

## Management

St. Scholastica's Management major (sometimes called a "business major" at other colleges) helps students develop these characteristics through a program that integrates specialized management principles within a broad liberal arts education. Core studies include: human resource management, communication, strategic planning, economics, accounting, finance, marketing, and ethics. Further, all of these courses are set in a context that recognizes the global environment in which modern managers today operate.

### Graduation Requirements

#### General Education Requirements

ENG 1110 - First Year Composition  
 CTA 1102 - Human Communication  
 I. Cultural Diversity (4 cr)  
 II. Social Sciences (4 cr)  
 IIIa. World Language (4 cr) (exempt if 3 yrs in HS)  
 IIIb. World Language (4 cr) (exempt if 3 yrs in HS)  
 IV. Literature (4 cr)  
 V. Analytical Reasoning (4 cr)  
 VI. Natural Science (4 cr)  
 VII. History (4 cr)  
 VIII. Fine Arts (4 cr)  
 IX. Philosophy (4 cr)  
 X. Religious Studies (4 cr)  
 XI. Writing Intensive - Upper Division (4 cr)

#### Management Minor Requirements

*A minor in Management requires at least 20 credits of management courses and MUST include:*

**MGT 2120** - Principles of Management  
**MGT 3240** - Human Resource Management  
**MKT 2320** - Introduction to Marketing

*Plus two upper division Management courses (MGT prefix)*

#### Management Major Core Requirements

*These are the classes you MUST take:*

**ACC 2210** - Principles of Financial Accounting  
**ACC 2220** - Principles of Managerial Accounting  
**CIS 2105** - Information Systems Applications  
**ECN 2230** - Principles of Microeconomics  
**ECN 2280** - Principles of Macroeconomics  
**ENG 3364/MGT 3150** - Management Communication: Written  
**FIN 3420** - Financial Management  
**MGT 2120** - Principles of Management  
**MGT 3130** - Quantitative Methods for Decision-making  
**MGT 3240** - Human Resource Management  
**MGT 4170** - Policies and Strategies  
**MKT 2320** - Principles of Marketing  
**PHL 3354** - Management Ethics

*Plus an additional 16 credits of Upper Division Management courses*

#### Management Upper Division Electives

*Electives (no more than 8 credits with a MKT prefix):*

**MGT 3140** - E-Commerce for New Enterprises  
**MGT 3250** - Staffing and Compensation Administration  
**MGT 3440** - Investments  
**MGT 3520** - Managing in a Global Environment  
**MGT 3550** - Organizational Behavior  
**MGT 3555** - Leadership  
**MGT 3560** - Organization Development  
**MGT 3777** - Selected Topics in Management (1-8 cr)  
**MGT 4140** - Entrepreneurship  
**MGT 4150** - Management Communication: Oral  
**MGT 4160** - Legal Aspects of Management  
**MGT 4261** - Team Development  
**MGT 4262** - Training and Development  
**MGT 4460** - Multinational Business Finance  
**MGT 4555** - Management Internship (1-16 cr)  
**MGT 4777** - Selected Topics in Management (1-8 cr)  
**MGT 4999** - Independent Study (1-8 cr)  
**MKT 3320** - Marketing on the Internet  
**MKT 3340** - Market Promotions: Communicating with Customers  
**MKT 3350** - Designing Successful Products  
**MKT 3360** - Personal Selling  
**MKT 3370** - Services Marketing  
**MKT 3530** - Marketing in a Global Environment  
**MKT 4360** - Marketing Strategy

## Course Descriptions

### *Major Core Requirements*

#### **ACC 2210** Principles of Financial Accounting 4 cr

An introduction to the preparation and use of financial accounting information. Course includes preparation and analysis of financial statements and related disclosures.

#### **ACC 2220** Principles of Managerial Accounting 4 cr

An introduction to the internal use of accounting information to plan, control and evaluate the activities of business organizations. Course emphasizes problem solving and decision making for manufacturing and service enterprises.

*Prerequisite: ACC 2210.*

#### **CIS 2105:** Information Systems Applications 4 cr

A practical approach to how software systems are used to address business needs. Students will explore common information problems that businesses face, identify the data needed to solve the problems, and how that data needs to be manipulated and presented. These tasks will require the use of a wide range of software including databases, spreadsheets, report writing presentation, and multimedia software. Students will be required to do one or more extended projects in the course that will require research, analysis, and presentation in both paper and electronic format. *Prerequisite: CIS 1008.*

#### **ECN 2230** Principles of Microeconomics 4 cr

Focuses on how economists explain the behavior of individuals, how markets direct activities and the policy implications that flow from economic analysis. Emphasis is less on the development of theories and more on the application of theories.

Course examines how developments in other fields, most notably evolutionary psychology, have affected microeconomics.

