Business Department

Business Department Degrees, Minors and Certificates

Bachelor's Degrees
- Bachelor of Science in Business Administration (catalog.dixie.edu/programs/business/business-administration-bs) †
- Bachelor of Science in Business Administration - Management Information Systems Emphasis (catalog.dixie.edu/programs/business/business-administration-management-information-systems-bs) †
- Bachelor of Science in Information Systems and Analytics (catalog.dixie.edu/programs/business/information-systems-and-analytics-bs)
- Bachelor of Arts/Science in Integrated Studies - Management Emphasis BA/BS (catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-management-ba-bs) ‡
- Bachelor of Arts/Science in Integrated Studies - Marketing Emphasis BA/BS (catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-marketing-ba-bs) ‡
- Bachelor of Arts/Science in Marketing (catalog.dixie.edu/programs/business/marketing-ba-bs)

Associate's Degrees
- Associate of Applied Science in General Technology - Business Emphasis (catalog.dixie.edu/programs/business/general-technology-business-aas) ‡

Minors
- Economics Minor (catalog.dixie.edu/programs/business/economics-minor)
- Management Minor (catalog.dixie.edu/programs/business/management-minor)
- Marketing Minor (catalog.dixie.edu/programs/business/marketing-minor)

Certificates
- Entrepreneurship Certificate (catalog.dixie.edu/programs/business/entrepreneurship-certificate)
- Retail Management Certificate (catalog.dixie.edu/programs/business/retail-management-certificate)

† Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
‡ Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
• In accreditation candidacy with the Accreditation Council for Business Schools and Programs (ACBSP)

Click here for Business Website (https://business.dixie.edu) (following this link will take you out of the University Catalog)

Business Courses

BUS 1010. Introduction to Business. 3 Hours.
Basic, introductory course designed to give students with little or no understanding of business a broad overview and understanding of the business world. Covers fundamental concepts of business such as definitions, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established, financed, operated, and managed. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the importance of oral and written communication for business. 2. Understand information management methods and networks using technology and social media. 3. Distinguish between ethical business practice and legally required business practice. 4. Recognize organizational structures and define management responsibility, structure, and function. 5. Understand the basic business structure and economic impact. 6. Evaluate international business relations in regard to cultural diversity. FA, SP, SU.

BUS 1050. Foundations of Business. 3 Hours.
This course provides an introduction to the varied disciplines within the broad scope of business education. This course will also introduce students to the importance of networking, internships, and resume building. During the course, students work with faculty and peers to develop a career exploration strategy, and networking skills. The characteristics of functioning teams will be introduced and implemented. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Articulate and prioritize DSU campus services and success strategies. 2. Describe the core functions of various business fields. 3. Identify individual strengths and abilities and recognize where personal characteristics are successful in a chosen major. 4. Develop networking and teamwork skills by establishing mentor relationships by engaging with COB full-time faculty, select business professionals, and peers. 5. Understand the requirements for successful career exploration and development. 6. Demonstrate and perform in teams and groups. FA, SP.
BUS 1370. Human Relations. 3 Hours.
For all students interested in combining human relations in the workplace with personal growth and career success. Focuses on developing interpersonal skills through self-evaluation, methods of conflict resolution, behavioral concepts, and effective communication principles. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe the importance of obtaining and maintaining a positive attitude, self-esteem and appropriate life integration in all aspects of life, particularly in management. 2. Identify different personality and communication types and learn to apply this knowledge for successful communication in personal and business settings. 3. Identify personal values and how they differ from others' values. 4. Consider different aspects of human relations in a business/workplace setting and describe how to successfully manage those relations as they relate to leadership and teamwork. FA, SP, SU.

BUS 2000. Introduction to Career Strategies. 1 Hour.
Overview of career management topics while preparing students to enter the professional job market. Topics include: developing a personal brand, developing career goals, the changing employment reality, career states, career paths, the job search process, and maximizing effectiveness in early careers. Students will develop professional career resumes, a personal portfolio and commence their internship / career search. It is recommended that students enroll in this course prior to entering Junior year. At the successful conclusion of this course, students will be able to: 1. Develop a personal brand, career goals. 2. Understand and respond to the changing employment reality, differing career states, potential career paths, the job search process, and maximizing effectiveness in early careers. 3. Develop professional career resumes and cover letters, a personal portfolio, commence their internship / career search, prepare for an effective interview and understand requirements and resources required for the graduate school application process. Prerequisite: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D. FA, SP.

