

Course Descriptions

MGMT—BUSINESS MANAGEMENT

MGMT 1010 SS

Introduction to Business
3:3:0 Su, F, Sp; DE
 Overviews the business world, its structure, procedures, and vocabulary. Provides information to assist in making occupational choices. Methods include lectures, class discussions, group activities, videos, and guest speakers. Completers should have a general knowledge of business and career opportunities.

MGMT 1060
Personal Finance
3:3:0 F, Sp

Designed as elective credit toward a business degree and for individuals interested in acquiring personal financial planning skills. Covers personal financial management with emphasis on decision making, budgeting, financial institutions, personal and family risk management, credit management, and estate planning. Methods include lectures, guest speakers, films, tapes, computer simulations and research. Completers should be able to prepare complete personal budgets and other family financial planning instruments.

MGMT 117R
Delta Epsilon Chi
1:1:1 F, Sp

Delta Epsilon Chi is a national student organization designed for all marketing/hospitality majors. Helps students develop professionally through opportunities to use and apply leadership, human relations, management, social, communicative, and organizational skills. Includes involvement with the business community. Provides opportunities for leadership positions, committee assignments, participation in school and community activities, and competition in state and national events. Requires payment of local, state, and national dues. May be taken a maximum of two times for credit. Offered on a credit/no credit basis.

MGMT 118R
Delta Epsilon Chi Leadership
1:1:1 F, Sp

For Delta Epsilon Chi officers. Includes leadership development, organization, and direction of the DEX program of work for UVSC Chapter. Course will be offered on a credit or no credit basis. May be taken a maximum of two times for credit.

MGMT 1200
Business English
3:3:0 On Sufficient Demand
 • Prerequisite(s): ENGH 0990 or equivalent knowledge

For all those desiring to improve business English skills. Studies current usage of English grammar, including parts of speech, syntax, and punctuation.

Emphasizes business usage.

MGMT 1250
Principles of Leadership
3:3:0 F, Sp

Required course for integrated studies degree students with an emphasis in leadership. Overviews principles of leadership. Provides students with information on successful leadership styles. Includes lectures, videos, cases, group activities, and class discussion.

MGMT 126R
Leadership Academy--No Greater Heroes I
2:1:3 On Sufficient Demand

Assists in mastery of the key communication skills, beliefs, and physiology of truly successful people. Utilizes a behavioral model with specific strategies to produce extraordinary results on a consistent basis. Helps students take intelligent action toward producing outstanding results in life. Assists in learning to condition mind and body to consistently react with power and focus in situations. Provides life experiences to demonstrate resolve. Provides opportunities to make a difference in another person's life. May be repeated one time for credit for a maximum of 4 credits. (BS Business Management majors may count 2 credits toward degree elective credits.)

MGMT 127R
Leadership Academy--No Greater Heroes II
2:1:3 On Sufficient Demand
 • Prerequisite(s): MGMT 126R

Emphasizes the rewards received by those who give extraordinary ways. Produce and use evaluation tools to assess one's journey toward predetermined outcomes. Learn to use data to increase productivity, monitor performance, and adjust needed changes required to achieve objectives and goals. Emphasizes the need for documentation so success can be duplicated consistently over and over. Includes field work presenting motivational activities in both junior and elementary schools. May be repeated one time for credit for a maximum of 4 credits. (BS Business Management majors may count 2 credits toward degree elective credits.)

MGMT 181R
Phi Beta Lambda
1:1:0 F, Sp

Phi Beta Lambda is a national student organization designed for all business majors. Helps students develop professionally through opportunities to use and apply leadership, human relations, management, social, communicative, and organizational skills. Includes involvement with the business community. Provides opportunities for leadership positions, committee assignments, participation in school and community activities, and competition in state and national competitive events. Requires payment of

local, state, and national dues. Course will be graded on a credit/no credit basis. Can be repeated as many times as desired for interest.

MGMT 182R
Phi Beta Lambda Leadership
1:1:0 F, Sp

For Phi Beta Lambda officers. Includes development, organization, and direction of the PBL program of work for UVSC Rho Lambda Chapter. Graded on a credit/no credit basis. May be repeated once for a maximum two credits.

MGMT 2100
Personality Instruments and Business
3:3:0 On Sufficient Demand

Examines the individual personality and identity as it relates to the workplace environment. Provides overview of Color Code, Creating a Climate for Growth, Myers-Briggs, True Colors, and other personality programs. Evaluates personality-induced stressors in the workplace. Provides tools for effective stress reduction through living a principled lifestyle. Identifies processes for internal congruency and ethical behavior. Emphasizes character building modules culminating in a service project.

MGMT 2110 (Cross-listed with: COMM 2110) SS
Interpersonal Communication
3:3:0 F, Sp; DE

Examines the role of communication interpersonal relationships. Includes the history of interpersonal communication research and theory and applications such as negotiation, conflict management, listening, and assertiveness.

MGMT 2200** GC
Business Communications
3:3:0 Su, F, Sp; DE

• Prerequisite(s): Recommended: ENGL 1010 with a grade of "C-" or higher
 Teaches written correspondence and business reports using direct and indirect approaches. Emphasizes basic language utilization. Includes application of communication principles to business writing situations. Requires completion of a formal research document.

