

Management

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, Financial Economics, Leadership, Marketing, or Sports Management.

B.S. in Management - Curriculum Map

First Year			
Fall	Credits	Spring	Credits
EN 101 Composition and Literature I	3	EN 102 Composition and Literature II	3
IS 120 Business Applications & Problem Solving Techniques	3	EC 106 The Structure and Operation of the World Economy ¹	3
MG 101 Introduction to Business ¹	3	Lab Science Elective 1	4
MA 107 Precalculus Mathematics ²	4	MA 108 Applied Calculus	4
		History Elective	3
	13		17
Second Year			
Fall	Credits	Spring	Credits
AC 205 Principles of Accounting-Financial ³	4	AC 206 Principles of Accounting-Managerial ³	4
EC 202 Principles of Economics (Micro) ³	3	EC 201 Principles of Economics (Macro) ³	3
MA 212 Finite Mathematics	3	EN 204 Professional and Technical Writing	3
EN 112 Public Speaking	3	MG 309 Management of Organizations	3
Lab Science Elective 2	4	QM 213 Business and Economic Statistics I	3
	17		16
Third Year			
Fall	Credits	Spring	Credits
MG 310 Production/Operations Management	3	EC 310 Money and Banking	3
MG 314 Marketing Management	3	Concentration Elective	3
FN 311 Corporate Finance	3	Concentration Elective	3
PH 322 Business Ethics	3	Literature Elective	3
IS 300 Management Information Systems	3	Humanities Elective	3
	15		15

Fourth Year			
Fall	Credits	Spring	Credits
MG 341 Business Law I	3	MG 449 Administrative Policy and Strategy	3
Concentration Elective	3	Concentration Elective	3
Concentration Elective	3	Concentration Elective	3
Elective	3	Elective	3
MG 319 International Dimensions of Business	3	Elective	3
	15		15
Total Credits: 123			

- 1 Must be taken first year. Upper level students without credit for these courses will substitute division electives. This must be done via a petition.
- 2 If MA 103 is required by Placement Test results, a grade of "C" or better is required in MA 103 prior to taking MA 107.
- 3 AC 205, AC 206, EC 201, EC 202 require a grade of "C" or better.

Management majors must choose a concentration.

Upper-level National Service courses are included in Management Electives and Leadership Concentration Electives.

Computer Information Systems (CIS) Concentration

The concentration in Computer Information Systems (CIS) is designed to equip any major with the necessary skills to understand the complexity of today's corporate computing environment. Within the concentration, students will be able to understand the complexities of a computer programming language as well as the many issues surrounding computer security, information assurance, software engineering, and networked systems. The requirements for the concentration include one year of programming classes, a course in the management of information assurance, and one offering of software engineering. This broad look at information systems equips all students in the concentration with skills essential to understanding key concepts in computing environments. The goal of this concentration is to arm students with a rich appreciation and knowledge of the information systems world. It is also the aim of this concentration to augment the any major course of study, thus augmenting their major course of study with a solid mastery of computer system concepts, issues, and skills.

After completion of the concentration, students are able to:

- Understand programming language syntax and logic in order to create software solutions to business problems.
- Understand information assurance and computer security concepts and strategies that are necessary in securing data and networks in today's security-conscious world.
- Understand information systems in the context of their type of business or industry.

CIS Courses

IS 130	Introduction to Computing	3
IS 131	Computer Programming	3
IS 301	Software Engineering I	3
IS 342	Management of Information Assurance	3
Elective		3

Elective	3
Total Credits	18

Financial Economics Concentration

The offering of Bachelor of Science in Management with a concentration in Financial Economics at Norwich has stemmed from managers' increasing awareness that applied economic analysis can provide assistance in planning, decision making, and problem solving. The business cycle, globalization, fiscal, monetary and trade policies of government can have a major impact on the functioning of any organization. Financial economists are able to analyze these developments in terms of their probable impact on demand for commodities, prices, costs of production, competitive pressures, financial conditions and other important matters.

Economic analysis also influences decisions in diverse areas such as health-care services, the use of natural resources and other social and environmental issues. In fact, there may not be a policy decision that cannot be analyzed by using economic methodology. Students in this concentration should expect employment as analysts and managers in legal and financial services as well as government organizations.

