

UNDERGRADUATE COURSES

MGMT 2000 Foundations of Business and Management

This course examines the core management functions within an organization, including planning, organizing, leading, controlling and decision making, directed at the use of an organization's human, financial, material and information resources, with the aim of achieving organizational goals in an effective and efficient manner. In addition, students will discuss current and historic business management thought and consider their application to management decisions in the 21st century. Prerequisite: sophomore standing. Offered FA, WI, SP.

MGMT 2020 Problem Analysis and Systems Design

General systems approaches and problem analysis frameworks used to identify, explain and solve organizational problems; emphasis on critical thinking and creative solutions. Prerequisite: MGMT 2000 and degree checkpoint 2. Offered FA, WI.

MGMT 2040 Managing Human Resources

This course focuses on the administration of human resources, including the processes of personnel management and personnel systems in complex organizations, both public and private. The following will be addressed: techniques for recruiting and staffing; orienting, training and development; motivation, performance management, employee relations, compensation systems, and reward and retention systems; and safety and health issues. Prerequisite: MGMT 2000 and degree checkpoint 2. Offered FA, SP.

MGMT 2150 Organizational Behavior

This course focuses on individual and group behavior and organizational performance. The theme of the course is the application of theory to improving performance and productivity. Among the major topics are: leadership, motivation, reward systems, conflict management, bargaining and negotiation, communication, stress management and effective utilization of power. Upon completion of the course, students should be able to analyze the important factors in various organizational and behavioral situations, and to adequately resolve most of the issues involved in such situations based on the relevant contingent variables. Prerequisite: MGMT 2000 and degree checkpoint 2. Offered SU, FA, WI, SP.

MGMT 2420 International Management

Introduction to multinational corporations and management of international profit and nonprofit organizations; how management theory and practice are impacted by particular cultural contexts; analysis of current issues related to international trade and investments; and problems

and opportunities of multinational operations. Prerequisite: MGMT2000 and degree checkpoint 2. Offered SU, FA, WI, SP.

MGMT 2700 Topics in Management

Consideration and in-depth analysis of current issues in the field of management. Prerequisite: MGMT 2000 and degree seeking checkpoint 2. Not offered regularly.

MGMT 2850 Public Policy and Business

This is the core course designed to familiarize students with the relationships among the private, public, and nonprofit sectors. It acquaints students with the broad range of issues and the various methods and processes used to resolve issues and solve problems faced by stakeholders in these various sectors in these turbulent times. Managerial, entrepreneurial and governmental approaches to address and resolve business and public policy issues and problems in our dynamic environment are explored and analyzed. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered SU, FA, WI, SP.

MGMT 3100 Ethics and Social Responsibility

This course introduces students to ethical concepts, theories and issues as they relate to business and managerial decision making, including the social responsibilities of business. Case studies, group projects and lecture format. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered FA, SP.

MGMT 3200 Employee Relations

This course provides a practical and orderly perspective on how to create an effective employer/employee relationship. Students learn the components and factors that promote and destroy effective employee relations. We learn the evolution of the labor movement in the United States and its influence on the business workplace. We learn techniques that can be used in fostering effective employee relations and learn about the challenges that face management. Offered SP.

MGMT 3270 Dispute Resolution

The purpose of this course is to educate students on current business management and legal thought on systems to resolve conflicts and disputes within or among businesses. The focus will be on Alternative Dispute Resolution (ADR) as the venue which avoids the courtroom. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered WI.

MGMT 3280 Managerial Planning, Implementation and Control

This course integrates the practical functional areas of industry and competitive analysis, finance, accounting, information technology, marketing, legal studies, operations management, general management, corporate social responsibility and exit strategy issues, culminating in the development of an entrepreneurial business plan. Careful attention to environmental and industry issues that impact new venture start-up, as well as market potential and funding sources, are critical to planning and launching a new business. Prerequisites: MGMT 2850 and junior standing. Offered FA, WI, SP.

MGMT 3700 Topics in Management

Exploration of various topics and issues related to management. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered SU, FA, WI, SP.

MGMT 3710 Business Process Management

Change is one of the foremost, if not the most important, business topic today. To address these rapidly changing critical organizational, management and technology issues, business process management, modeling and analysis has become the preeminent innovative business performance technique over the past five years. This course helps all individuals to better understand business process management, modeling and analysis, by gaining insights into business process management methodology, business process management tools and techniques, change management and why organizations fail or succeed in implementing business process management, modeling and analysis, highlighting five critical success factors. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered FA.

MGMT 3720 Knowledge Management

To become more innovative, responsive to customers and suppliers and adaptable to change, leading organizations are learning how to learn from high numbers of knowledgeable people. This course helps all individuals to understand knowledge management by gaining insights into knowledge management concepts and principles, the use of knowledge management enablers, a structured methodology and framework for knowledge management, tools and techniques for knowledge management, effective change management programs for implementing knowledge management, highlighting five critical success factors. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered SP.