MGMT 220A
Business Communications
1:1:0 On Sufficient Demand
 • Prerequisite(s): ENGL 1010 with a grade of "C-" or higher

Teaches business reports using direct and indirect approaches. Emphasizes basic language utilization. Includes application of communication principles to business writing situations. Requires completion of a formal research document.

MGMT 220B

Business Communications

2:2:0 On Sufficient Demand
 • Prerequisite(s): ENGL 1010 with a grade of "C-" or higher

Teaches written correspondence using direct and indirect approaches. Emphasizes basic language utilization. Includes application of communication principles to business writing situations. Does not satisfy English requirement for School of Business Majors.

MGMT 220H

Business Communications

3:3:0 On Sufficient Demand
 • Prerequisite(s): ENGL 1010 with a grade of C- or higher

Teaches written correspondence and business reports using direct and indirect approaches. Emphasizes basic language utilization. Includes application of communication principles to business writing situations. Requires completion of a formal research document.

MGMT 2240

Foundations of Business Statistics

3:3:0 F, Sp; DE
 • Prerequisite(s): MATH 1050

For bachelor's degree business management majors; elective credit for other School of Business majors. Studies quantitative tools, which aid in decision making. Teaches use of algebra, mathematical programming, probabilities, and calculus to solve typical business problems. Uses lectures and problem sets to explain concepts.

MGMT 2250

Job Application and Advancement Skills

1:1:0 OSD; DE
 • Prerequisite(s): Basic word processing skill; MGMT 2200 preferred

Emphasizes the development of effective techniques for successfully locating, applying for, securing employment, and advancing in a career. Includes demonstration, role play, and application exercises. Should be taken near the end of the business major's educational program or concurrently with cooperative work experience.

MGMT 2340

Business Statistics I

3:3:0 Su, F, Sp
 • Prerequisite(s): MGMT 2240 or MATH 1100

Presents an application of statistics in business and economics covering methods of collecting, analyzing, and presenting data. Includes frequency distributions, averages, index numbers, probability, sampling, estimation, analysis of variance, time series, regression and correlation, and chi-square.

MGMT 2390

Effective Business Presentations

3:3:0 F, Sp
 • Prerequisite(s): One of the Following: DGM 3820, DGM 2010, DGM 201B or business

computer proficiency or Instructor Approval

For students and others interested in developing effective business presentations skills. Teaches students to plan, develop, deliver, and evaluate business presentations using informative and persuasive formats in diverse settings using a variety of media. Provides additional presentation software training.

MGMT 2450

Principles of Personal Excellence

3:3:0 F, Sp

Introduce students to a holistic framework for the development of personal effectiveness and peak performance. Reviews principles, processes, and practices used by peak performers in many life disciplines. Offers students a chance to apply many practices and techniques, which they can apply within the many performances arenas of their life.

MGMT 258R

Current Topics in International Business

1 to 3:1 to 3:0 On Sufficient Demand

• Prerequisite(s): Department Chair Approval
 Provides exposure to emerging topics of current interest in international business. Topics vary each semester. May apply a maximum of three hours toward graduation.

MGMT 259R

Current Topics in Marketing

1 to 3:1 to 3:0 On Sufficient Demand

• Prerequisite(s): Department Chair Approval
 Provides exposure to emerging topics of current interest in marketing. Topics vary each semester. May apply a maximum of three hours toward graduation.

MGMT 2700

Business and Service in Action

2:1:3 On Sufficient Demand

Explores previous business course content with hands-on experience. Provides leadership and service opportunities. Includes lecture, homework, and out-of-class lab time consisting of service-related experiential learning. Completers should have a greater understanding of the business major with practical service experience.

MGMT 281R

Cooperative Work Experience

2 to 8:0:10 to 40 Su, F, Sp

• Prerequisite(s): Approval from School of Business Career and Corporate Manager
 Provides opportunities to apply classroom theory on the job. Students work as paid employees in a job that relates to their careers while enrolled at the college. Credit is determined by the number of hours a student works during the semester. Completers meet individually set goals. Six credits may be applied toward graduation.

MGMT 290R

Independent Study

1 to 3:1 to 3:0 On Sufficient Demand

Provides independent study as directed in reading and individual projects. Requests must be submitted for approval by the department. Approval for this program will be coordinated with the instructor. May be repeated for up to three credits.

MGMT 292R

Seminar

1 to 3:1 to 3:0 On Sufficient Demand

Designed to give the student added insight into management principles essential for successful management of a business. Includes guest experts from the field of business. May be repeated for a total of three credits.

MGMT 294R

Current Issues in Utah Business

1:1:0 On Sufficient Demand

Focuses on current issues in Utah business. Covers a single issue in each weekly television broadcast; uses supporting internet materials to expose students to timely issues facing the Utah business community. May be repeated for a maximum of three credits toward graduation.

