

- 3020 Managerial Ethics (4 sem. hours).** This course is intended to help students recognize the ethical dilemmas that employees and managers typically face in day-to-day dealings with colleagues, subordinates, bosses, customers, the public and other stakeholders and to provide ethical frameworks for evaluating alternative courses of action. The emphasis of the course will be on managerial decisions, including those that students are likely to encounter in the early stages of their careers.
- 3030 International Management (4 sem. hours).** Introduction to behavioral and human resources issues facing managers of multinational corporations. Students will evaluate the effectiveness of various management practices and techniques when applied across the globe. Topics include culture, leadership, decision making, communication, motivation, and employee development, selection, and repatriation. Prerequisite: MGMT 3000.
- 3040 Organizational Behavior (4 sem. hours).** This course explores human behavior in organizational settings using theories from multiple disciplines including psychology, social psychology, and management. Examines how theories can be applied to create a positive work environment and improve worker morale and productivity. Prerequisite: junior standing.
- 4000 Business Strategy (4 sem. hours).** Takes a searching look at the major components of strategy from an upper-level management perspective. Using case studies and simulations, this course provides a learning laboratory that integrates the knowledge and skills learned in the Core courses of each function. Prerequisite: Admin 4000 and all four junior-level B.B.A. Core courses. This course is offered during the spring semester.
- 4010 International Business (4 sem. hours).** Focuses on issues and problems facing managers whose firms do business abroad. The strategic issues, operational practices, and external relations of multinational companies are analyzed through cases that bridge individual functional areas. Prerequisite: junior-level B.B.A. Core courses.
- 4020 Human Resource Management (4 sem. hours).** This course addresses contemporary human-resource challenges arising out of the social, economic, and governmental environments in which organizations operate. Topics include the changing role of the human resource department in organizations, building and developing a competent workforce, issues in international human resource management, cultural diversity in the workplace, and the changing nature of labor relations. Prerequisite: junior standing.
- Special Purpose Course Numbers**
- 4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).**
  - 4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).**
  - 4850–4853 Internship (1, 2, 3, or 4 sem. hours).**

## Management Information Systems

- 3010 Management Information Systems (4 sem. hours).** This course focuses on breadth of coverage rather than depth in any particular area. The topics covered include the strategic role of IT, discussion of MIS specific computer hardware and applications, managing IT-related organizational change, systems development and outsourcing, and the Internet and electronic commerce. Prerequisites: junior standing or permission of the instructor.

**3020 E-Commerce (4 sem. hours).** Course will explore the e-commerce concept in the computer lab with focus on its business processes, opportunities, limitations, issues, and risks. Modules on creating web pages, working with XML, and web programming with Java will be included. Prerequisites: Computer Science 1010 or equivalent and at least junior standing.

**3110 Business Networks and the Internet (4 sem. hours).** Provides those responsible for technology management, strategic planning, and various aspects of organizational management with an understanding of networking, electronic communications, and the Internet. Topics will be covered from the management perspective and will include LAN, WAN, hubs, servers, various systems configurations, and Internet technologies with emphasis on implications for management. Prerequisites: junior standing.

#### **Special Purpose Course Numbers**

**4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).**

**4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).**

**4850–4853 Internship (1, 2, 3, or 4 sem. hours).**

## **Marketing**

**3000 Fundamentals of Marketing (4 sem. hours).** Consideration of pricing, promoting, and distributing products and services to satisfy buyers' needs in an ethical and socially responsible manner, with particular attention to the impact of demographic, economic, social, environmental, political, legal, regulatory, and technological forces on domestic and global organizational marketing systems. Prerequisite: Econ 2000 and at least junior standing. This course is offered during the spring semester.

**4010 Consumer Behavior (4 sem. hours).** This course focuses on the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. To consider the scope of consumer behavior, the course emphasizes the complex and interdependent relationships between marketing stimuli and the day-to-day lives of consumers. Prerequisite: Marketing 3000.

**4020 Marketing Research (4 sem. hours).** The course imparts an understanding of and the skills to apply the methods and techniques required for gathering, recording, and analyzing information for making marketing decisions. Prerequisites: Marketing 3000.

#### **Special Purpose Course Numbers**

**4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).**

**4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).**

**4850–4853 Internship (1, 2, 3, or 4 sem. hours).**

## **Quantitative Management**

**3000 Operations Management (4 sem. hours).** The course introduces managerial decision-making tools for manufacturing and service organizations from a managerial perspective. Suggested coverage includes decision making, quality management, statistical quality control. Product and service design, supply chain management, project management, forecasting, capacity and aggregate planning, inventory management, simulation, materials requirements planning, and application design.