BUS 3000. Intermediate Career Strategies. 1 Hour.
A continuation of BUS 2000 - Introduction to Career Strategies, with emphasis placed on successfully completing a focused career search. Target career industry sector(s) and specific opportunities within preferred sector(s) will be identified. Professional networking techniques / skills will be developed to effectively penetrate preferred industry sector(s). Continued emphasis will be placed on professional resume / portfolio development. It is recommended that students take this course prior to entering Senior year. It is also recommended that students complete an internship related to their chosen major either before or while taking this course. Job interview skills will be addressed. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Conduct a targeted career search unifying their skills, interest, and current career opportunities. 2. Create and maintain a professional network which will be utilized and expanded during their targeted career search. 3. Create a customized resume for each identified career opportunity. 4. Create a Personal Career Portfolio, presenting academic work product germane to their targeted career search. 5. Present themselves in a professional manner during phone and personal interviews. Prerequisite: BUS 2000 and Advanced standing. FA, SP.

BUS 4990. Seminar in Business. 1-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course in an elective and does not fulfill general education or program requirements. Fees may be required for some seminar courses and instructor permission will be optional at the request of the instructor. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions.

Computer Information Systems Courses

CIS 1150. Keyboard Skill Building. 2 Hours.
For students who desire to build keyboarding skills with accuracy at a 90% level and to apply those skills to support academic and business related document preparation as well as distance education needs. This course is an online, hands on course providing active learning on straight copy as well as a variety of document formats. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate keyboard mastery with speed tested speeds to 50+ wpm and accuracy at 90% through keying exercises and timed writings. 2. Demonstrate keyboarding techniques to support communication activities including proofreading, composition, and more. 3. Demonstrate keyboarding skills needed to create information for the internet, social media, higher education and the workplace for internal and external communications including but not limited to reports, letters, and emails. 4. Demonstrate applied keyboarding skills as they apply to social skills including civility in communications and business savvy to effectively use digital tools as well as safety and the misuse/abuse of technology. Course fee required. FA, SP, SU.
CIS 1200. Computer Literacy. 3 Hours.
Open to all students. Hands-on instruction develops computer skills to access, create, analyze, process and deliver information, including study of computer concepts, operating systems, e-mail, word processing, spreadsheet, and presentation software. Course is self-paced with deadlines, but usually requires 6-9 hours per week for successful completion. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Use windows to save, organize, manage and navigate the Windows system. 2. Use a spreadsheet file by adding worksheets, inputting data, applying themes, creating charts, and other formatting features. 3. Use spreadsheets to create proper formulas and basic functions such as Average, Max, Min, PMT and If. 4. Create Word documents using formatting features, themes, inserting picture or clipart, headers and footers, and printing options. 5. Use word processing to assemble a research paper that includes research styles, references, and table of contents. 6. Create a presentation using themes, different slide layouts, inserting pictures, WordArt, SmartArt, transitions and animations. Course fee required. FA, SP, SU.

CIS 1201. Computer Literacy Exam. 0 Hours.
Will post a Pass on student transcript if student can show they have met Computer Literacy requirements. Prerequisite: Instructor permission. FA, SP, SU.

Required of all students in the School of Business, and open to other interested students. Includes intermediate and advanced concepts in Excel spreadsheet application, beginning concepts in word processing and beginning through advanced concepts in Access database applications. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Use a relational database program to organize, store, maintain, retrieve and sort data relative to business, organizational, or individual needs. 2. Use a digital spreadsheet to organize, analyze and sort data in tabular form, using the data to make calculations, show graphical representations or analysis. 3. Use a word processor to compose, edit, format, and print documents, including letters, reports, brochures, newsletters and research papers. FA, SP, SU.