MGMT 295R

Executive Lecture Series

0.5:0.5:0 F, Sp

Consists of lectures presented by guest speakers on current business topics concerning the student, community, nation, business world, etc. May be required; see program listings for details. Can be taken as many times as desired for interest.

MGMT 297H

Honors Seminar in Leadership Development

3:3:0 On Sufficient Demand

Emphasizes factors that impact leadership effectiveness and skill development in organizations. Features lectures on topics such as leadership, participative management, negotiations, team building, and women's issues by local experts in a seminar setting. Includes group interaction and discussions, written summaries and instructor critique of student performance.

MGMT 3000

Organizational Behavior

3:3:0 F, Sp

• Prerequisite(s): ENGL 1010 or ENGL 1060 or ENGL 106A
 Studies behavioral theories and concepts for creating effective organizations. Deals with knowledge of individual, group, and organizational processes and variables focusing on practical application of how people work. Presents topics on communication, leadership, motivation, conflict management, socialization, team building, decision making, diversity, ethics, and culture. Includes lectures, case studies, oral presentations, written assignments, and group projects.

Course Descriptions

MGMT 3010

Principles of Management

3:3:0

Su, F, Sp

• Prerequisite(s): MGMT 2200

Introduces students to principles of the management process and related theoretical concepts of social behavior in organizations. Introduces students to the impact of globalization on the management process. Requires students to complete a career exploration and planning process. Develops student's knowledge of team dynamics and student's individual team skills.

MGMT 3070

Total Quality Management

3:3:0

On Sufficient Demand

• Prerequisite(s): MGMT 3450 and Matriculation into Business Management Bachelor's Degree Program

Covers universal principles of quality assurance management, mechanics of a quality information system, and quality management practices. Emphasizes system elements, controls, and fitness for use. Includes process charting, quality costing concepts, statistical process control (SPC), sampling, variability, attribute charting, and continuing improvement strategies.

MGMT 3100

Principles of Finance

3:3:0

Su, F, Sp; DE

• Prerequisite(s): ECON 2020, MGMT 2340, and ACC 2020 or ACC 3000

For bachelor's degree business management majors. Includes financial management in the business environment, time value of money, working capital policies, and fundamentals of security valuation. Covers dividend policy; options, convertibles, and warrants; leasing, mergers and acquisitions; and a brief overview of international finance.

MGMT 3150

Financial Management

3:3:0

F

• Prerequisite(s): MGMT 3100 and Matriculation into the Business Management Bachelor's Degree Program

Teaches fundamentals necessary to analyze financial statements, identify management problems, determine causes, and make sound decision. Covers cash flow; vertical, horizontal, and ratio analyses; break even analyses, and profit volume analyses. Discusses tools of financial management, operating leverage, and projections. Requires a written financial analysis paper.

MGMT 3170

Entrepreneurship

3:3:0

F, Sp

• Prerequisite(s): ENGL 1010

Cannot be used as an upper-division elective for the Business management bachelor of science degree. Studies a comprehensive business plan including business strategy, location selection, and building design. Covers market potential, capital requirements, business

organization, merchandise buying, and price and service policies. Includes communication policies, accounting and finance procedures, and legal environment. Completers should be able to develop their own business plan.

MGMT 3180

Business Formation

3:3:0

F, Sp

• Prerequisite(s): ENGL 1010 or ENGL 1060; MGMT 3170 highly recommended

Provides a real-world experience of taking a business idea to the market with students working in teams under the direction of successful entrepreneurs. Integrates business theory with the challenges of working with others, competing with existing firms, and facing economic issues associated with starting a business.

MGMT 3200 (Cross-listed with: HM 3200)

Global Tourism

3:3:0

F

• Prerequisite(s): MGMT 2200 or ENGL 2010 or ENGL 2020

Studies the history and future of tourism, the impacts (environment, culture, economy) of tourism, and tourist behavior. Includes lectures, case studies, field trips, and guest speakers. Completers should be sophisticated travelers and understand the nature of the world's largest industry and its impacts on society and national economics.

MGMT 3210 (Cross-listed with: HM 3210)

Convention and Events Management

3:3:0

F

• Prerequisite(s): ENGL 2010 or ENGL 2020

Analyzes the meeting, convention, and events industry. Covers the various disciplines of planning including site selection, organizing, budgeting, catering, entertainment, and promotion. Introduces career opportunities through guest speakers who are industry professionals.

MGMT 3220

Retail Management

3:3:0

On Sufficient Demand

• Prerequisite(s): MGMT 3600

Combines theoretical concepts with practical applications from a strategic management perspective. Includes lectures and discussions of current events within the retail industry to provide the primary basis for the integration of course materials with actual retail enterprise operations. Includes participation in a number of experiential learning exercises such as group and individual case analyses, outside research on the retail industry and specific retail firms, class presentations, guest speakers, and quizzes on selected retailing issues and practices.

MGMT 3300

Survey of International Business

3:3:0

Su, F, Sp; DE

• Prerequisite(s): (ENGL 2010 or ENGL 2020 or MGMT 2200) and ECON 2010

Teaches international business, trade and foreign investment, and theories of international trade. Studies economic development, international investment and international agencies (government and private) that affect international business by informing, regulating or financing. Develops an appreciation of the unpredictable forces of foreign environments. Explores how international businessmen respond to these influences.

