

MNGT - Management | Undergrad

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

| <i>Global Citizenship Program Skill Areas (....)</i> | |
|--|--------------------------|
| CRI | Critical Thinking |
| ETH | Ethical Reasoning |
| INTC | Intercultural Competence |
| OCOM | 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 \$15 a divef 0 -1 0 417.64401245 Tm [(responsite anforce. There is an additional course fee of \$1 iuC1 -6.E0

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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 action-oriented 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

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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

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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 full-time 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 required courses for the certificate. For students seeing the BA in entrepreneurship, 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 or Thesis Project in the George Herbert Walker

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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.