

## Management

Charles A. Dana Professor Puddicombe; Professors Kabay and Mohaghegh; Associate Professors Benabess, Blythe, Jolley, Stephenson, and Yandow; Assistant Professors Chung, Hansen; Lecturers Almagambetov, Bovee, and Pomeroy; Adjunct Instructors Alcorn, Faulkner, Fogg, Merolli, Rowley, Seipel, and Verret.

The Management program focuses on the management functions: planning, organization, leadership and control. Our students will integrate knowledge from other disciplines within the school (accounting, economics and computer information systems), to enter into organizations with both a functional and an enterprise perspective.

The Management program is directed toward instilling in each student the ability to identify opportunities, define objectives, organize information, utilize scarce resources, and evaluate results. The breadth of required courses and the opportunity to pursue a number of elective courses in such fields as organizational behavior, information systems, marketing, economics, human resources, and finance enables the student to match his or her interests with degree requirements.

This relatively flexible program is particularly suited to preparing students for leadership and management positions in for-profit and not-for-profit businesses, governmental organizations, and military organizations. It can be tailored to provide an excellent educational base for budding entrepreneurs planning to start their own businesses, for students who will take on managerial responsibilities in a family, for those aspiring to succeed in the corporate world, for young men and women seeking the combination of leadership and management skills necessary for a

successful military career, as well as preparation for the management challenges inherent in the international arena and in the growing services industry.

This degree requires a base of study in the Liberal Arts, Mathematics, the Sciences, Information Systems, and Economics, and also provides flexibility for specialized study in such fields as Computer Information Systems, Leadership, Financial Economics, Marketing, and Sports Management. Norwich management students benefit from a unique leadership laboratory and are offered the opportunity for summer internships in a wide variety of organizations.

During the spring semester of their sophomore year, management majors will be required to select a concentration. Management majors will have the option to choose from one of four concentrations: Computer Information Systems (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/cis>), Financial Economics (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/finecon>), Leadership (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/busadmin/lead>), Marketing (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/busadmin/marketing>), or Sports Management (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/sports>).

### B.S. in Management - Curriculum Map

First Year			
Fall	Credits	Spring	Credits
EN 101 Composition and Literature I	3	EC 106 The Structure and Operation of the World Economy <sup>1</sup>	3
IS 120 Business Applications & Problem Solving Techniques	3	General Education-Lab Science Elective 1	4
MG 101 Introduction to Business <sup>1</sup>	3	MA 108 Applied Calculus	4
MA 107 Precalculus Mathematics <sup>2</sup>	4	EN 102 Composition and Literature II	3
		General Education-History Elective	3
	<b>13</b>		<b>17</b>
Second Year			
Fall	Credits	Spring	Credits
EC 202 Principles of Economics (Micro) <sup>3</sup>	3	AC 206 Principles of Accounting-Managerial <sup>3</sup>	4
MA 212 Finite Mathematics	3	EC 201 Principles of Economics (Macro) <sup>3</sup>	3
AC 205 Principles of Accounting-Financial <sup>3</sup>	4	EN 204 Professional and Technical Writing	3
EN 112 Public Speaking	3	MG 309 Management of Organizations	3
General Education-Lab Science Elective 2	4	QM 213 Business and Economic Statistics I	3
	<b>17</b>		<b>16</b>

Third Year			
Fall	Credits	Spring	Credits
MG 310 Production/Operations Management	3	EC 310 Money and Banking	3
MG 314 Marketing Management	3	Major/Concentration Elective	3
FN 311 Corporate Finance	3	Major/Concentration Elective	3
PH 322 Business Ethics	3	General Education-Literature Elective	3
IS 300 Management Information Systems	3	General Education-Arts & Humanities Elective	3
	<b>15</b>		<b>15</b>
Fourth Year			
Fall	Credits	Spring	Credits
MG 341 Business Law I	3	MG 449 Administrative Policy and Strategy	3
Major/Concentration Elective	3	Major/Concentration Elective	3
Major/Concentration Elective	3	Major/Concentration Elective	3
Elective Course	3	Elective Course	3
MG 319 International Dimensions of Business	3	Elective Course	3
	<b>15</b>		<b>15</b>
Total Credits: 123			

- Must be taken first year. Upper level students without credit for these courses will substitute with an Elective Course from a School of Business & Management subject area. This must be done via a petition.
- If MA 103 is required by Placement Test results, a grade of C or higher is required in MA 103 prior to taking MA 107.
- AC 205, AC 206, EC 201, EC 202 require a grade of C or higher.