MGMT 3320 (Cross-listed with: COMM 3320)

Cross-Cultural Communications for International Business

3:3:0

F, Sp

• Prerequisite(s): ENGL 2010 or ENGL 2020

Required for international business majors and as an elective for all business majors. Discusses today's business environment which requires work in a multi-ethnic setting. Overviews critical elements that arise from the various cultural backgrounds, which can impact both domestic and international organizations. Proceeds from a management point of view with lessons easily derived for the mid-level manager as well as for line personnel. Concentrates on managerial communications, negotiations, cultural change, and management functions.

MGMT 3350

International Marketing

3:3:0

F

• Prerequisite(s): MGMT 3600 and MGMT 3300

Presents the problems of marketing in the international marketplace and how marketers approach and solve them. Focuses on concepts and principles by teaching the theory and practice of international marketing through the use of practical examples and actual case studies of international (both US and foreign) marketing organizations. Includes international marketing position of the US, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing, distribution, promotion and sales.

MGMT 3390

Business and Professional Presentations

3:3:0

On Sufficient Demand

• Prerequisite(s): MGMT 2200 and complete one of the following: DGM 3820, DGM 2010, DGM 201B, or business computer proficiency or Instructor Approval

For those interested in developing business and professional presentation skills. Emphasizes critical thinking as students plan, develop, deliver, and evaluate presentations using informative and persuasive formats in diverse settings using a variety of media. Incorporates aspects of multimedia. Successful completers should make business presentations professionally

and confidently.

MGMT 339A

Business and Professional Presentations

1:1:0 On Sufficient Demand

• Prerequisite(s): MGMT 2200 and MGMT 2390 and one of the following: DGM 3820, DGM 2010, DGM 201B, or business computer proficiency or Instructor Approval.

For students who have completed MGMT 2390 and need the additional theory, skills, and presentation practice required for upper-division credit. Emphasizes critical thinking and multimedia as students plan, develop, deliver, and evaluate presentations one-on-one and in an auditorium or large-facility setting. Emphasizes interaction with audience members.

MGMT 3400

Investment Management

3:3:0 F

• Prerequisite(s): MGMT 2340, MGMT 3100 and Matriculation into the Business Management Bachelor's Degree Program

Overviews the field of investments. Introduces stocks, bonds, put and call options, commodity and financial futures. Emphasizes both theory and practical aspects of investment management. Includes security valuation, market hypothesis, capital asset pricing, strategies of portfolio construction, performance measures, and risk/return relationships.

MGMT 3430

Human Resource Management

3:3:0 Su, F, Sp; DE

• Prerequisite(s): ENGL 2010 or ENGL 2020

Covers labor and management relations, legal issues, job analysis and design, recruiting and selecting, job placement and orientation, training, career planning, EEO, performance appraisal, and employee benefits. Presents tools for the implementation of a human resource management program. Includes class discussions, case studies, videos, oral presentations, written assignments, group projects, and guest speakers.

MGMT 3440

Managing Organizations

3:3:0 On Sufficient Demand

• Prerequisite(s): MGMT 3000

Studies management theory and emphasizes the managerial view of the elements and variables that influence the organization. Examines organizational design and change emphasizing the management tools used in planning, organizing, directing, controlling, and leading, and the coordinating of these factors within organizations. Uses current events as they relate to managing and developing the organization. Includes case analyses, team building exercises, videos, class discussions, group presentations, written assignments, and guest speakers.

MGMT 3450

Operations Management

3:3:0 Su, F, Sp; DE

• Prerequisite(s): MGMT 2340 and Matriculation into Business Management Bachelor's Degree Program

Focuses on the management of resources for products or services within an organization. Covers facility location and layout, planning, and operational processes. Emphasizes product/service development, forecasting, inventory control, quality assurance, and research techniques.

MGMT 3470

Lean Management Systems

3:3:0 On Sufficient Demand

• Prerequisite(s): MGMT 3450

Teaches advanced operations management processes beyond introductory course. Studies process and value stream management. Teaches importance of continuous improvement and other techniques critical to operations management in modern organizations. Integrates hands-on experience in lean thinking processes.

MGMT 3500

Leadership Process

3:3:0 Sp; DE

• Prerequisite(s): MGMT 1250

Required course for Integrated Studies Degree students with an emphasis in Leadership. Examines leadership theory by practice and application. Includes cases and group activities.

MGMT 3530 (Cross-listed with: LEGL 3530)

Employment and Labor Law

3:3:0 F

• Prerequisite(s): ENGL 2010 or ENGL 2020

Covers employment and labor law, cases, and policy. Includes employment discrimination along with labor relations statutes exploring the link between employment discrimination and traditional labor relations law. Presents tools necessary to formulate and write policy for profit and non-profit organizations. Includes lecture, class discussions, case studies, a service learning project, and guest speakers.

