

# COURSES FOR MANAGEMENT

## General Business Administration Courses

### **GBA146 Professional Development Series I: Exploring Your Path** Hours 1

This course is open to incoming Culverhouse College of Business freshmen and provides an introduction to the nature of higher education and professional development competencies. This course also provides an introduction to the functions, resources, and activities of the University of Alabama. This course is designed to help students make the transition to a large comprehensive research university, develop a better understanding of the learning process, acquire academic success skills, and adopt methods for being successful in college. The goal of this course is to equip each student with the basic skills necessary for degree attainment and provide an introduction to professional competencies for student development and career success. Students are limited to three attempts for this course, excluding withdrawals.

### **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

University Honors

### **GBA245 Professional Development in Business** Hours 2

This course also provides an introduction to the functions, resources, and activities of The University of Alabama and an introduction to professional development topics. This course is designed to develop a better understanding of the learning process, acquire academic success skills, adopt methods for being successful in college, and provide an introduction to personal and professional development topics. The goal of this course is to equip each student with the basic skills necessary for degree attainment and provide an introduction to professional competencies for student development and career success. This course is a mandatory course for distance learning students and a required elective for transfer students.

### **GBA246 Professional Development Series II: Choosing Your Path** Hours 1

Building on the Freshman Compass course, this course will focus on choosing your path. Through this course, students will learn about professional interpersonal and team dynamics, how to work with others, self-awareness, professionalism, leadership skills. Through this course, students will learn how to choose their path through and after Culverhouse. Through the activities and topics in this course, students will continue to develop the professional competencies necessary for career success. Students are limited to three attempts for this course, excluding withdrawals.

Prerequisite(s): GBA 145 or GBA 146

### **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**

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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

**GBA292 CBA Lower Division Internship**

Hours 1-3

Students are selected through a competitive process for assignments in approved business or public sector organizations. This course is intended for Culverhouse College of Business lower division students.

Prerequisite(s): (GBA 145 or GBA 146) and GBA 246

**GBA297 CBA Special Topics Lower Division**

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Hours 1-6

This course offers faculty a chance to present topics of interest in the lower division to Culverhouse freshmen and sophomores.

Special Topics Course

**GBA300 Business Communications**

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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 is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course. Students are limited to three attempts for this course, excluding withdrawals.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104)

Writing

**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): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

**GBA346 Professional Development Series III: Pursuing Your Path**

Hours 1

This course builds on the concepts from GBA 146, 245, and 246 and focuses on helping students pursue their path. The curriculum focuses on applying advanced professional development and leadership topics to cultivate a more prepared and well rounded student. This course focuses on the transition from the college environment to the workplace. Topics include: job negotiating process, resilience and grit (how to fail), strategies for communication, global engagement, and importance of a diverse workplace. Students are limited to three attempts for this course, excluding withdrawals.

Prerequisite(s): GBA 246 or GBA 245

**GBA371 STEM Business Honors V**

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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***SP, 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

Special Topics Course, 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.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

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 is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): (AC 210 or AC 211) and (EC 110 or EC 112) and (EC 111 or EC 113) and (LGS 200 or LGS 201) and ST 260 AND (MATH 121 OR MATH 125 or MATH 145) and MIS 200

Prerequisite(s) with concurrency: MGT 300 and MKT 300 and GBA 300 and OM 300 and FI 302

Writing

**GBA491 Independent Study***SP*

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. Students can apply a maximum of 3 credits of GBA 491 toward their degree.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300

Special Topics Course

## Healthcare Analytics Courses

**HCAN360 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): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and EC 110 and EC 111 and AC 210 and LGS 200 and ST 260 and MIS 200

Prerequisite(s) with concurrency: MGT 300

**HCAN361 Healthcare Data Structures**

Hours 3

This course aims to educate students on handling foundational analytic concepts and data structures germane to both privately own and government sponsored health care organizations.

