COURSES FOR MANAGEMENT

General Business Administration Courses

GBA145 Freshman Compass: CBA

FCMP

Hours 1

An introduction to the Culverhouse College of Commerce and Business Administration. Topics include adjustment to college life, study skills, career exploration, and majors offered in the College.

Freshman Compass

GBA171 STEM Business Honors I

UH

Hours 1.5

This course introduces STEM students to critical and innovative thinking as it pertains to the issues of today’s business environment, while providing a modest introduction to basic economics and the global marketplace. The course begins to introduce business model design as a tool to better understand how businesses operate. In addition, the course will provide students with the opportunity to develop an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.

Prerequisite(s): Admission to the STEM Path to the MBA

University Honors

GBA172 STEM Business Honors II

UH

Hours 1.5

This course continues to build STEM students’ critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to business ethics, business ownership structures, and entrepreneurship. The course continues to develop business model design as a tool to better understand how to operate. In addition, the course will provide students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.

Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171

GBA245 Distance Learning Seminar

Hours 2

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

GBA271 STEM Business Honors III

UH

Hours 1.5

This course continues to build students’ critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to management roles, teamwork, and productive systems. The course continues to develop business model design as a tool to better understand how businesses operate. In addition, the course will provide students with the opportunity to work in teams, with a goal of developing skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.

Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172

University Honors

GBA272 STEM Business Honors IV

UH

Hours 1.5

This course continues to build STEM students’ critical and innovative thinking skills as they pertain to the issues of today’s business environment, while providing a modest introduction to employee motivation, human resources management, and labor relations. The course continues to develop business model design as a tool to better understand how businesses operate, while introducing human centered design for designing business processes and products. In addition, the course will provide appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.

Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271

University Honors

GBA300 Business Communications

W

Hours 3

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

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

Writing
GBA310 Introduction to Corporate America
Hours 3
This course examines the concepts and principles of Corporate America. Students will research, study and present on the background and purpose of selected companies to understand their philosophy and practices in today's business community.

GBA334 Introduction to Fraud Risk Management
Hours 3
This course provides a basic overview of fraud risk management in business, including the global fraud problem, fraud risk identification, assessment, prevention, detection, and follow-up.
Prerequisite(s): AC 210

GBA371 STEM Business Honors V
UH
Hours 1.5
This course continues to build STEM students' critical and innovative thinking skills as they pertain to the issues of today's business environment, while providing a modest introduction to marketing, product and pricing issues, distribution and logistics, and customer communication. The course continues to develop business model design as a tool to better understand how businesses operate, and build an understanding of human centered design for designing business processes and products. In addition, the course will provide students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271, GBA 272
University Honors

GBA372 STEM Business Honors VI
UH
Hours 1.5
This course continues to build students' critical and innovative thinking skills as they pertain to the issues of today's business environment, while providing a modest introduction to financial information and accounting concepts, financial management, financial markets & investment strategies and the money supply and banking systems. The course continues to develop business model design as a tool to better understand how businesses operate, and build an understanding of human centered design for students with the opportunity to work in teams with a goal of developing an appreciation and basic understanding of the importance of business skills in their STEM careers. It will also create opportunities to network with other students as well as other business faculty.
Prerequisite(s): Admission to the STEM Path to the MBA, GBA 171, GBA 172, GBA 271, GBA 272, GBA 371
University Honors

GBA471 Special Topics in STEM Business Honors
UH
Hours 1-3
This course is for students participating in the STEM Path to the MBA. It provides students in that program with the opportunity to explore issues of special interest in technology and science businesses.
Prerequisite(s): GBA 371 and GBA 372
University Honors

GBA481 Business Honors Program
UH
Hours 2
Introduce students to contemporary business issues over a wide spectrum of firms and academic disciplines. Develop critical thinking and communications skills through a two semester client project.
University Honors

