.
Prerequisite(s): HCM 360
Prerequisite(s) with concurrency: HCM 361.

HCM 463. Healthcare Systems Improvement. 3 sem. hrs.
This course explores the application of business intelligence and the role of analytics in supporting a data-driven healthcare system using various technology platforms.
Prerequisite(s): HCM 361, HCM 362 and MGT 452
Prerequisite(s) with concurrency: MGT 464.
HCM 464. Healthcare Data Mining. 3 sem. hrs.
This course provides an overview of the data mining process, data mining standards and output protocols, and common techniques used in mining healthcare data. Prerequisite(s): HCM 361, HCM 362 and MGT 452
Prerequisite(s) with concurrency: HCM 463.

HCM 465. Healthcare Analytics Projects Course. 3 sem. hrs.
Integrates knowledge from previous healthcare courses and applies managerial and research skills to analyze data and related insights through working on practical issues with healthcare organizations. Prerequisite(s): HCM 463 and HCM 464.

HCM 491. Independent Study. 1-3 sem. hr.
The course offers students interested in health care management the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with advice and permission of the appropriate instructor and the approval of the program chairperson.
Prerequisite(s): MGT 300.

HCM 492. Internship. 3 sem. hrs.
Supervised administrative work experience in the health care industry.

Management (MGT) Courses

MGT 286. Entrepreneurship, Creativity and Ideation. 3 sem. hrs.
Provide students with the skills necessary to apply business creativity in developing innovative solutions to problems in uncertain and dynamic business environments.

MGT 300. Organizational Theory & Behavior. 3 sem. hrs.
A course designed to help students understand organizational theory, interpersonal communication, and other behavioral science concepts and then integrate them into managerial tools for effective use in business, industry, and public-sector organizations.
Prerequisite(s): MATH 121 or MATH 125 or MATH 126; and ST 260 and LGS 200 and EC 110 and AC 210.

MGT 301. Intro to Human Resources Management. 3 sem. hrs.
Introductory course surveying problems and issues in labor economics, personnel management, and labor relations. Emphasis is placed on public policies affecting management and union representatives and on the role of the human resources manager in the organization.
Prerequisite(s): MGT 300 and EC 110 and EC 111.

MGT 310. Practicum in Management. 3 sem. hrs.
Students develop further knowledge, skills, and abilities in the functional areas of management introduced in MGT 300.
Prerequisite(s) with concurrency: MGT 300.

MGT 320. Leadership and Ethics. 3 sem. hrs.
This course focuses on the interpersonal dynamics of managers, professionals, and entrepreneurs at work. Case analysis and simulation of problem solving and decision making are used to develop insight into human relations in organizations as well as to develop the personal and interpersonal skills needed in leadership roles. This course will emphasize ethical decision making particularly in challenging business environments.
Prerequisite(s): MGT 300.

MGT 322. Effective Negotiations. 3 sem. hrs.
Negotiations are pervasive in all aspects of life. Having the ability to effectively negotiate can provide you with a competitive advantage in many situations. This course will employ negotiations exercises, expert guest speakers and additional readings to help students master negotiation skills.
Prerequisite(s): Junior class standing and enrollment in College of Commerce and Business Administration, OR by permission of instructor.

MGT 341. Business Ethics. 3 sem. hrs.
Systematic examination of current issues and problems in the organization and management of business enterprises. The course combines readings, cases, and lectures that focus on the roles, activities, and ethical choices of managers as they direct organizations within the context of our contemporary society.
Prerequisite(s): MGT 300 minimum grade of C-.

MGT 386. Foundations of Entrepreneurship. 3 sem. hrs.
Survey course describes entrepreneurs, different types of opportunities, how entrepreneurs creatively discover or recognize them, and exposes students to each stage of the new venture start-up process. Reviews special issues pertaining to different types of small businesses.
Prerequisite(s): MGT 300.

MGT 387. Creating, Recognizing, Evaluating and Pitching Opportunities. 3 sem. hrs.
First of two courses that go in-depth through each start-up stage, including creativity, opportunities, business models, feasibility, and pitching. Emphasizes personal selling and presentation skills.
Prerequisite(s): MGT 386
Prerequisite(s) with concurrency: MGT 386.

MGT 388. Starting, Growing, and Harvesting New Ventures. 3 sem. hrs.
Second of two courses describes in-depth each start-up stage, including legal forms, regulatory obligations, negotiating inputs, leadership, building a team, managing growth, and harvest strategies.

MGT 406. Family Business Management. 3 sem. hrs.
MGT 406 will offer: 1) several perspectives on family business and 2) address the challenges and opportunities unique to the management of family businesses.
Prerequisite(s) with concurrency: MGT 386.

MGT 412. Management Presentations. 3 sem. hrs.
Instruction and practice of information presentation in a business environment. Topics include conference room presentations, media briefings, team presentations, television interviews and audiovisual development.

Using applied descriptive functional behavioral analytic techniques, students sequentially analyze, decompose, and develop models to explain unethical leadership decision making in organizations using quasi-naturalistic behavioral observation.
Prerequisite(s): MGT 300 or MGT 320 or MGT 341.

MGT 420. Organizational Change. 3 sem. hrs.
An investigation of structural, technological, humanistic, and task approaches to organizational change, the resistance to change, and the implementation of change in business and in private- and public-sector organizations.
Prerequisite(s): MGT 300 and MGT 301.