MGMT 3730 Nongovernmental Organizations and Business

Nongovernmental organizations (NFOs), with increasing credibility and authority, have a measurable impact on the intersect of business, government and society. NGOs are defined broadly as non-state, non-firm actors. NGOs may include environmental and consumer groups, business associations, labor unions, academic institutions, think tanks, trade and industry associations, and grassroots not-for-profit organizations. NGOs have emerged as important

stakeholders in discussions over the terms and conditions under which business, government, multilateral institutions and local communities manage the process of globalization, one of the most complex issues facing public policy makers, corporate executives and broader society. These NGOs business by undertaking research, organizing boycotts and often publicizing the shortcomings of multinational responsibility. Yet these impressions are only the most public, and often the most negative images of NGO activism. This course examines the intersections of NGOs, MNEs and respective business practices with a goal of developing informed perspectives. Prerequisites: MGMT 2000 and degree checkpoint 2. Offered WI.

MGMT 3800 Business Policy and Strategy

This course examines the roles and responsibilities of top managers in developing, implementing and managing an effective organization-wide strategy. Students learn from precious course work to solve complex and challenging business problems. Prerequisites: senior standing and completion of all undergraduate business core classes with minimum grade of C- in each course. Offered SU, FA, WI, SP.

MGMT 3980 Internship in Management

Practical experience (field study); requires written report. Prerequisite: instructors' approval.

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MGMT 4280 Business Plan

This is a course that builds off a majority of previous courses and culminates in the production of a completed business plan. Students will examine such issues as vision, mission, market size, and key industry forces that influence the competitive environment of an organization, and critical strategic direction and implementation issues as well as funding sources and presentations to such sources. In doing so, the course integrates practical functional areas of finance, accounting, information technology, marketing, legal studies, and operations management. The course will be offered in a workshop atmosphere in which students are expected to apply and discuss the various aspects of business planning and execute a doable business plan. Offered FA, WI, SP.

MGMT 4490 Global Strategy

Management of multinational enterprises; identification, analysis, and discussion of key policy issues for the international manager within various functional areas; home and host country relationships including assessment of political risk, selection of foreign locations, entry and ownership strategy, personnel and staffing considerations, technology transfer, multinational labor relations, organizing for international operations. Offered Winter, Summer. *IMBA Core

MGMT 4503 Comparative Management

The course will explore how management theory and practice both affect and are affected by, the cultural environment in which they take place. Culture, in its many dimensions, will be treated as a major determinant of administrative practice and effectiveness – and ultimately business success. Offered FA, SP. *IMBA Core

MGMT 4515 Introduction to Sports and Entertainment Management

The purpose of this course is to provide students with a very broad but significant exposure to the business of sports, which represents a global, multi-billion dollar industry. By critically analyzing numerous facets within this business from the perspective of a manager, students will come away with knowledge that is wide enough but deep enough to foster a solid understanding of this dynamic and exciting industry. At the same time, it is my sincere hope that this course will provide students with specific and valuable insights that will foster and stimulate deeper interest in a particular aspect within this industry through additional coursework, independent study, and/or internship opportunities. Finally, this course will consider the dynamics, tensions, and opportunities stemming from the reality that the sports industry is embedded in the overall entertainment industry. Offered FA.

MGMT 4520 Topics: Management of Sports and Entertainment Contracts

The purpose of this course is to provide students with a very broad but significant exposure to the business of sports and entertainment contracts. These contracts account for transactions that occur within a global, multi-billion dollar industry. By understanding the roles of the various parties involved in various aspects of the negotiation of the issues and topics covered by these contracts, students will hopefully walk away with a better understanding of the sports and entertainments generally, as well as the material factors they should consider when dealing with negotiating or preparing contracts in this dynamic industry following their academic pursuits. Offered FA.

MGMT 4530 Technology for Sport and Entertainment Management

This is a specialized course for the MBA student interested in expanding their knowledge of the sports industry as a business and as a world economic force. It will provide students with a framework for understanding the scope of the sports business across various venues, as it relates to information technology. Technology For Sport & Entertainment Management focuses on understanding the practical uses of computer applications as a tool in sport management activities. Emphasis is placed on demonstrated proficiency in project management, spreadsheet management, database management, and web site development. Offered WI.

MGMT 4535 Managing Sponsorships for Sports and Entertainment Events

The purpose of this course is to give students an understanding of sports sponsorship from the perspective of the corporate sponsor and the sports entity. The course identifies and describes

the several media distribution channels that are used in corporate sports sponsorship. In addition, students learn how to use sports media distribution properties to create an effective sports marketing plan for corporate sponsors. Offered WI.