GBA490 Strategic Management
W
Hours 3
Examination of the managerial tasks of crafting and implementing strategic plans and the tools of strategic analysis. Students gain hands-on experience with tools and concepts of strategic management by participating in a business strategy simulation exercise and by analyzing actual companies. Writing proficiency within this discipline is required for a passing grade in this course.
Prerequisite(s): AC 210 and EC 110 and EC 111 and ST 260 AND MATH 121 OR MATH 125. Completion of or enrollment in all 300 level C&BA field courses MGT 300, MKT 300, OM 300, FI 302, and GBA 300.
Prerequisite(s) with concurrency: MGT 300 and MKT 300 and OM 300 and FI 302 and GBA 300
Writing

GBA491 Independent Study
Hours 1-3
The course offers students interested in general business the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with advice and permission of the appropriate instructor and the approval of program chairperson.
Prerequisite(s): MGT 300

Healthcare Management Courses

HCM360 Introduction to Health Systems
Hours 3
Detailed study of components of the health care delivery system in the United States. The course emphasizes history, roles, and interactions of the various providers, consumers, and governments.
Prerequisite(s): MATH 121 or MATH 125; and AC 210 and LGS 200 and ST 260 and CS 102
Prerequisite(s) with concurrency: MGT 300
HCM361 Healthcare Finance and Reimbursement
Hours 3
Focuses on health insurance operations, principles, payment methods and contracts, and revenue cycle management. Key topics include private and public sector insurance, insurance contracts, underwriting principles, and inpatient and outpatient payment processes.
Prerequisite(s): HCM 360

HCM362 Health Information Systems
Hours 3
Introduces students to healthcare databases and technologies. Key topics include the history and current status of information systems in healthcare, administrative and clinical applications, evidence-based medicine, information retrieval, decision support system, security and confidentiality, information system cycles, the electronic health record, key health information systems and standards, and medical devices.
Prerequisite(s): HCM 360
Prerequisite(s) with concurrency: HCM 361

HCM463 Healthcare Systems Improvement
Hours 3
This course explores the application of business intelligence and the role of analytics in supporting a data-driven healthcare system using various technology platforms.
Prerequisite(s): HCM 361, HCM 362 and MGT 452

HCM464 Healthcare Data Mining
Hours 3
This course provides an overview of the data mining process, data mining standards and output protocols, and common techniques used in mining healthcare data.
Prerequisite(s): HCM 361, HCM 362 and MGT 452
Prerequisite(s) with concurrency: HCM 463

HCM465 Healthcare Analytics Projects Course
Hours 3
Integrates knowledge from previous healthcare courses and applies managerial and research skills to analyze data and related insights through working on practical issues with healthcare organizations.
Prerequisite(s): HCM 463 and HCM 464

HCM491 Independent Study
Hours 1-3
The course offers students interested in health care management the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with advice and permission of the appropriate instructor and the approval of the program chairperson.
Prerequisite(s): MGT 300

HCM492 Internship
Hours 3
Supervised administrative work experience in the health care industry.

Management Courses
MGT286 Entrepreneurship, Creativity and Ideation
Hours 3
Provide students with the skills necessary to apply business creativity in developing innovative solutions to problems in uncertain and dynamic business environments.

MGT300 Organizational Theory & Behavior
Hours 3
A course designed to help students understand organizational theory, interpersonal communication, and other behavioral science concepts and then integrate them into managerial tools for effective use in business, industry, and public-sector organizations.
Prerequisite(s): MATH 121 or MATH 125 or MATH 126; and ST 260 and LGS 200 and EC 110 and AC 210

MGT301 Intro to Human Resources Management
Hours 3
Introductory course surveying problems and issues in labor economics, personnel management, and labor relations. Emphasis is placed on public policies affecting management and union representatives and on the role of the human resources manager in the organization.
Prerequisite(s): MGT 300 and EC 110 and EC 111

MGT310 Practicum in Management
Hours 3
Students develop further knowledge, skills, and abilities in the functional areas of management introduced in MGT 300.
Prerequisite(s) with concurrency: MGT 300