CIS 2400. Word Processing Applications. 3 Hours.
Comprehensive word processing skills including line, page, and document formatting; graphics; tables; merging; sorting; columns; styles; document generation; macros; templates; and appropriate application of each of these features to enhance the preparation and presentation of a variety of documents. Course is self-paced with deadlines. A $70 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Enhance multiple page documents for professional usage. 2. Incorporate professional looking graphics, clipart and tables into word processed documents. 3. Automate repetitive formatting tasks using Macros, Custom Styles, QuickParts and Themes. 4. Utilize computing digital solutions to retrieve, store and submit data. FA, SP, SU.

CIS 2450. Spreadsheet Applications. 2 Hours.
Open to all students who wish to expand their basic spreadsheet skills in a hands-on course. Includes charts, formulas, functions, and database skills as well as techniques for enhancing the layout and presentation of spreadsheet information. Course is self-paced with deadlines. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Use a digital spreadsheet to organize, analyze and store data in tabular form, using the data to make calculations, show graphical representations or analysis. FA, SP, SU.

CIS 2480. Business Presentation Graphics. 2 Hours.
Open to all students who wish to expand the visual presentation skills in a hands-on course. Includes how to present charts and graphs, computer slide presentations, and other related applications using such techniques as drawing and editing tools to format and create data charts, graphs, and personalized templates as well as using clip art. Course is self-paced with deadlines. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Use a digital presentation program to design multimedia slides, including images, sounds, videos, text, and charts. FA, SP, SU.

Computer Skills Courses

COMP 1100. Beginning Computer & Internet Operations. 1 Hour.
For students who need a foundation in the basic operations of a personal computer in a hands-on course, including the basics of computer hardware and software, the Windows operating system, computer concepts, Internet basics, Web browsers, email, and accessories programs. Course is self-paced with deadlines. A $59 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Basics of Windows 10, OneNote, Microsoft Office, Outlook and File Management. FA, SP, SU.

COMP 1310. Microsoft Word Fundamentals. 1 Hour.
For students who have a foundation in the basic operations of a personal computer and want a basic skills using word processors to prepare, edit, and manipulate text. Includes creating, saving, and printing documents; formatting characters, lines, and pages; file management; fonts; spelling, grammar, and thesaurus writing tools; inserting graphic images; and table basics. Self-paced (with deadlines), hands-on course. COMP 1100 or equivalent skill is a recommended prerequisite. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Modify word documents include themes, styles, various formatting features, headers and footers, footnotes, column and page breaks, inserting tables, clipart or pictures, and spell check/thesaurus features. FA, SP, SU.
COMP 1410. Microsoft Excel Fundamentals. 1 Hour.
For students who have a foundation in the basic operations of a personal computer and want basic skills in using computer spreadsheets, including layout and labeling, entering and editing data, the use of mathematical functions for calculations, graphing, and charting results. Self-paced (with deadlines), hands-on course. COMP 1100 or equivalent skill is a recommended prerequisite. A $59 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate how to use a spreadsheet file by adding worksheets, inputting data, analyzing, create tables & charts, and other formatting features. 2. Use a spreadsheet to create proper formulas and basic functions such as Average, Max, Min, and Sum. FA, SP, SU.

COMP 1430. Financial Recordkeeping: Quicken. 1 Hour.
For all students with an interest in keeping personal financial records. Introduces and gives hands-on practice with Quicken, a software program that organizes interrelated account, transaction, credit, and investment information. Course is self-paced with deadlines. COMP 1100 or equivalent skill is a recommended prerequisite. FA, SP, SU.

COMP 1435. Financial Recordkeeping: Quickbooks. 1 Hour.
For all students with an interest in keeping financial records. Introduces and gives hands-on practice with QuickBooks Pro, accounting software for businesses, including invoicing, accounts receivable, accounts payable, payroll, job costing, and report processing. Course is self-paced with deadlines. COMP 1100 or equivalent skill is a recommended prerequisite. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and execute operations within QuickBooks such as maintaining vendors, customers, chart of accounts, products, services, and print company reports. FA, SP, SU.