MGMT 4540 Sport/Entertainment Seminar: Negotiation and Entrepreneurship in the Sports and Entertainment Industry

The purpose of this course is to provide students with valuable opportunities to gain an in-depth understanding of particular aspects of the sports and entertainment industry. Within the broad context of negotiation and entrepreneurship, students will identify, select (based on personal preferences and career goals), and study particular areas of interest within this global, multi-billion dollar industry. In doing so, they will analyze their chosen topics from the perspective of a manager, thus enabling them to develop skills and knowledge that are relevant and transferrable to a job search within this dynamic and exciting industry. Students will also enjoy opportunities to further develop their communication, negotiation, and analytical skills. Offered SP.

MGMT 4620 Organizational Dynamics

To understand and be able to use management and leadership skills critical for effectiveness in organization and be able to analyze organizations and environments from multiple perspectives. Explore policies and practices for facilitating organizational change and to also become a valued and effective member of a work team. You will also learn how to incorporate effective communication, critical thinking, creative problem solving, and leadership, into organizational behaviors and processes. Offered FA, WI, SP.

MGMT 4630 Strategic Human Resources Management

This course advances the argument that effective human resource policies will create sustained competitive advantage. To that end, this course will address the effective management of human resources in various policy areas: staffing, diversity, training and development, voice and influence, performance appraisal, and reward systems. Rather than taking a traditional, staff personnel perspective, we will address human resource management from the strategic perspective of a general manager. Offered SU, WI, SP.

MGMT 4690 Business Policy and Strategy

Strategic Analysis is a course that builds off several previous courses. Students will examine such issues as the vision/mission/values of the organization, the key industry forces that influence the competitive environment of the organization, ways of maintaining and sustaining a core competency, and critical strategy implementation issues. In doing this, the course integrates concepts from finance, marketing, accounting, general management, information technology, legal studies, and operations management. In addressing these issues, the course involves a mix of strategic tools with real world examples and case studies. The course will be

offered in a work-shop atmosphere in which students are expected to apply and discuss the various aspects of strategic management. Offered FA, WI, SP, SU.

MGMT 4700 Disaster Capitalism

Using film, text, interviews and other media, students will consider, compare and contrast the evolution of what Naomi Klein describes as “Disaster Capitalism, paying particularly attention to current events which might fall under this rubric. The author argues that the free market policies of Milton Friedman and the Chicago School of Economics have risen to prominence in countries such as Chile under Pinochet, Russia under Yeltsin, the United States (for example in New Orleans after Hurricane Katrina), and the privatization of Iraq's economy under the Coalition Provisional Authority not because they were democratically popular, but because they were pushed through while the citizens of these countries were in shock from disasters or upheavals. Offered Winter, Spring, Summer.

MGMT 4790 Strategy Alliance Management

Strategic alliances represent an increasingly integral component of corporate strategy. Both small and large companies have moved away from the traditional stand-alone approach, with arms-length arrangements to other organizations, to a more tightly coupled structure involving alliances with suppliers, buyers and even competitors. This trend has led many observers to argue that alliance proliferation signals the onset of network capitalism and emergence of the network structure as the dominant organizing form. With these changes have come a host of strategic and managerial challenges not found in other organizational forms. The purpose of this course is to examine and expand upon the current understanding of the challenges of developing and managing strategic alliances. Reflecting the breadth of the novel features of the structure, the course will draw from both strategic management and organizational behavioral disciplines. To order the discussion, we will take a process view in addressing why and then how to use a strategic alliance. We will initially focus on when to use an alliance. We will then turn to the formation of an alliance – examining how to select a partner, which structure to choose and how to negotiate. Following, we will discuss post-formation issues of partner relationships, management of the alliance, performance evaluation and alliance termination. We will conclude the course with sessions devoted towards managing a portfolio of alliances and network management in general. To take advantage of the students' knowledge, the format of the class will be seminar style. While the instructor will provide occasional lectures, students will share responsibility for a significant portion of class discussion. Students will be expected to be prepared for each class and willing to participate in discussions and exercises. In addition, while the course material covers general issues of strategic alliances, each student will, either independently or in a small group, work on a course project of his/her choosing. The project is designed to allow a student to explore an issue in-depth. There is considerable latitude granted in defining a project, but it will require instructor approval. Potential topics include, but are not limited to, putting together a business plan for a possible alliance, addressing management issues of an actual alliance, researching in more detail a topic discussed in a class (e.g., performance), pursuing a topic not covered in the course (e.g., transfer pricing). Throughout the quarter the student(s) working on a project will provide status reports to the other students for feedback, and will make a formal presentation at the end of the course. The integrative and interactive nature of the course will require students and the faculty to commit time outside of

the class to be prepared for class discussions. It is estimated that each will have to commit approximately 2-3 hours in preparation for each hour in the classroom. This commitment is necessary in order to achieve the desired level of learning. The course demands are spread throughout the quarter and are designed to maintain a fairly regular commitment level throughout the quarter, although it will likely vary from week to week. Students will have an opportunity to meet with the faculty during the quarter to discuss their progress and to provide mid-course feedback. Offered FA.