MGT320 Leadership and Ethics
Hours 3
This course focuses on the interpersonal dynamics of managers, professionals, and entrepreneurs at work. Case analysis and simulation of problem solving and decision making are used to develop insight into human relations in organizations as well as to develop the personal and interpersonal skills needed in leadership roles. This course will emphasize ethical decision making particularly in challenging business environments.
Prerequisite(s): MGT 300

MGT322 Effective Negotiations
Hours 3
Negotiations are pervasive in all aspects of life. Having the ability to effectively negotiate can provide you with a competitive advantage in many situations. This course will employ negotiations exercises, expert guest speakers and additional readings to help students master negotiation skills.
Prerequisite(s): Junior class standing and enrollment in College of Commerce and Business Administration, OR by permission of instructor.
MGT341 Business Ethics  
Hours 3  
Systematic examination of current issues and problems in the organization and management of business enterprises. The course combines readings, cases, and lectures that focus on the roles, activities, and ethical choices of managers as they direct organizations within the context of our contemporary society.  
Prerequisite(s): MGT 300 minimum grade of C-

MGT386 Foundations of Entrepreneurship  
Hours 3  
Survey course describes entrepreneurs, different types of opportunities, how entrepreneurs creatively discover or recognize them, and exposes students to each stage of the new venture start-up process. Reviews special issues pertaining to different types of small businesses.  
Prerequisite(s) with concurrency: MGT 300

MGT387 Creating, Recognizing, Evaluating and Pitching Opportunities  
Hours 3  
First of two courses that go in-depth through each start-up stage, including creativity, opportunities, business models, feasibility, and pitching. Emphasizes personal selling and presentation skills.  
Prerequisite(s): MGT 386  
Prerequisite(s) with concurrency: MGT 386

MGT388 Starting, Growing, and Harvesting New Ventures  
Hours 3  
Second of two courses describes in-depth each start-up stage, including legal forms, regulatory obligations, negotiating inputs, leadership, building a team, managing growth, and harvest strategies.

MGT406 Family Business Management  
Hours 3  
MGT 406 will offer: 1) several perspectives on family business and 2) address the challenges and opportunities unique to the management of family businesses.  
Prerequisite(s) with concurrency: MGT 386

MGT412 Management Presentations  
Hours 3  
Instruction and practice of information presentation in a business environment. Topics include conference room presentations, media briefings, team presentations, television interviews and audiovisual development.

MGT415 Ethics in Leadership Decision-Making  
Hours 3  
Using applied descriptive functional behavioral analytic techniques, students sequentially analyze, decompose, and develop models to explain unethical leadership decision making in organizations using quasi-naturalistic behavioral observation.  
Prerequisite(s): MGT 300 or MGT 320 or MGT 341

MGT420 Organizational Change  
Hours 3  
An investigation of structural, technological, humanistic, and task approaches to organizational change; the resistance to change; and the implementation of change in business and in private- and public-sector organizations.  
Prerequisite(s): MGT 300 and MGT 301

MGT421 Corporate Entrepreneurship & Innovation  
Hours 3  
This course uses a case analysis method to examine the development and implementation of managerial actions in modern organizations.  
Prerequisite(s): MGT 300

MGT422 Leadership Communication  
Hours 3  
Analysis of the role of communication in effective leadership for all management situations.

MGT431 Employee Recruitment, Selection, and Placement  
Hours 3  
The main purpose of this course is to provide students with detailed knowledge of an organization's staffing function. The knowledge includes, but is not limited to, understanding how to conduct a job's analysis, how to write a job description and the specifications of that job, how to choose appropriate recruitment and selection methods, how to structure and execute valid job interviews, how to write job offer letters, and how to evaluate the overall effectiveness of an organization's staffing strategy and policies.  
Prerequisite(s): MGT 301

MGT432 Employee Relations  
Hours 3  
A critical examination of the factors that condition employee relations in both the private and public sectors.  
Prerequisite(s): MGT 300 and MGT 301

