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Global Citizenship Program Knowledge Areas ()	
ARTS	Arts Appreciation
GLBL	Global Understanding
PNW	Physical & Natural World
QL	Quantitative Literacy
ROC	Roots of Cultures
SSHB	Social Systems & Human Behavior

Global Citizenship Program Skill Areas ()	
CRI	Critical Thinking
ETH	Ethical Reasoning
INTC	Intercultural Competence
ОСОМ	Oral Communication
WCOM	Written Communication
** Course fulfills two skill areas	

MNGT 2000 Foundations for Business Success (3)

This course surveys the competencies and skill areas associated with Webster's business program. Students will explore topics related to the organization as a complex system, problem solving, interpersonal and professional communication, the role of technology in business and global and ethical issues. An additional course fee is required.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force. There is an additional course fee of \$ I S a divef 0 -1 0 417.64401245 Tm [(responsite anforce. There is an additional course fee of \$ I iuC1 -6.E00

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consumption behavior, behavioral concepts as they relate to the buying situations, consumer information search methods and its influence on the decision process and how marketing is utilized to drive consumer behavior. The course will focus on the use of consumer-behavior knowledge in realistic actionoriented situations; utilizes role play, readings, case materials and simulations.

MNGT 3200 Total Quality Management (3)

Course provides students a basic understanding of total quality management theory and practices as they relate to improving customer service. Course follows a "how-to" approach to identifying "internal" and "external" customers, focusing on their needs and expectations, examining those processes that serve customers, brainstorming improvement opportunities, and prioritizing and taking actions for improvement. Students will be able to apply these concepts immediately to their own workplace situations.

MNGT 3320 Business Law: International (3)

Introduces the fundamentals of law and legal relationships related to business in the United States and the Common Market and selected national legal systems. Emphasizes legal problems, laws, and issues in international trade transactions: contracts, agency, distributorship arrangements, sales, negotiable instruments, financing, corporate organization, exports, ventures, and licensing.

MNGT 3400 Human Resource Management (3)

Studies the relationship between management and employees; principles of dealing with the human factor to maximize the individual's fulfillment and the productive efficiency of the firm through sound procurement, development, and utilization of the firm's employees; and labor-management relations. There is an additional course fee of \$54. **Prerequisite**: MNGT 2100.

MNGT 3420 Labor-Management Relations (3)

Studies the historical development and legal framework of labormanagement relations, labor unions, and collective bargaining. Explores current trends in labor relations. **Prerequisite**: MNGT 3400.

MNGT 3440 Stress Management (3)

Studies the impact of stress conditions within organizations and how they impair effective communication and organizational perceptions of organizational behavior. Involves a holistic approach to emotional and physiological stress management. **Prerequisite:** MNGT 2100.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

MNGT 3470 Women in Management (3)

Designed to increase women's expertise in achieving success in management through a theoretical, issues-oriented analysis of problems facing women in male-oriented organizations. Goes beyond sex-role stereotypes and labels to expand women's potential for achievement, leadership, and power. **Prerequisite**: MNGT 2100.

MNGT 3510 Management of Integrated Marketing Communications (3)

Studies the integrated marketing communications process in terms of its relation to the economy, marketing management and behavioral sciences. Includes the use, organization, planning and preparation of the various components of the IMC plan and its economic and social effects. **Prerequisite**: MNGT 2500 or ADVT 1940.

MNGT 3540 Digital Marketing (3)

This course provides a fundamental understanding of digital marketing. Students will learn the basic current approaches to digital marketing management, including online listening and monitoring, analytics, search engine optimization, search and display ads, email marketing and social media. The course is designed from a digital marketing professional approach and gives students experiences with industry-relevant hands-on assignments and exercises. **Prerequisites**: MNGT 2500 or ADVT 1940.

MNGT 3550 Public Relations (3)

Studies public relations policies and practices as an integral process of information gathering, assembling, evaluating, and reporting. Includes an overview of the role of public relations in developing favorable external public opinion toward an organization, corporation, institution, or individual.