COMP 1600. Database Applications: Microsoft Access. 1 Hour.
For students interested in database management using Microsoft Access. Includes procedures and processes used in creating and maintaining a database. Includes creating tables, forms, reports, querying data in one or several tables, and mailing labels. Self-paced (with deadlines), hands-on course. COMP 1100 or equivalent skill is a recommended prerequisite. A $59 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Operate a database system by creating and/or modifying tables, queries, forms and reports. FA, SP, SU.

COMP 1700. Presentation Applications: PowerPoint. 1 Hour.
For students interested in creating presentations using Microsoft PowerPoint. Introduces preparing, editing, and manipulating slides, including changing slide layout and design, inserting graphics objects, formatting text and tables in slides, and preparing slides and supplements for printing. Self-paced (with deadlines), hands-on course. COMP 1100 or equivalent skill is a recommended prerequisite. Inclusive Access Course Material fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Modify a PowerPoint Presentation by adding and editing slides; inserting pictures, tables, and charts; and enhancing presentations with transitions and animations. FA, SP, SU.

Economics Courses

ECON 1010. Economics of Social Issues (SS, GC). 3 Hours.
Fulfills General Education Social and Behavioral Sciences requirement and is an approved Global and Cultural Perspectives course. However, this course does not fulfill School of Business degree requirements but can be used as elective credit. This course offers an introduction to the economic theories of scarcity, consumer and producer choice, competition and monopoly, labor, capital, resource markets, antitrust and other government regulations, and income distribution in order to understand and appreciate the ideas, processes, dynamics, and institutions that underlie the social and economic system. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the opportunity cost and the basic principle of supply and demand. 2. Know the basic principle of profit maximization, the connection between elasticity and revenue. 3. Understand the basics of profit maximization and how the firm's operation differs in different market structure. 4. Know the difference between Economic profit and Accounting profit and also have understanding of GDP, Inflation and Unemployment. 5. Examine theoretical and methodological approaches to cultural differences. 6. Demonstrate an ability to analyze differences and similarities within (or) across cultures. 7. Demonstrate an understanding of the interconnections of society, culture and individual identity. 8. Demonstrate the ability to develop informed judgments about global issues. FA, SP.

ECON 1740. Economic History of the U.S (AI). 3 Hours.
Fulfills the General Education Social and Behavioral Sciences requirement and is an approved Classroom Perspectives course. However, this course does not fulfill School of Business degree requirements but can be used as elective credit. This course offers an introduction to the economic theories of scarcity, consumer and producer choice, competition and monopoly, labor, capital, resource markets, antitrust and other government regulations, and income distribution in order to understand and appreciate the ideas, processes, dynamics, and institutions that underlie the social and economic system. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and understand the major chronological and topical divisions in American History. 2. Demonstrate substantive knowledge of the economic history of America and analyze major economic and historical themes and arguments found in primary and secondary source material. 3. Argue and write analytically, cogently, and comparatively about significant issues and problems in American economic history. 4. Learn to think critically as they evaluate and analyze the primary and secondary sources that make up the assigned reading for the course and then apply their findings in order to answer questions, solve problems, support or critique arguments and explain ideas. 5. Examine theoretical and methodological approaches to cultural differences. 6. Demonstrate an ability to analyze differences and similarities within (or) across cultures. 7. Demonstrate an understanding of the interconnections of society, culture and individual identity. 8. Demonstrate the ability to develop informed judgments about global issues. Prerequisite: Reading placement score 17 or higher; or ENGL 1010 or ENGL 1010D. SP.
**ECON 2010. Micro Economics (SS, GC). 3 Hours.**
Fulfills General Education Social and Behavioral Sciences requirement and is an approved Global and Cultural Perspectives course. Required of students pursuing majors in the School of Business. Offers an introduction to the economic theories of scarcity, supply and demand, the role of government, international trade and finance, inflation, depression, economic growth, and government debt in order to understand and appreciate the ideas, processes, dynamics, and institutions that make the American economy work. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate knowledge of the essential vocabulary and concepts that relate to national income, economic growth, inflation, unemployment, the monetary system, net exports and the current account, and monetary and fiscal policy. 2. Use the appropriate macroeconomic models to analyze the effects of various economic events and government policies with regard to national income, economic growth, inflation, unemployment, the monetary system, net exports and the current account, and the business cycle. 3. Examine theoretical and methodological approaches to cultural differences. Students will be able to demonstrate an ability to analyze differences and similarities within (or) across cultures. 4. Demonstrate an understanding of the interconnections of society, culture and individual identity. 5. Demonstrate the ability to develop informed judgments about global issues.**