Management majors must choose one of the following concentrations during the spring semester of their sophomore year: Computer Information Systems (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/cis>), Financial Economics (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/finecon>), Leadership (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/busadmin/lead>), Marketing (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/busadmin/marketing>), or Sports Management (<http://catalog.norwich.edu/archives/2014-15/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/sports>).

Upper-level National Service courses are included in all Management Major/Concentration Electives.

## Courses

### MG 098 Junior Career Conference 1 Credit

This third year seminar focuses on evolving career decisions for Business & Management majors. Guest faculty are drawn from University Board of faculty members and associates with extensive real-world business acumen. Students will experience developing skills to prepare for entering the global workplace in their chosen fields and professions. 1 lecture hour.

### MG 099 Senior Career Conference 1 Credit

This fourth year seminar focuses on evolving career decisions for Business & Management majors. Guest faculty are drawn from University Board of faculty members and associates with extensive real-world business acumen. Students will hone and finalize skills to prepare for entering the global workplace in their chosen fields and professions. 1 lecture hour.

### MG 101 Introduction to Business 3 Credits

The purpose of this course is to introduce the student to the world of business. Students will learn about business organization and ownership and will survey union management relations, marketing, accounting, finance, international business, the legal environment, and the stock market. The course is designed to explore the relationship between social responsibility and profits in our free enterprise system. Prerequisite: permission of instructor required for upperclassmen.

### MG 305 Introduction to Sports Management 3 Credits

This course will provide an overview of the sports industry from the perspective of variety of stakeholders in the industry. It covers the major business disciplines of management, marketing, finance, operations, information technology, accounting, communications, ethics and law. 3 lecture hours.

### MG 309 Management of Organizations 3 Credits

A study of the functions of modern management: planning, organization, staffing, leading, and controlling. This study is applicable to the management of military, government, educational and non-profit, as well as business organizations. The ethical and social responsibilities of management and contemporary challenges such as the internationalization of organizations are integrated in all aspects of this course. Prerequisites: junior or senior standing or permission of instructor.

**MG 310 Production/Operations Management 3 Credits**

Principles and applied study of the operation of manufacturing and service organizations. Managerial tools and diagnostics, decision-making, and financial management are introduced. Problems of small, medium, and large-sized businesses are studied. Prerequisites: QM 213.

**MG 314 Marketing Management 3 Credits**

This course immerses the student in the strategies and processes of marketing management - market analysis, segmentation, targeting and positioning, and the implementation and evaluation of marketing plans. When the student has completed this course they will understand how a marketing plan is developed and have the skills necessary to identify, analyze and solve marketing problems. Prerequisite: EC 202 or permission of instructor. 3 lecture hours.

**MG 319 International Dimensions of Business 3 Credits**

This course is designed to familiarize the student with the basic concepts and terminology of international business, and to gain an appreciation of the differences in social, political, and economic conditions among nations and how these affect the conduct of business and trade between nations. Topics include comparative cultural, political, and economic environments, international trade theory and policy, foreign exchange and exchange rate determination, the dynamics of international business-government relationships, and corporate policy and strategy of the multinational firm. Prerequisite: EC 201 or EC 202.

**MG 341 Business Law I 3 Credits**

A study of the law and legal system as they affect business. Topics include the court system, constitutional law, torts, criminal law, contracts, property, and the Uniform Commercial Code. In discussing business law, students will learn how morality and social responsibility are integrated into our legal system. Each student will be required to prepare a paper outlining ethical standards based on the student's life experiences. Prerequisite: junior or senior standing.

**MG 346 Business Law II 3 Credits**

A continuation of the analysis of the legal dimension of business operations that was developed in Business Law I. Special emphasis will be given to the legal environment as it relates to the accounting student's professional certification. Topics include bankruptcy, commercial paper, secured transactions, agency, corporations, and partnerships. Prerequisite: MG 341 or permission of instructor.

**MG 351 Organizational Behavior 3 Credits**

This course considers the individual, the nature of organizations, and the issues resulting from the dynamic relationship of people in organizations. The course addresses such topics as learning, personality, motivation, organization structure, leadership, ethics, communication, and change.