MGMT 3550

Organization Development†

3:3:0 On Sufficient Demand

• Prerequisite(s): ENGL 1010

Studies the process of ensuring skills, knowledge, abilities, and performance of the workforce meet current and future individual, team, and organizational needs. Includes the development, implementation, evaluation activities, interventions, and programs that focus on customized organization development (change), performance management, training and development, career development, and other unique employee or employee group needs.

MGMT 3600

Principles of Marketing†

3:3:0 Su, F, Sp

• Prerequisite(s): ENGL 1010

Required for most School of Business Bachelor of Science Degree students and is elective credit for other majors. Studies consumers, markets, and environments from the perspective of the marketing manager. Covers consumer behavior, marketing research, product management, and channels of distribution. Explores pricing, advertising, and personal selling. Includes case analysis, lectures, class discussions, videos, oral presentations, written assignments, and guest speakers.

MGMT 3620

Consumer Behavior

3:3:0 F

• Prerequisite(s): MGMT 3600, MGMT 2340, and Matriculation into the Business Management Bachelor's Degree Program

For bachelor's degree business management majors; elective credit for other School of Business majors. Includes an analysis of consumer spending and saving habits, product preferences, shopping behavior, leisure time patterns, and social change. Explores the influence of advertising, selling and fashion trends. Includes lectures, class discussions, videos, projects, case analyses, oral presentations, written assignments, and guest speakers.

MGMT 3630

Services Marketing

3:3:0 Sp

• Prerequisite(s): MGMT 3600

Presents skills and attitudes necessary to market services and to provide good customer service. Emphasizes the marketing skills involved in marketing services and basic marketing concepts, including positive customer relations, effectively handling customer complaints, and sound customer service procedures. Completers should develop successful service marketing strategies that can be applied in a business organizational setting. Includes lectures, guest speakers, video tapes, role plays, case analysis, oral presentations, and written assignments.

MGMT 3650

Selling and Sales Management

3:3:0 F, Sp

• Prerequisite(s): Matriculation into the Business Management Bachelor's Degree Program

For the bachelor's degree business management majors; elective credit for other School of Business majors. Emphasizes theoretical skills in the personal selling process and the management of a sales force. Studies the recruiting, training and supervising of salespersons, organization of territories, compensation schemes, and forecasting. Includes lectures, guest speakers, video tapes, role playing, case analysis, oral presentations, and written assignments.

Course Descriptions

MGMT 3660

Internet Marketing

3:3:0

F, Sp

• Prerequisite(s): MGMT 3600

Provides an introduction to the many business uses of the Internet to create competitive advantage. Features discussions of e-business strategic components and practice with Web page exercises. Uses guided exercises to explore the Net, both in and out of class. Includes projects, research, and Net use in a particular industry. Emphasizes the sharing of concepts discussed in lectures, class activities, the assigned readings, and group projects.

MGMT 3670

Advertising and Promotion

3:3:0

Sp

• Prerequisite(s): MGMT 3600 and Matriculation into the Business Management Bachelor's Degree Program

For Bachelor's Degree Business Management majors; elective credit for other School of Business majors. Provides an understanding of advertising, its purposes, and production. Includes sequence of activities in preparing productive, persuasive marketing and advertising campaign plans. Covers the social, legal, and economic considerations involved in the campaign planning process. Includes lectures, class discussions, guest speakers, videos, and student presentations.

MGMT 3730

Opportunities in Direct Sales

3:3:0

On Sufficient Demand

Discusses direct sales and the impact on our society. Covers basic terminology of the direct sales industry. Introduces distinctions between legal and illegal activity in the industry. Teaches the history of direct sales, compensation plans, and industry ethics. Analyzes communication skills in the direct sales industry. Explores the unique nature of the relationship between the company and the independent representative. Uses discussion, lecture, presentations and group activities to increase understanding and ability to analyze business under the umbrella of direct sales.

MGMT 3740

Relationship Marketing

3:3:0

On Sufficient Demand

• Prerequisite(s): MGMT 3730

For students interested in understanding relationship marketing as it applies to the direct selling industry. Focuses on the relationship between companies and their independent sales forces. Covers business ethics, compensation, structures, company conventions, distributor services, and online community building. Uses lectures, discussions, guest speakers, analyses in the field, and presentation of analysis in both oral and written format.

MGMT 3890

Career Preparation

2:2:0

Su, F, Sp

• Prerequisite(s): MGMT 2200

Emphasizes the development of effective techniques for successfully locating, applying for, securing employment, and advancing in a career. Provides opportunities to do a self-analysis, research industry and job opportunities, and internalize appropriate etiquette in a variety of business and social settings. Includes demonstration, role play, and application exercises.

MGMT 4000

Compensation and Benefits[†]

3:3:0

On Sufficient Demand

• Prerequisite(s): MGMT 3430; MGMT 3530 recommended

Studies the creation and administration of compensation systems and benefit packages for organizations. Draws heavily on material from MGMT 3430 and research on compensation and benefits systems currently in use in organizations. Covers benefits bidding and contracting based on employer limitations and employee needs. Involves both verbal and quantitative skills.