**ECON 2020. Macro Economics (SS, GC). 3 Hours.**
Fulfills General Education Social and Behavioral Sciences requirement and is an approved Global and Cultural Perspectives course. Required of students pursuing majors in the School of Business. Offers an introduction to the economic theories of scarcity, consumer choice, competition and monopoly, labor, capital, and resource markets, antitrust and other government regulation, and income distribution in order to understand and appreciate the ideas, processes, dynamics, and institutions that underlie the social and economic system. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Use various tools of economics, learning how these tools are used for rational thinking and optimal decision making. 2. Learn and use theories of consumers' and producers' choices in the face of scarcity. 3. Apply the theories of cost, revenue and profit in a business setting. 4. Learn and apply the theories of trade in a business setting and appreciate the benefit of an open economy. 5. Examine theoretical and methodological approaches to cultural differences. 6. Demonstrate an ability to analyze differences and similarities within (or) across cultures. 7. Demonstrate an understanding of the interconnections of society, culture and individual identity. 8. Demonstrate the ability to develop informed judgments about global issues. FA, SP, SU.

**ECON 3010. Managerial Economics. 3 Hours.**
This course will focus on the following topics: basic theory of consumer behavior, production and costs, partial equilibrium analysis of pricing in competitive, monopoly, monopolistic and oligopoly markets. The course will also incorporate risk analysis. Using economic theory, statistical analysis and optimization methods, students solve management problems relating to pricing, production and distribution, innovation and technological change, and cost. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand core functional areas of business. 2. Analyze and solve complex business problems mathematically and will develop the skill set necessary to direct the business in the optimal path under known constraints. Prerequisites: ECON 2010 and ECON 2020 (Grade C- or higher); and MATH 1100 or MATH 1210 (Grade C- or higher). FA.

**ECON 3020. Intermediate Macroeconomics. 3 Hours.**
Explores the macroeconomic environment within which business decisions are made. Source data is used to obtain measures of the economy. Macroeconomic theory underlying the conduct of monetary and fiscal policy is analyzed. The course expands on introductory topics of national income, economic growth, the monetary system, inflation, business cycle theory, unemployment, government policy, the trade balance, and exchange rate systems. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate knowledge of macroeconomic concepts and issues including national income, economic growth, inflation, unemployment, the monetary system, international economics, the business cycle, monetary policy and fiscal policy. 2. Use mathematical and graphical macroeconomic models to analyze the impact of various events and government policies on the national economy. Prerequisites: ECON 2010 and ECON 2020 (Grade C- or higher); and MATH 1100 or MATH 1210 (Grade C- or higher). SP.

**ECON 3500. International Economics. 3 Hours.**
For students in the School of Business. Covers economic activity that crosses a national border, including the history of and current movement of capital and labor across international borders. Since international transactions are beyond the reach of national laws and policies, international economics must also include an overview of the international institutions' practices that regulate the flow of goods, resources, and money between countries. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Know and understand different theories of Trade. 2. Demonstrate knowledge of economic concepts and terminology relating to international trade. 3. Use mathematical and graphical trade models to analyze the impact of various events and government policies in international trade and income distribution. Prerequisite: ECON 2020. FA.
Management Information Systems Courses

MIS 3050. Management Information Systems. 3 Hours.
Designed for students to gain an understanding of the application of technology in business. Covers information systems solutions to business problems and accounting systems concepts fundamental to the support of business processes in the operational, strategic, and decision making roles of management. Includes systems design and development, enterprise resource planning, control issues, system security, and maintenance. Emphasizes end-user applications of management information systems (MIS), challenges of managing information technology, and using MIS as a strategic management tool. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate proficiency in the fundamentals of Information Systems. 2. Understand and identify the key elements of Global Information Systems. 3. Analyze a complex business situation, identify relevant functional business and technological issues and defend viable courses of action. 4. Articulate strategies for implementing and/or improving information systems to create value for an organization. 5. Demonstrate the skills needed for working effectively in teams. 6. Identify and defend personal, ethical, and organizational issues in Information Systems. Prerequisites: CIS 2100; ENGL 1010 or ENGL 1010D; MATH 1010 or MATH 1000 or higher. FA, SP.