**MG 360 Health Economics & Policy 3 Credits**

This course introduces students to principles of health economics and public policy in health and social welfare. Topics include support for public health, policy intervention in health determinants, the relationship between government regulation and market competition, the demand for healthcare, and the supply of services. This course will enable students to apply economic reasoning to the health-care challenges facing society. Prerequisite: One semester of college level mathematics or QM 213.

**MG 408 Human Resources Management 3 Credits**

The management of human resources is one of the most challenging and critical aspects of contemporary organizational functions. This course addresses such issues as the nature of the American labor force, equal employment opportunity, personnel planning and staffing, compensation, employee well-being and job security, and collective bargaining. In addressing these issues attention is given to the ethical, legal, and moral questions involved. Prerequisite: MG 309 or permission of instructor.

**MG 409 Organizational Leadership 3 Credits**

This course prepares students to apply leadership principles to the roles they play as managers. Students will discover more about themselves and learn more about the connection between the individual and the organization. Other topics include organizational culture, structure, group behavior, motivation, power, politics, organizational change, and workplace conflict.

**MG 411 Consumer Behavior 3 Credits**

This course is designed to help the student understand the concepts of consumer behavior that provides the basis for marketing strategies. Students will gain an understanding of how consumers make decisions regarding the purchase and use of products and services and the internal and external factors that influence this process. Prerequisite: MG 314.

**MG 416 Advanced Marketing 3 Credits**

In this course students will examine the key concepts and issues in developing a marketing strategy from the perspective of the corporate and SBU decision-maker. The course will take students through the process for formulating marketing strategies under various market conditions, for developing strategic and tactical marketing action plans, and how to evaluate and control a marketing plan and budget. Students undertaking this course will be required to use knowledge gained from previous marketing subjects in completing course assignments. Prerequisite: MG 314.

**MG 426 Marketing Research 3 Credits**

This course explores the process and tools for data collection and analysis used to solve marketing problems. In addition, the subject addresses when marketing research is appropriate and how to define the research problem, as well as the role of marketing research in marketing decision making. This course will provide students with practical experience in the use of computer based data analysis techniques and make students aware of the biases and limitations inherent in various research methodologies. Prerequisites: QM 213, MG 314.

**MG 429 Seminar in Advanced Management I 3 Credits**

A topics course addressing managerial problems in various environments. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

**MG 441 Integrated Marketing Communications 3 Credits**

This course will provide students with the necessary knowledge and skills to develop appropriate communication strategies consistent with strategic marketing principles. The role of communications in the client organization's marketing plan is emphasized. The concept of Integrated Marketing Communication (IMC) for coordinating the individual communication elements of advertising, direct marketing and public relations to achieve specific marketing objectives is stressed. Prerequisite MG 314. 3 lecture hours.

**MG 441S Integrated Marketing Communications 3 Credits**

This course will provide students with the necessary knowledge and skills to develop appropriate communication strategies consistent with strategic marketing principles. The role of communications in the client organization's marketing plan is emphasized. The concept of Integrated Marketing Communication (IMC) for coordinating the individual communication elements of advertising, direct marketing and public relations to achieve specific marketing objectives is stressed. Students will complete a 40 hours practicum working with the NU Athletic Program and 3 lecture hours, plus 1 cr. (40 hours) Practicum. Prerequisite MG 314. 3 lecture hours.

**MG 448 Small Business Strategies 3 Credits**

A course that integrates the functional areas of management-human resources, finance, marketing, and operations they uniquely affect the small business enterprise. Case studies and lectures develop the student's problem solving abilities. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

**MG 449 Administrative Policy and Strategy 3 Credits**

A capstone course designed to integrate the students' undergraduate studies. Case studies, collaborative assignments, writing assignments and oral presentations provide opportunities to synthesize and apply the knowledge gained from courses in the management program. A comprehensive Division examination is included in this course. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

**MG 450 Internship in Management 3 Credits**

The internship program is designed for students who want to apply their studies by working with a business, industry, or public agency. The student will be required to work closely with a faculty supervisor to develop and implement a structured experience tailored to the career goals of the student. Prerequisites: senior standing and written consent of the department chair and internship committee. Normally only available during the summer.