MGMT 4100

Management of Financial Institutions

3:3:0

Sp

• Prerequisite(s): MGMT 2340, MGMT 3100 and Matriculation into the Business Management Bachelor's Degree Program

Studies the U.S. financial system and its primary institutions and markets. Includes the role of the Federal Reserve System, American and international financial markets. Explores the impact of monetary policy on financial institutions and financial intermediation. Presents the term structure of interest rates, money, capital and mortgage markets, and management of thrift institutions and insurance companies.

MGMT 4180

International Finance Management

3:3:0

Sp

• Prerequisite(s): MGMT 3100 and MGMT 3300 and (MGMT 3150 or MGMT 3400 or MGMT 4100)

Examines financial aspects of firms operating in an international business environment. Includes currency valuation and forecasting; international flow of funds; foreign and international capital markets; valuation of multinational enterprises; and the effect of decisions about structure of the business and its transactions on firm value; and management of currency, political, and other risks arising from multinational operations.

MGMT 4200

Opportunity Identification in Entrepreneurship

3:3:0

F

• Prerequisite(s): Matriculation into the Business Management Bachelor's Degree

An advanced entrepreneurship course;

deals with successful management and/or ownership of a business. Discusses a firm's legal structure, business valuation, loans, and venture capital. Analyzes franchising, self-evaluation techniques, daily cash controls, and the international arena. Evaluates family business issues and government regulations.

MGMT 4210

Entrepreneurship Personal Development

3:3:0

Sp

• Corequisite(s): MGMT 4200

Deals with the personal and interpersonal development of entrepreneurs and other business professionals. Addresses issues and provides specific guidance in such areas as business and personal financial strategies, business and family interpersonal relationships, networking and human resource management strategies, and professional business and self image.

MGMT 4220

Management Communication

3:3:0

Sp

• Prerequisite(s): MGMT 2200 and Matriculation into the Bachelor's Degree Program

Studies elements of communication in management. Concentrates on written and oral communication in business settings and includes communicating electronically, managing conflict, and dealing with change.

MGMT 4290

Individual Action and Corporate Social Responsibility

3:3:1

On Sufficient Demand

• Prerequisite(s): MGMT 3010, Matriculation into the BS Business Management Program, and senior status

Explores the individual decision-making and leadership that underlies, drives, and shapes corporate social responsibility (CSR). Uses cases grouped around the main three areas of leadership, decision-making, and CSR. Uses primarily film to explore these cases, along with documentaries, trial summaries, congressional and government reports, and newspaper and magazine articles. Covers the basic theory and models of corporate social responsibility, decision making, and leadership; and explores the relationship and dynamics between individual decision making and leadership and corporate or collective social responsibility. Utilizes academic and practitioner articles that explore various aspects of leadership, decision making, and corporate social responsibility. Includes case analysis and reflection; an autobiographical exploration of leadership, decision making, and corporate social responsibility models; and a team project.

MGMT 4300

Entrepreneurship Business Planning

3:3:0

Sp

• Prerequisite(s): MGMT 4200 and Matriculation into the Business Management Bachelor's Degree

Course Descriptions

MGMT

Program
Covers marketing research, accounts receivable management, insurance analysis, and business taxation. Deals with local issues, regulations, statistics, patents, and estate planning. Students write a comprehensive business plan and should be able to competently manage a small business or start their own with a minimum risk of failure.

MGMT 4400
New Venture Financing
3:3:0 On Sufficient Demand

• Prerequisite(s): MGMT 3150 and Matriculation into the Bachelor's Degree Program
Covers advanced concepts and skills in entrepreneurship/small business management. Emphasizes how new and emerging companies are financed. Applies functional tools to case situations.

MGMT 4450
Entrepreneurship Enterprise Formation
3:3:0 Sp

• Prerequisite(s): MGMT 4200 and MGMT 4300
Applies learning from the entrepreneurship program to the start-up of a working business with students working in teams or individually under the direction of successful entrepreneurs. Integrates business theory with the reality of securing resources, developing product/service and taking it to market.

MGMT 458R
Advanced Topics in International Business
I to 3:I to 3:0 On Sufficient Demand

• Prerequisite(s): Department Chair Approval
Provides exposure to emerging topics of current interest in international business. Topics vary each semester. May apply a maximum of six hours toward graduation.

MGMT 459R
Advanced Topics in Marketing
I to 3:I to 3:0 On Sufficient Demand

• Prerequisite(s): Department Chair Approval
Provides exposure to emerging topics of current interest in marketing. Topics vary each semester. May apply a maximum of six hours toward graduation.

MGMT 4600
Marketing Research
3:3:0 F

• Prerequisite(s): MGMT 3600, MGMT 2340
Covers managerial uses of marketing research in formulating marketing strategy. Includes determination of situations requiring research, appraisal of alternative research methods, and evaluation of studies. Presents theoretical concepts in research methodology. Includes lectures, class discussions, group projects, case analyses, oral presentations, written assignments, and speakers.

MGMT 4610
Workforce Planning and Staffing
3:3:0 On Sufficient Demand

• Prerequisite(s): MGMT 3430 and Matriculation into the Business Management Bachelor's Degree

Program; MGMT 3530 recommended
Addresses the key HR functions of planning, staffing, and maintaining a quality workforce. Includes identifying critical specifications for filling positions, recruiting a pool of talent, developing selection methods, and creating desirable person/job matches.