MIS 4450. Project Management. 3 Hours.
For students in the Business Administration with emphasis in Management Information Systems program. Covers the software lifecycle. Students will be required to manage a team of students in the design, development and testing of software projects. Dual listed with CS 2450 (students may take only one course for credit). Course fee required. Prerequisites: CS 1400 (Grade C- or higher) AND IT 1100 (Grade C- or higher); MIS 3050 (Grade C- or higher); AND WEB 1400 (Grade C- or higher). SP.

Management Courses

MGMT 2600. Entrepreneurship. 3 Hours.
Open to interested students. Covers the advantages and disadvantages of owning and/or operating a business; includes necessary steps necessary in starting a small business. Students will construct a business prospectus to provide "hands on" exposure to the world of business. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Present the 9 major components of the lean business model canvas. 2. Apply principles of entrepreneurship to their personal lives. 3. Develop creative solutions to real-world problems. FA, SP.

MGMT 2620. Principles of Management. 3 Hours.
For students pursuing majors in the School of Business. Comprehensive coverage of four traditional functions of management: planning, organizing, leading, and controlling, as well as international issues and global competition, employee-participation, empowerment, TQM, teams and team structures, information systems, time-based competition, and chaos theory, using case studies and computer simulation.

MGMT 2640. Small Business Management. 3 Hours.
For students pursuing majors in the School of Business. Addresses practical solutions to common problems and decisions facing small business managers, including financing, inventory control, cash flow, personnel management, taxes, and customer service. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Identify the unique problems that small business owners face. 2. Apply effective management solutions to improve small businesses. 3. Evaluate the differences between owning a small business and working in a large corporation. SP.

MGMT 2990R. Seminar in Entrepreneurship. 1 Hour.
This seminar course focuses start-up businesses and the management skills needed from inception to business organization. This course draws on the real-life experience of entrepreneurs coupled with a healthy dose of theory in the field of entrepreneurship. It is intended to be cross-disciplined and inclusive of all academic backgrounds at any level. Requirements of this course will include weekly reports on speakers and topics, discussion and participation in class, and attendance in a weekly class. After taking this class, a student will be introduced to the challenges of starting a business, and have experience the process of vetting and validating a business idea. This course is repeatable up to 2 total credits. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Identify key personal attributes that are more likely to lead to entrepreneurial success. 2. Demonstrate perseverance despite obstacles to new venture growth. 3. Explain fundamental concepts in entrepreneurship. FA, SP.