*Prerequisite: MTH at 1000 level or permission of instructor.*

#### **ECN 2280** Principles of Macroeconomics 4 cr

Addresses "the economy" in the sense of the big picture. Topics covered include national income accounting, the determination of economic activity through consumer spending, business investment, government taxation and expenditure and foreign trade. This course also addresses the issues of fiscal and monetary policies, inflation and unemployment.

*Prerequisite: ECN 2230.*

#### **ENG 3364/MGT 3150:** Management Communication: Written 4 cr

Emphasis on the writing process as appropriate to the management situation. Students complete a series of writing assignments including letters, memos, proposals, problem-solving reports, informational reports and group writing projects.

The emphasis is on audience adaptation, clarity of purpose, adequacy of support and correct format. Students will be introduced to writing for electronic media. Students must be juniors and have some professional experience before enrolling.

*Prerequisite: ENG 1110 or competency.*

#### **FIN 3420:** Financial Management 4 cr

Examines the concepts and tools that are needed by managers when making financial decisions. Students are required to analyze a financial statement, assess risk, calculate the cost of capital for capital budgeting, and describe the methods for valuing securities such as stocks and bonds for an organization. Approach to the course content is from a manager's perspective on how to make value-creating decisions for an organization's stakeholders. *Prerequisite: ACC 2210.*

#### **MGT 2120** Principles of Management 4 cr

Introduction to the process of management. Course includes the history of management theory with emphasis on forces of change that have resulted in a changing view of the business world for managers. Principle management functions covered are planning, organizing, leading and the process of control as an information feedback function for increasing productivity. Emphasis is on the integration of all management functions into one effort for visionary, effective and efficient operations.

#### **MGT 3130** Quantitative Methods for Decision-making 4 cr

Includes forecasting, quality assurance, project management and other mathematical models for data analysis. Software is used to solve and illustrate problems and solutions.

**MGT 3240 Human Resource Management** 4 cr

Provides an in-depth exposure to the major areas of human resource management including recruiting, selection, training, motivation, appraisal, planning, labor relations and compensation.

**MGT 4170: Policies and Strategies** 4 cr

A senior capstone course for management majors. This course ties together all of the content covered in undergraduate management and applied economics classes. Focus is on realities of management in contemporary situations. Course utilizes studies of real organizations that include examples of successes and failures. Students prepare written case analyses with emphasis on understanding the environment of management, the knowledge required by managers, and the functions performed. *Prerequisite: MGT 3420 and senior standing.*

**MKT 2320: Principles of Marketing** 4 cr.

Surveys terms and concepts concerned with the planning process and selection of appropriate actions resulting in successful and unique marketing plans. Product design, pricing strategy, distribution and availability of goods or services and marketing communications are topics covered.

**PHL 3354: Management Ethics** 4 cr

Study of the application of ethical principles to problems encountered in management. Confrontation of the problems is preceded by inquiry into the nature of human interaction in general, management in particular. Other topics include: obligations of the manager to a number of clients or spheres of responsibility, including employees and clients of the organization; rights and obligations of employers and employees; discrimination, liability and advertising.

***Upper Division Electives*****MGT 3140: E-Commerce for New Enterprises 4 cr**

Introduces students to the major facets of doing business on the Internet, with an emphasis on creating new businesses and converting existing businesses to electronic commerce. Management theory and practice is combined with a variety of Internet business circumstances resulting in examples used for creating new businesses.

**MGT 3250: Staffing and Compensation Administration 4 cr**

Emphasis on the identification and integration of organizational job needs, employee selection, performance and compensation systems based on a strategic pay model. Students focus on compensation and benefit packages and how they are impacted by internal and external forces.

**MGT 3440: Investments 4 cr**

The objective of this course is to learn how to make sound investing decisions. Students study the different types of investments available, the markets they are traded in and the sources of information that are available to investors. We then examine the relationship between risk and return, techniques for valuing securities and the construction and management of portfolios.

**MGT 3520: Managing in a Global Environment 4 cr**

An introduction to the principles of management in the emerging global economy and community with a focus on ethical concepts and strategies within a variety of foreign environments. Topics include a comparison of domestic, international and global corporations, cross-cultural ethical and social responsibility differences, risk assessments of strategic alliances, organizational structures, geopolitical and foreign policy considerations and the manager's challenges of cross-cultural communications, organization and human resource development.

**MGT 3550: Organizational Behavior 4 cr**

Explores the behavior of people within organizations in terms of the factors that most influence it. These include factors related to individuals, groups and the larger organization system. The course relies heavily on experiential learning as a means of teaching students how to apply lessons in organizational settings. *Prerequisites: Junior status or permission of instructor.*

**MGT 3555: Leadership 4 cr**

Designed as an introduction and overview to leadership. It emphasizes self-assessment and development of personal skills and style, understanding and critical evaluation of prominent leadership theories, and exploration of current leadership issues. Through brief lecture, demonstrations, case analyses, and small group discussion and exercises, students explore the application of leadership concepts and practices that have utility across organizations and disciplines.