MGMT 4650
Strategic Marketing
3:3:0 Sp

• Prerequisite(s): MGMT 4600 and Matriculation into the Business Management Bachelor's Degree Program
Presents detailed marketing analysis skills, planning and control of various marketing mix variables, target markets, and the marketing environment using both oral and written case studies. Includes lectures, class discussions, videos, projects, case analyses, oral presentations, written assignments, and guest speakers.

MGMT 4800
Strategic Management
3:3:0 Su, F, Sp; DE

• Prerequisite(s): All core classes, senior standing, and Matriculation into a School of Business bachelor's degree program
The capstone course for the Bachelor's Degree in Business Management. Provides a program of study designed to integrate all functional management area skills via case analysis and methods while instilling strategic management concepts and thinking processes. Includes written and oral reports, lectures, class discussions, and group projects, and when appropriate, utilizes videos and guest speakers.

MGMT 481R
Internship
I to 8:0:5 to 40 Su, F, Sp

• Prerequisite(s): Approval from School of Business Career and Corporate Manager
For upper-division students working toward a Bachelor of Science Degree in Business Management. Provides a transition from school to work where learned theory is applied to actual practice through meaningful on-the-job experience. No more than six credit hours of internship work experience will apply toward graduation in any Business Management Specialization.

MGMT 4830
Strategic Management Capstone Simulation
I:1:0 Su, F, Sp

• Corequisite(s): MGMT 4800
Capstone simulation application to be taken by students in the outlined courses. Integrates strategic course material with hands-on simulation of decisions that will be required of students when they move into the real world of work

MGMT 4870
International Management
3:3:0 Sp

• Prerequisite(s): Matriculation into the Business Management Bachelor's Degree Program,

(MGMT 3000 or MGMT 3010), and MGMT 3300, MGMT 3600, MGMT 3100
Examines in depth the leading forces and trends shaping the opportunities and challenges confronted by multinational corporations (MNCs) as they assemble, grow, mature, coordinate and control their international network of subsidiaries, joint-ventures, alliances, and supplier firms. Examines the strategies pursued by MNCs in response to opportunities and challenges in this process, consistent with their distinctive strengths and weaknesses; and theories. Contrasts the models and strategic frameworks relating these strategies and forces/trends. Includes group project (written and oral presentations) on a multinational corporation developing or maturing its network in a selected market.

MGMT 490R
Independent Study
I to 3:I to 3:0 On Sufficient Demand

• Prerequisite(s): Department Chair Approval
For bachelor's degree students and other interested persons. Offers independent study as directed in reading, in individual projects, etc., in the area of marketing and/or international business at the discretion and approval of the department chairperson. May apply a maximum of six hours toward graduation.

MGMT 492R
Human Resource Seminar
I:1:0 On Sufficient Demand

• Prerequisite(s): Instructor approval
Presents guest speakers on emerging human resource (HR) research and issues: strategy, international, culture, legal issues, planning and job analysis, recruitment and selection, performance management, compensation and benefits, and career development. May be repeated for two credits toward graduation.

MGMT 493R
Entrepreneurship Lecture Series[†]
I:1:0 F, Sp

Presents lectures by guest speakers on current entrepreneurship issues and topics. Speakers and topics vary each semester. May apply a maximum of three credits toward graduation.

MGMT 494R
Seminar
0.5 to 3:0.5 to 3:0 On Sufficient Demand

Provides short courses, workshops, and special programs in business management, leadership, or current business topics. Repeatable for up to three credits toward graduation.

MGMT 495R
Executive Lecture Series
I:1:0 F, Sp

Consists of lectures presented by guest speakers on current business topics concerning the student, community, nation, business world, etc. May be required in

Course Descriptions

business programs; see specific program listings for details. May apply a maximum of three credits toward graduation.

MGMT 497H

Business Honors Seminar

1 to 3:1 to 3:0 **On Sufficient Demand**

• Prerequisite(s): Permission required; 3.4 GPA or higher; senior status

Provides in-depth exposure to an issue of current interest in business by a local expert in a seminar setting. Includes group interaction and discussion, critical analysis of readings, and critique of student writings. Topics vary each semester.

MGMT 4980

Business Research Seminar

3:3:0 **On Sufficient Demand**

• Prerequisite(s): Instructor Approval

Studies the process of researching and writing for scholarly publication. Includes understanding the concepts of scholarly conversation, managing scholarship, choosing a topic, identifying appropriate journals, using exemplars, creating a title and abstract, making an outline, developing an introduction and conclusion, writing the body of the paper, and then revising, submitting, and finally publishing in a scholarly journal.

MICR—MICROBIOLOGY

MICR 2060

BB

Microbiology for Health Professions[†]

4:3:2 **Su, F, Sp**

• Prerequisite(s): BIOL 1010 or BIOL 1610, ENGL 1010 or an assessment DRP score of 77 or above required. CHEM 1110 highly recommended.