Financial Economics Courses

FN 407	Corporate Finance II	3
FN 412	Investments	3
EC 419	International Economics	3
QM 370	Quantitative Methods for Marketing & Finance	3
Elective		3
Elective		3
Total Credits		18

Leadership Concentration

The Bachelor of Science in Management with a concentration in Leadership is a program that enacts the Guiding Values of Norwich University. "We are dedicated to learning, emphasizing teamwork, leadership, creativity, and critical thinking." The program, while centered in the Division of Business and Management, draws from humanities and psychology to produce graduates who meet societies pressing need for leaders. Graduates will understand not only the role of the leader but, also just as important, the role of those who are led. In today's increasingly complex world one can neither go it alone nor lead by fiat. Successful managers must understand the complex requirements of people and organizations. Regardless of whether the student is planning

to enter the civilian or the military world, the concentration in leadership will give the students the tools to succeed.

Leadership courses

PY 210	Psychology of Leadership	3
MG 351	Organizational Behavior	3
MG 408	Human Resources Management	3
MG 409	Organizational Leadership	3
Leadership Elective		3
Leadership Elective		3
Total Credits		18

Marketing

The Norwich University's Division of Business and Management 15-credit concentration in Marketing prepares students for careers in the dynamic and exciting fields of brand management, advertising, marketing research, and new product development. Five critical courses make up the concentration: Advanced Marketing Strategy, Consumer Behavior, Integrated Marketing Communications, Applied Marketing Research, and Advanced Quantitative Analysis for Business Decisions.

Students successfully completing this degree will be qualified to develop strategic marketing plans, articulate the financial and market impacts associated with implementing the plan, and apply statistical decision theory and market research data to support the plan.

Students will use marketing simulation, case studies, and real-world projects to create a challenging experiential learning environment using contemporary marketing concepts from the top marketing thought-leaders of today.

Marketing courses

MG 411	Consumer Behavior	3
MG 441	Integrated Marketing Communications	3
MG 416	Advanced Marketing	3
QM 370	Quantitative Methods for Marketing & Finance	3
Elective		3
Elective		3
Total Credits		18

Sports Management Concentration

This concentration is designed to add depth and breadth to the Management major offering students an opportunity to develop the knowledge, skill, and disposition needed to work as managers in several sport or recreation positions such as Athletic, Recreation, or Camp Directors; or directors of Sports Facilities or commercial and/or workplace Wellness Programs. Students will take additional coursework in sport leadership, business management, and sport facilities management.

Sports Management courses

MG 441S	Integrated Marketing Communications	3
MG 305	Introduction to Sports Management	3
PE 107	Foundations of Physical Education	3
PE 333	Management Sports Facilities	3

PE 432	Organization and Administration in Physical Education	3
PE 426	Internship	6,12

Electives

Choose two from the following list:

AC		
MG		
IS		
EC		
FN		
QM		
CP		
MA 240	Introduction to Number Theory and Cryptology	3
MA 318	Cryptology	3
MA 370	Introduction to Operations Research	3
CJ 341	Cyber Law and Cyber Crime	3
CJ 442		4
PY 210	Psychology of Leadership	3
AS 311	Air Force Leadership Studies	3
AS 312	Air Force Leadership Studies	3
AS 411	National Security Affairs/Preparation for Active Duty	3
AS 412	National Security Affairs/Preparation for Active Duty	3
NS 321	Naval Ship Systems I	3
NS 342	Small Unit Leadership Skills	2
NS 421	Naval Operations and Seamanship	3
NS 422	Leadership and Ethics	3
MS 311	Military Science III	3
MS 312	Military Science III	3
MS 411	Military Science IV	3
MS 412	Military Science IV	3
Modern Foreign Languages		

Leadership Electives

For the leadership concentration specifically, leadership electives are no more than two of the following:

EN 244	The Literature of Leadership	3
PH 303	Survey of Ethics	3
PH 305	Foundations of Western Thought II: The Middle Ages	3
PH 324	Criminal Justice Ethics	3
PH 350	Medical Ethics	3
AS 311	Air Force Leadership Studies	3
AS 312	Air Force Leadership Studies	3
AS 411	National Security Affairs/Preparation for Active Duty	3
AS 412	National Security Affairs/Preparation for Active Duty	3
NS 321	Naval Ship Systems I	3

NS 342	Small Unit Leadership Skills	2
NS 421	Naval Operations and Seamanship	3
NS 422	Leadership and Ethics	3
MS 311	Military Science III	3
MS 312	Military Science III	3
MS 411	Military Science IV	3
MS 412	Military Science IV	3
CM 436	Communications Law and Ethics	3
PO 303	Political Philosophy	3
EG 450	Professional Issues	3

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.