Prerequisite(s): HCAN 360

Prerequisite(s) with concurrency: HCAN 362

### **HCAN362 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): HCAN 360

Prerequisite(s) with concurrency: HCAN 361

### **HCAN463 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): HCAN 361 and HCAN 362

Prerequisite(s) with concurrency: HCAN 464

### **HCAN464 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): HCAN 361 and HCAN 362

Prerequisite(s) with concurrency: HCAN 463

### **HCAN465 Healthcare Analytics Project 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): HCAN 463 and HCAN 464

### **HCAN491 Independent Study**

SP

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): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300

Special Topics Course

### **HCAN492 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. Students are limited to three attempts for this course, excluding withdrawals.

Prerequisite(s): EC 110 or EC 112

### **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): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

Prerequisite(s) with concurrency: MGT 300

### **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): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

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): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300

**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): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and (MGT 300 minimum grade of C-)

**MGT386 Foundations of Entrepreneurship**

Hours 3

Students take this class to learn the foundations of entrepreneurship, innovation, and growth. They learn what it takes to innovate and how entrepreneurial skills and mindsets make a positive difference in organizations of all types and sizes. Students will gain critical skills in learning how to identify and solve problems with new ideas as well as how to take the ideas forward as they learn from a series of experiences that help them build their skills to become lifelong problem solvers. For students who are not majoring in the College of Business, the only prerequisite for this course is junior standing (61 earned hours). Contact Culverhouse Student Services for a permit.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

**MGT387 Building Blocks of Entrepreneurship I: Moving from Ideas to Customer Validation**

Hours 3

This is one of two courses designed to provide students with the basic knowledge to move from problem/opportunity to prospective solutions and to market potential. In this course, the focus is on developing problem-solving skills by learning to recognize problems and opportunities and then using disciplined methods to develop solutions and evaluate the potential of those ideas. Students will identify and assess numerous opportunities, learning from interviews with potential customers and specialists. Viable ideas will then be researched to determine commercialization potential, with outcomes being clear descriptions of the product/service and the ultimate customer. Students will learn elements of design thinking, customer discovery, and entrepreneurial market research.

Prerequisite(s) with concurrency: MGT 386 (Grade of C- or better)

**MGT388 Building Blocks of Entrepreneurship II: Developing, Financing, and Growing New Ventures**

Hours 3

This is one of two classes designed to give students the core basic skills and knowledge needed to move from problem/ opportunity to idea to viable business. In this class students start with an idea (it can be their own) and then build a business or operations model for the potential business. The business model includes development of a prototype, project plan for going to market, development of the leadership team needed to start a business or new product launch and the cash requirements to implement the model. Students will learn about ways in which entrepreneurs raise money for their ventures and how to assure adequate cash flow to launch and grow the business. They also learn how others, including potential investors, will evaluate their business and assign a value to the firm.

Prerequisite(s): MGT 386 (Grade of C- or better)

Prerequisite(s) with concurrency: MGT 387 (Grade of C- or better)

**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): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

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.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

**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 (Grade of C- or better) and MGT 301 (Grade of C- or better)

**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): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300



### **MGT422 Leadership Communication**

Hours 3

Analysis of the role of communication in effective leadership for all management situations.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

### **MGT423 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): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

### **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 (Grade of C- or better)

### **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 (Grade of C- or better) and MGT 301 (Grade of C- or better)

### **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 (Grade of C- or better)

### **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 (Grade of C- or better) and MGT 301 (Grade of C- or better)

### **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 (Grade of C- or better)

Prerequisite(s) with concurrency: Three of the four HR concentration classes (MGT 431, MGT 432, MGT 433, MGT 434)

### **MGT452 Project Management and Consulting**

Hours 3

Demonstrate communication effectiveness in a business context by completing team project for a client, using written, oral, visual, and interpersonal skills.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and EC 110 and EC 111 and AC 210 and LGS 200 and ST 260 and MIS 200

### **MGT456 Data Visualization**

Hours 3

This course is designed to teach students how to analyze data and communicate it visually with Tableau software.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and GBA 300

### **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 386 (Grade of C- or better)

Prerequisite(s) with concurrency: MGT 387 (Grade of C- or better)