MNGT 3580 Professional Selling (3)

This course is designed to teach students the importance of the selling role, provide them with basic professional selling skills and begin to prepare them for a future role in sales or sales management. Students will gain an appreciation and understanding of successful sales and sales management behaviors. Students will develop their competence in professional selling using practical approaches based on theoretical perspectives.

Course topics include the selling process, the buying process, creating value in buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for winwin solutions, closing the sale, as well as customer relationship management and customer lifetime value. **Prerequisite**: MNGT 2500.

MNGT 3600 Management in the Arts (2-3)

Deals with many aspects of the business world and how they relate specifically to the fine arts. Each semester, on a rotating basis, the areas of music, art, and media studies are presented individually by instructors from those departments. Includes copyrights, contracts, studio engineering, unions, merchandising, fillmmaking and fillm music, and artist management, according to the needs of each department. **Prerequisites**: Junior or senior standing and permission of the instructor.

MNGT 3690 Diversity, Equity and Inclusion (DEI) (3)

The course explores the concept, importance, and implications of diversity, equity, and inclusion (DEI) by introducing students to theoretical and practical ideas about DEI as they relate to organizations. This course is designed to survey DEI issues in different types of organizations and institutions, paying particular attention to legislative issues: organizational processes such as recruitment, training development, retention, and evaluation; and diversity trends from census and scientific data. There is an additional course fee of \$27. **GCP Coding: (GLBL)** (ETH)

MNGT 3720 Entrepreneurial Marketing (3)

This course introduces students to the unique marketing issues faced by today's entrepreneurs when creating and growing their businesses. Students will learn the process of designing and implementing marketing concepts to address challenges facing entrepreneurial organization. This process, known as Entrepreneurial Marketing, takes into account the special challenges and opportunities involved in developing marketing strategies from the "start-up phase", through growth and maintenance phases. Students will develop a comprehensive entrepreneurial marketing plan over the course based on their own business concept.

MNGT 3730 Innovation, Creativity and the Entrepreneur (3)

This course introduces students to basic theories of innovation and creativity. The concepts are balanced between an analysis of what has been done and what can be done. The course includes an analysis of the sources of creativity as seen from multiple perspectives and from an interdisciplinary perspective. The creativity of artists and musicians is analyzed. The role played by language, and to a lesser extent, literature is also analyzed. The social contexts for creativity and economic activity are evaluated and analyzed. Practical tools for individual creativity are introduced to the student to advance their own approaches to creativity in their specific field to assist the student toward realizing what might be done.

MNGT 3740 Global Entrepreneurship (3)

The Global Entrepreneurship course will increase the probability of success for students who wish to start and grow a global business. Students will gain knowledge and insight into how a global business is born. Because global business factors <</t/>

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MNGT 4550 Marketing Management (3)

Studies marketing management issues, methodology, and practices. Focus will be on information processing and analysis, defining marketing objectives, market selection, product management, channel management, advertising and promotion, personal selling, pricing, marketing research, and organizing the marketing effort. Cases involving marketing challenges outside of North America will constitute an important emphasis within the course. Emphasis will be on problem-solving approaches through case study work. **Prerequisites**: ACCT 2010, ACCT 2025 and MNGT 2500.

MNGT 4570 Marketing Research (3)

Studies the nature and scope of research techniques employed in gathering information concerning marketing and advertising practices and procedures. Subjects include sources and collection of data, sampling, interpretation of data, and research in areas of motivation, advertising, and consumer behavior. **Prerequisite**: MNGT 2500.

MNGT 4600 Contemporary Human Resource Strategies (3)

This overview course for the human resource management emphasis utilizes case studies and readings to survey contemporary human resource management problems, challenges, and opportunities. Discussions of changes in the economic, political, social, and technological environments assess the impact of these changes on the human resource management function from both national and international perspectives. There is an additional course fee of \$96. **Prerequisite**: Completion of other courses in the area of emphasis.

MNGT 4610 Reading Course (1-4)

May be repeated for credit if content differs. **Prerequisite**: Filing of an official form.