**MGT 3560: Organization Development 4 cr**

Introduces students to the theories and practice of organization development and how organizations plan and facilitate the change process. Emphasis will be on understanding the drivers of change, stages of transition management, dealing with resistance to change, organizational culture, and change agent skills. Cases and work experience will be used to highlight challenges.

**MGT 3777: Selected Topics in Management 1-8 cr**

In-depth study of a topic of current interest. Topic to be covered depends on the mutual interest of faculty and students.

**MGT 4140: Entrepreneurship 4 cr**

Focuses on the formulation and writing of a start-up business plan for a new small business. Course provides the theoretical framework for a feasible business plan and exposes students to real life experiences that contribute to anticipating and solving small business problems. Students are encouraged to use creativity in conceiving an idea for a new business.

**MGT 4150: Management Communication: Oral 4 cr**

Covers a wide array of subjects related to communicating in organizations, including: interpersonal communication, upward/downward/lateral communication, organizational structure, office and plant layout, effective business presentations, leadership in business meetings, interviewing and telephone usage.

**MGT 4160: Legal Aspects of Management** 4 cr

Nature and functions of law with emphasis on applications in economics, marketing and management. Course includes contracts and business entities and the regulation of business under federal and state administrative agencies.

**MGT 4261: Team Development** 4 cr

Examines the role of teams in organizations. It covers the decision to use teams, characteristics of effective teams, team building, styles of interaction, project planning, conflict, and evaluation. Students form teams to work on tasks and use them as a laboratory for understanding and changing team processes.

**MGT 4262: Training and Development** 4 cr

Provides an introduction to the function of training and development in organizations. It provides a theoretical and practical foundation for students conducting training activities including needs assessment, learning styles, curriculum and program design, use of instructional media and techniques, and evaluation.

**MGT 4460: Multinational Business Finance** 4 cr

Factors that influence the basic decisions of the firm in an international setting. *Prerequisite: MGT 3420.*

**MGT 4555: Management Internship** 1-16 cr

An internship taken in a practical business or other appropriate facility related to the student's interest. Student is supervised by a manager; evaluation of student performance is completed by the manager, student and advisor. Students may obtain additional information about internships from the Department of Management office. *Prerequisite: approval of instructor.*

**MGT 4777: Selected Topics in Management** 1-8 cr

In-depth study of a topic of current interest. Topic to be studied depends on the mutual interest of faculty and students.

**MGT 4999: Independent Study** 1-8 cr

Study of a particular area selected by student with approval of department chair and instructor. Study may include research and/or field experience involving a learning situation directly related to management.

**MKT 3320: Marketing on the Internet** 4 cr.

Focuses on the process of combining strategic marketing concepts with Internet techniques to generate sales and enhance brand image in the world of economic commerce.

**MKT 3340: Market Promotions: Communicating with Customers** 4 cr.

Provides an in-depth exposure to market promotion. There is special emphasis on advertising and the creation of message strategy based on sound product design. Good personal selling and sales promotion actions are also addressed.

**MKT 3350: Designing Successful Products** 4 cr.

Explores the identification of potentially commercial products. Students learn to gather information about the marketplace, create prototypes, refine concepts, and cluster product benefits into a marketing communication to customers. Students develop a basic marketing strategy that relates to product design and segment needs.

**MKT 3360: Personal Selling** 4 cr.

Teaches students the skills necessary to effectively sell ideas, products or services. These skills include preparing for selling, prospecting, approaching, presenting, overcoming objection and closing. A strong personal development component gives students the opportunity to assess their strengths and limitations and to establish short and long-term goals.

**MKT 3370: Services Marketing** 4 cr.

Examines the marketing of services as a separate topic. Students contrast and compare the distinctive aspects of marketing intangible products such as services with tangible products such as consumer goods. Students study customer relations, customer communications, and the delivery methods ranging from conventional to internet.

**MKT 3530: Marketing in a Global Environment** 4 cr

An introduction to the essential ingredients of effective marketing strategies for entry into global and foreign markets. This course provides a fundamental analysis of the variety of global industries and local markets that have very unique cultures, language(s) and marketing systems (distribution, pricing, marketing communications, financial, accounting, political, economic and trading policies), which define the business and marketing strategies essential for success in the emerging global economy.

**MKT 4360: Marketing Strategy** 4 cr.

Focuses on the relationship between the marketing plan strategy and the marketplace goals of the organizational strategic plan. Brand management is a central theme. Course explores choices and tactics for marketers to use.

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