**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. For students not majoring in the College of Business, the prerequisites for this course are junior standing (61 earned hours), MGT 386, and prerequisites with concurrency are MGT 387 and MGT 388. Contact Culverhouse Student Services for a permit.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300 and MGT 386

Prerequisite(s) with concurrency: MGT 387 and MGT 388

**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 (Grade of C- or better) and MKT 410 (Grade of C- or better)

Prerequisite(s) with concurrency: MGT 387 (Grade of C- or better), MGT 388 (Grade of C- or better), and MGT 482 (Grade of C- or better)

**MGT484 Small Business Management**

Hours 3

Detailed review of aspects of managing and growing a small business, including evaluating and purchasing a small businesses, 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 (Grade of C- or better)

Prerequisite(s) with concurrency: MGT 387 (Grade of C- or better), MGT 388 (Grade of C- or better) and MGT 482 (Grade of C- or better)

**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 (Grade of C- or better) and MGT 484 (Grade of C- or better)

**MGT488 Cyber Security Strategy**

Hours 3

Through this course, students are to receive a detailed review of aspects of managing and growing a cyber security strategy as part of a CSEC team within an enterprise. Students may also learn project management as it pertains to cyber security strategy. This is a case-based discussion course that involves assigned text material, live case analysis, and self-directed projects. In this case-based course, students will be introduced to the basics of cyber security strategy through real-world cases covering topics such as security governance, risk management, and cyber security policy formulation and implementation. Throughout this course, students will practice applying foundational concepts of cyber security strategy including: Creating security strategies that align with a company's goals and objectives and applying risk assessment and strategic decision-making techniques and to real-world situations to implement effective cyber security strategies.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MGT 300

**MGT491 Independent Study**

SP

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. Students can apply a maximum of 3 credits of MGT 491 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300

Special Topics Course

**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. Students can apply a maximum of 3 credits of MGT 492 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MGT 300

**MGT497 Special Topics**

SP

Hours 3

Courses that offer the faculty a chance to present topics of interest to themselves and to management students. Students can apply a maximum of 9 credits of MGT 497 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

Special Topics Course

## International Business Administration Courses

### IBA250 Context of Global Business

Hours 3

Broad introduction to international business providing students with an overview of the terms and concepts key to a better understanding of the complex business environment across the world's interrelated economies.

Prerequisite(s): (EC 110 or EC 112) and (EC 111 or EC 113)

### IBA350 Introduction to World Business

Hours 3

This course examines the conduct of business across national boundaries and the impact of different cultures on business practices.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

### IBA351 Multinational Business Communication

Hours 3

A study of the principles and practices of intercultural business communication, written and personal. The course requires substantial reading. The focus is on making students aware of the sources of common intercultural business communication problems, and on helping them develop strategies to avoid or correct these problems.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

Prerequisite(s) with concurrency: IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)

### IBA352 Honors Introduction to World Business

UH

Hours 3

This course covers the same material as IBA 350 but in a depth appropriate for honors students. This course examines the conduct of business across national boundaries and the impact of different cultures on business practices. Students cannot receive credit for both IBA 350 and IBA 352.

Prerequisite(s): (EN 101 or 120) and (EN 102 or 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

University Honors

### IBA455 Global Marketing

Hours 3

A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

### IBA460 Export/Import Management

Hours 3

This course includes a thorough examination of the export-import management process and highlights its importance in international business strategy.

Prerequisite(s): IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)

### IBA492 Internship

Hours 1-3

This course is designed to give students meaningful hands on global business experience (any major) by applying the knowledge and skills learned in course work to on the job assignments and responsibilities at the host organization. That is, this course is a field experience conducted abroad. 2.500 GPA required. Students can apply a maximum of 3 credits of IBA 492 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

### IBA497 Special Topics: Independent Study

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Hours 3

This course offers faculty a chance to present topics of interest to themselves and to students with interests in international business. Students may apply a maximum of 9 credits of IBA 497 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200

Special Topics Course