MNGT 4800 Health Care Law (3)

Introduces the legislation and various legal issues affecting the healthcare industry. Includes legal obligations of the governing board, administration, and medical staff; consent for treatment; patients' rights; admission and discharge of patients; negligence and malpractice; licensure; liability of hospital and staff; and medical research.

MNGT 4850 Health Care Administration Overview (3)

This seminar involves case studies designed to provide a practical analysis and application of the theories and problem-solving tools acquired in the health care administration courses. **Prerequisite**: Completion of other courses in the area of emphasis.

MNGT 4900 Managerial Policies and Strategies (3)

This course takes a broad view of business from the perspective of the CEO and general manager. Students will learn concepts and tools for company and environmental analysis and the formulation, implementation and control of strategies. Students then will apply this knowledge in problem-solving case analysis of firms and industries. There is an additional course fee of \$42. **Prerequisite**: Completion of the other courses in the area of emphasis.

MNGT 4915 Digital Marketing Internship (1-6)

The digital marketing specialization includes a compulsory internship in the area of digital marketing. Students are

responsible for finding an internship, but will be assisted by the University's career services support office(s).

This 'internship for credit' will be organized in accordance with local labor laws. It requires 240 internship hours (6 weeks fulltime equivalent) directly related to digital marketing. Internships must occur during the fall or spring academic schedule, or during the summer. The internship may also be completed abroad (in students' home countries). An alternative will be provided to students who are unable to find an internship, in the form of a project at the university. **Prerequisites**: MNGT 3540 and at least three other courses required in the undergraduate certificate in digital marketing management.

MNGT 4920 Marketing Strategies (3)

This capstone course covers a variety of marketing practices, procedures and problems. Employs an applications-based method, with emphasis on use of techniques in product image building and problem solving. Specific, substantive projects are undertaken by the students. There is an additional course fee of \$42. **Prerequisite**: Completion of other courses in area of the marketing emphasis.

MNGT 4940 Global Competitive Strategies (3)

A capstone course that covers a variety of international business and management practices, procedures, and problems. Employs a case-study method with emphasis on problem-solving techniques in a global perspective. There is an additional course fee of \$42. **Prerequisite**: Completion of other courses in area of emphasis.

MNGT 4950 Internship (1-6)

Prerequisite: Major in Management Department.

MNGT 4960 Entrepreneurship Capstone (3)

This capstone course is about building a roadmap for your dreams. It is an integrative, "capstone" project course designed to bring together a student's entrepreneurial education experience at Webster University. Building on this entrepreneurial education, each student will develop a comprehensive business plan based on the student's original and innovative concept. At the end of the term, each student will present their business plan before a review panel comprised of faculty, entrepreneurs, financial organizations, and the business community who will evaluate your plan using "real-world standards." **Prerequisite**: For students seeking the certificate in entrepreneurship, they must complete all of the netrepreneurship, they must complete all required courses for the degree.

MNGT 4970 Senior Thesis (3-9)

This course allows students to pursue significant independent research and writing projects in management. Students apply integrative and analytical skills to provide a final report. They develop the topic, design the study, and integrate the theories, tools, and concepts that they have learned during the program to analyze a management problem in a coherent, systematic, and scientific fashion. The course comes in two parts: the preparatory course with taught classes concluded by a proposal, and the individual research component. The thesis prepares students for further master-level studies. Serves as senior overview. **Prerequisites**: BUSN 2750, completion of all other courses in the area of emphasis and be within 15 credit hours of graduation. See Senior Thesis Project in the George Herbert Walker

School of Business & Technology section of this catalog for more information.

MNGT 4990 Entrepreneurship Practicum (3)

The Entrepreneurship practicum course provides students with a valuable opportunity to explore different kinds of real life business activities entrepreneurs engage in to build entrepreneurial skills, competencies and industry specific expertise. Students explore various entrepreneurial career pathways guided by entrepreneurs, industry experts and smart capital providers. **Prerequisite**: Students must submit a written application to become enrolled in the entrepreneurship practicum course. Selected students will have the opportunity to explore how they can implement their entrepreneurial action plans.