Studies the history of microbiology. Explores bacterial, fungal, parasitic, and viral diseases and their causes. Discusses the classification, physiology, genetics, and physical and chemical control of microbes. Emphasis is on clinical applications. Designed for those planning a career in the health professions such as nursing, dental hygiene, medicine, pharmacy, and dentistry. Includes weekly laboratory.

MICR 3200

Emerging and Re-Emerging Diseases and Zoonoses

3:3:0 **On Sufficient Demand**

• Prerequisite(s): BIOL 1620 and (MICR 2060 or MICR 3450)

Utilizes the most current infectious disease entities as examples for new (emerging) or old (re-emerging) diseases currently affecting mankind. Also discusses zoonotic diseases (those transmissible from animals to humans and vice-versa) in detail. Emphasizes the underlying mechanisms of disease, and includes fundamental aspects of virology, bacteriology, and parasitology. Also covers fundamental concepts in epidemiology, how the public health system deals with these diseases once they have been identified and instances

where the public health system has failed in controlling these diseases and the reasons for these failures. Investigates historical aspects of infectious diseases. Requires a written paper and a presentation on the disease entity of the student's choosing.

MICR 3450

General Microbiology

4:3:2 **F**

• Prerequisite(s): BIOL 1620 and BIOL 3400 and CHEM 1220 required, BIOL 3500 and BIOL 3600 recommended

Covers taxonomy, physiology and genetics of prokaryotes (bacteria, Archaea), viruses and eukaryotic pathogens. Introduces industrial microbiology, biotechnology, and immunology and the biochemical basis of infectious diseases. Designed for biology majors who desire an in-depth coverage of microbiology. Includes weekly laboratory.

MICR 4300

Pathogenic Microbiology

4:3:2 **Sp**

• Prerequisite(s): MICR 3450 or MICR 2060 with instructor consent

Discusses fundamentals of immune mechanisms, pathogenesis, replication, and infection. Explores bacterial, viral, fungal, protozoan, and helminth pathogens. Discusses identification, control, and treatments. Includes weekly laboratory.

MICR 4500

Virology

3:3:0 **F**

• Prerequisite(s): BIOL 3400 and BIOL 3600

Examines the fundamentals of virology. Covers viral structure, biochemistry, genomics, viral multiplication cycles in prokaryotic and eukaryotic cells, and techniques used in viral studies. Also discusses viral diseases, transmission, therapy, evolution, and epidemiology.

MILS—MILITARY SCIENCE

MILS 1200

Introduction to Leadership Excellence I

2:2:0 **F**

• Corequisite(s): MILS 145R

Presents historical overview and development of military value systems and philosophies. Studies individual leadership styles, organization and time management, and writing skills. Includes ethics and code of an officer, role of an officer in the military, drill and ceremonies, fire team tactics, map reading, and basic rifle marksmanship. Lab required.

MILS 1210

Introduction to Leadership Excellence II

2:2:0 **Sp**

• Prerequisite(s): MILS 1200 or Department Approval

• Corequisite(s): MILS 145R

Compares and analyzes leadership styles found in the U.S. Army, as well as business,

academic, and government organizations. Studies Army organization, active and reserve forces; winter survival, advanced fire-team and aggressor tactics. Lab required.

MILS 143R

Military Fitness

1:0:3 **F, Sp**

For Army ROTC students and all other interested students. Uses the Army Physical Fitness Test to evaluate the student's performance and improvement in the areas of flexibility, strength, and endurance. Includes instruction in foot care and road marching techniques. Repeats are required. See advisor for details.

MILS 145R

Introduction to Leadership Dynamics and Techniques

1:0:3 **F, Sp**

• Prerequisite(s): Department Approval

Leadership lab for UVSC Army ROTC students and other students interested in the study of leadership. Studies the dynamics of leadership of groups and individuals in various environments. Provides opportunities for students to apply leadership principles and techniques in challenging situations and conditions. Required lab for students enrolled in UVSC Military Science 1000- and 2000-level classes. Students not enrolled in Army ROTC may take this class up to six credits with department approval.

MILS 2200

Advanced Organizational Leadership I

2:2:0 **F**

• Prerequisite(s): MILS 1210 or Dept. Approval
• Corequisite(s): MILS 245R

Builds on skills and fundamentals learned in MILS 1200 and 2210. Studies the dynamics of leadership of groups and individuals in a field environment. Provides opportunities for students to apply leadership principles and techniques in challenging situations to further prepare them for leadership positions in the military or any career field they choose.

MILS 2210

Advanced Organizational Leadership II

2:2:0 **Sp**

• Prerequisite(s): MILS 2200 or Dept. Approval
• Corequisite(s): MILS 245R

Builds on skills and fundamentals learned in MILS 2200 and 1210. Studies the dynamics of leadership of groups and individuals in a field environment. Provides opportunities for students to apply leadership principles and techniques in challenging situations to further prepare them for leadership positions in the military or in any career field they choose.

MILS 245R

Leadership Studies

1:0:3 **F, Sp**

• Prerequisite(s): MILS 145R or instructor approval

Studies the dynamics of leadership