MGT 421. Corporate Entrepreneurship & Innovation. 3 sem. hrs.
This course uses a case analysis method to examine the development and implementation of managerial actions in modern organizations.
Prerequisite(s): MGT 300.

MGT 422. Leadership Communication. 3 sem. hrs.
Analysis of the role of communication in effective leadership for all management situations.

MGT 431. Human Resources Selection and Placement. 3 sem. hrs.
The main purpose of this course is to provide students with detailed knowledge of an organization’s staffing function. The knowledge includes, but is not limited to, understanding how to conduct a job’s analysis, how to write a job description and the specifications of that job, how to choose appropriate recruitment and selection methods, how to structure and execute valid job interviews, how to write job offer letters, and how to evaluate the overall effectiveness of an organization’s staffing strategy and policies.
Prerequisite(s): MGT 301.

MGT 432. Employee Relations. 3 sem. hrs.
A critical examination of the factors that condition employee relations in both the private and public sectors.
Prerequisite(s): MGT 300 and MGT 301.

MGT 433. Compensation and Performance Management. 3 sem. hrs.
This course will enable students to identify the components of a total reward system, understand the major compensation system design issues, become familiar with the provisions of the FLSA, and understand the relationship between compensation and performance management.
Prerequisite(s): MGT 301.

MGT 434. Training and Development. 3 sem. hrs.
This course examines both the theory and practice of training and development in organizations. Topics covered will include organizational, task, and individual needs assessment, training design and implementation, and evaluation techniques. This course will draw upon research and theory from management, psychology, and other relevant domains. Application of the text/lecture materials will be reinforced through class exercises, group assignments, guest lectures, and presentations.
Prerequisite(s): MGT 300, MGT 301.

MGT 437. Strategic Human Resource Management. 3 sem. hrs.
This course is designed to provide a broad, strategic overview of human resource management with practical applications. It will define and describe strategic HRM and identify the specific HR issues within organizational strategies, goals, and tasks. This class is designed to prepare students to sit for the SHRM college level certification exam.
Prerequisite(s): MGT 301 and three of the four HR concentration classes (MGT 431, MGT 432, MGT 433, MGT 434).

MGT 452. Project Management Communication. 3 sem. hrs.
Demonstrate communication effectiveness in a business context by completing team projects for a client, using written, oral, visual, and interpersonal skills.
Prerequisite(s): GBA 300 and MGT 300.
MGT 481. New Venture Finance. 3 sem. hrs.
Provide students with working knowledge of financing mechanisms such as venture capital, angel investments, and debt instruments for creating and operating a new venture.
Prerequisite(s): MGT 300 and MGT 386
Prerequisite(s) with concurrency: MGT 387.

MGT 482. New Venture Development. 3 sem. hrs.
This course provides an opportunity to develop a business plan for a new venture or for expansion of an existing company. Students are expected to acquire skills in evaluating business ventures; to learn alternative financing sources; to develop ideas for differentiating products; and to develop an understanding of what is required to harvest the profits of a growing business.
Prerequisite(s): MGT 300.

MGT 483. Technology Commercialization. 3 sem. hrs.
This course focuses on getting ideas, innovations, or discoveries into the marketplace in the form of products or services, or into the value chain at any step, to increase the competitive advantage of the enterprise. The course offers an overview of the technology commercialization process. But more importantly, the course provides opportunities to assess technologies for commercialization. Indeed, the most useful description of the course is as a practicum in technology assessment. Throughout the course, students are engaged in technology assessment projects. This course links the activities of research and development, product and process design, technology transfer and marketing, new venture financing, technology entrepreneurship and intrapreneurship, protection of intellectual property, and management.
Prerequisite(s): MGT 386 and MKT 410
Prerequisite(s) with concurrency: MGT 387, MGT 388, MGT 481.

MGT 484. Small Business Management. 3 sem. hrs.
Detailed review of aspects of managing and growing a small business, including evaluating and purchasing a small businesses, managing banking relationships, hiring and managing small workforces, legal and regulatory constraints, government resources, common accounting software, and creative ways to market with little money. Students will also learn project management as it pertains to small businesses.
Prerequisite(s): MGT 386
Prerequisite(s) with concurrency: MGT 387, MGT 388 and MGT 481.

MGT 486. Small Business Consulting. 3 sem. hrs.
This course is designed to offer education and training in the art of management consulting as it applies to smaller firms. The overall purpose of the course is the acquisition of knowledge and skills that will enable students to provide management advice to entrepreneurs and businesspersons to improve the performance of smaller organizations.
Prerequisite(s): MGT 386 and MGT 484.

MGT 491. Independent Study. 1-3 sem. hr.
The course offers students interested in management the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with the advice and permission of the appropriate instructor and the approval of the program chairperson.
Prerequisite(s): MGT 300.

MGT 492. Internship In Human Resources Management. 1-3 sem. hr.
Students are selected through a competitive process for assignments in approved business or public sector organizations. The internship is administered through the C&BA Office of Student Services.
Prerequisite(s): MGT 300.

MGT 497. Special Topics. 3 sem. hrs.
Courses that offer the faculty a chance to present topics of interest to themselves and to management students.