MGT433 Compensation and Performance Management  
Hours 3  
This course will enable students to identify the components of a total reward system, understand the major compensation system design issues, become familiar with the provisions of the FLSA, and understand the relationship between compensation and performance management.  
Prerequisite(s): MGT 301

MGT434 Training and Development  
Hours 3  
This course examines both the theory and practice of training and development in organizations. Topics covered will include organizational, task, and individual needs assessment, training design and implementation, and evaluation techniques. This course will draw upon research and theory from management, psychology, and other relevant domains. Application of the text/lecture materials will be reinforced through class exercises, group assignments, guest lectures, and presentations.  
Prerequisite(s): MGT 300, MGT 301
MGT437 Strategic Human Resource Management  
Hours 3  
This course is designed to provide a broad, strategic overview of human resource management with practical applications. It will define and describe strategic HRM and identify the specific HR issues within organizational strategies, goals, and tasks. This class is designed to prepare students to sit for the SHRM college level certification exam.  
Prerequisite(s): MGT 301 and three of the four HR concentration classes (MGT 431, MGT 432, MGT 433, MGT 434)

MGT452 Project Management Communication  
Hours 3  
Demonstrate communication effectiveness in a business context by completing team project for a client, using written, oral, visual, and interpersonal skills.

MGT481 New Venture Finance  
Hours 3  
Provide students with working knowledge of financing mechanisms such as venture capital, angel investments, and debt instruments for creating and operating a new venture.  
Prerequisite(s): MGT 300 and MGT 386  
Prerequisite(s) with concurrency: MGT 387

MGT482 New Venture Development  
Hours 3  
This course provides an opportunity to develop a business plan for a new venture or for expansion of an existing company. Students are expected to acquire skills in evaluating business ventures; to learn alternative financing sources; to develop ideas for differentiating products; and to develop an understanding of what is required to harvest the profits of a growing business.  
Prerequisite(s): MGT 300

MGT483 Technology Commercialization  
Hours 3  
This course focuses on getting ideas, innovations, or discoveries into the marketplace in the form of products or services, or into the value chain at any step, to increase the competitive advantage of the enterprise. The course offers an overview of the technology commercialization process. But more importantly, the course provides opportunities to assess technologies for commercialization. Indeed, the most useful description of the course is as a practicum in technology assessment. Throughout the course, students are engaged in technology assessment projects. This course links the activities of research and development, product and process design, technology transfer and marketing, new venture financing, technology entrepreneurship and intrapreneurship, protection of intellectual property, and management.  
Prerequisite(s): MGT 386 and MKT 410  
Prerequisite(s) with concurrency: MGT 387, MGT 388, MGT 481

MGT484 Small Business Management  
Hours 3  
Detailed review of aspects of managing and growing a small business, including evaluating and purchasing a small business, managing banking relationships, hiring and managing small workforces, legal and regulatory constraints, government resources, common accounting software, and creative ways to market with little money. Students will also learn project management as it pertains to small businesses.  
Prerequisite(s): MGT 386  
Prerequisite(s) with concurrency: MGT 387, MGT 388 and MGT 481

MGT486 Small Business Consulting  
Hours 3  
This course is designed to offer education and training in the art of management consulting as it applies to smaller firms. The overall purpose of the course is the acquisition of knowledge and skills that will enable students to provide management advice to entrepreneurs and businesspersons to improve the performance of smaller organizations.  
Prerequisite(s): MGT 386 and MGT 484

MGT491 Independent Study  
Hours 1-3  
The course offers students interested in management the opportunity to study in a particular area of the field, under the guidance of an individual faculty member. Open to juniors and seniors with the advice and permission of the appropriate instructor and the approval of the program chairperson.  
Prerequisite(s): MGT 300

MGT492 Internship In Human Resources Management  
Hours 1-3  
Students are selected through a competitive process for assignments in approved business or public sector organizations. The internship is administered through the C&BBA Office of Student Services.  
Prerequisite(s): MGT 300

MGT497 Special Topics  
Hours 3  
Courses that offer the faculty a chance to present topics of interest to themselves and to management students.