MGMT 3050. Business Law I: Law in the Commercial Environment. 3 Hours.
Survey course in Business Law, providing students with a working knowledge of the core legal issues arising in business and international business. Course topics include business torts, negligence and strict liability, contracts, agency, business organizations, property, copyright, constitutional law, business crimes, bankruptcy, entrepreneur law, and ethics. Required for Business majors, and encouraged for all students in any department who are considering the law as a career possibility. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of Business Law: Master the core concepts, vocabulary, relevant laws and methods of analysis of Business Law as applied to the commercial environment and social scenarios. 2. Hone critical thinking ability: Analyze complex business situations, identify relevant Business Law issues, and synthesize knowledge to recommend viable courses of action using pertinent tools and frameworks from assigned course materials. 3. Develop interpersonal and professional communications skills necessary to succeed in business, including via: delivering professional quality oral and written presentations and in-class debates. 4. Cultivate the elements of successful teamwork and networking. 5. Develop the ability to identify and aptly resolve ethical issues, and to suggest ethical courses of action, in the U.S. and International Business Law contexts. 6. Internalize the key elements of GRIT, and take personal responsibility and initiative throughout the semester to develop or enhance one's own GRIT. 7. Develop and be able to apply a rich, practical "Executive's Tool-Kit" of business solutions and appropriate business action(s) throughout the semester, based on newly-acquired knowledge of Business Law. Deploy new "Tool-Kit" capabilities in hypothetical scenarios to make optimal executive decisions in light of broad-based Business Law knowledge, whether to avoid risks or to take advantage of opportunities. 8. Prepare to succeed on the "Law and Society" portion of the M.F.T. exam. Prerequisite: Advanced standing. FA, SP, SU.
MGMT 3100. Business Ethics and Communication. 3 Hours.
Successful students will understand a common ethical framework, be able to identify when business ethical issues arise and apply the framework to analyze and resolve them. Students will be able to effectively recognize and model diverse professional communication styles by analyzing various business audiences, writing and presentation purposes, and documents (including extensive formal research reports) based on business communication theory, ethical frameworks and practical application. Dual listed with ENGL3010. Students may only take one of the two courses for credit. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand a common ethical framework and recognize when ethical issues in business arise for which the framework should be applied. 2. Apply an ethical framework to analyze and resolve ethical dilemmas. 3. Write clear, correct, concise, complete, and culturally aware artifacts for professional contexts. 4. Effectively write, design, and analyze several types of business documents using appropriate media. 5. Synthesize research with their own ideas to produce artifacts and oral presentations that inform and persuade a target audience. 6. Demonstrate the ability to collaborate well with others to produce quality rhetorical documents. Prerequisites: ENGL 2010 (Grade C- or higher) or ENGL 2010A (Grade C-or higher). FA, SP.

MGMT 3300. Human Resource Management. 3 Hours.
An introductory course in Human Resource Management which will provide students with a fundamental knowledge of the roles and responsibilities of current HR managers. Course content includes labor/management relations, strategic HR management, policies/procedures, legal issues, job analysis/design, staffing, training, motivation, and establishing high performance organizations. Assignments will have a practical focus on HR and general management issues and skill development. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate an introductory level of knowledge of the critical responsibilities of HRM. 2. Identify, analyze and determine management-level recommendations regarding the important trends and challenges of HR. 3. Analyze labor needs and demands and make employee recommendations. 4. Identify the major laws impacting HR. 5. Create and present professional quality oral and written presentations & training. 6. Apply effective teamwork improvement strategies. 7. Identify and apply ethical and social responsibility to management decisions. FA, SP.

MGMT 3400. Management & Organizations. 3 Hours.
Required of students pursuing School of Business majors; open to other interested students. Surveys management theory and the elements and variables that influence organizations. Examines the structure and design of organizations and the management tools used in planning, organizing, directing, controlling, leading, and coordinating organizations. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of the core functional areas of business related to human resource management. 2. Describe how to apply higher levels of critical thinking by performing appropriate quantitative and qualitative analysis. 3. Demonstrate interpersonal/communication skills necessary to success in business. 4. Deliver professional oral presentations. 5. Demonstrate the ability to identify and resolve ethical issues. Prerequisite: Advanced standing. FA, SP, SU.

MGMT 3510. Business Professional Ethics (ALPP). 3 Hours.
Fulfills Ethics requirement for students pursuing School of Business majors; open to other interested students. Examination of selected ethical issues in business and technology, including justice, corporate responsibility, preferential treatment, advertising practices, environmental responsibility, confidentiality, privacy, and government regulation. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze complex business situations to identify relevant ethical issues. 2. Integrate business professional ethics into strategic business decisions by collecting, analyzing, synthesizing data, and recommending viable courses of ethical action, summarized in a written report, and presented with clarity and passion to the class. Prerequisite: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D (Grade C or higher). FA, SP, SU.

MGMT 3600. Operations and Supply Chain Management (ALPP). 3 Hours.
Required for students pursuing School of Business majors; open to other interested students. Focuses on management of resources for products or services within an organization and across the larger supply chain; covers business / functional strategy, planning, and operational processes; and emphasizes product/service development, forecasting, inventory control, quality assurance, and research techniques. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. A $94 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to operations and supply chain management. 2. Understand the interdependence of operations / supply chain management and other key functional areas in business organizations. 3. Provide a knowledge base for communicating with operations personnel. 4. Show the similarities between operations / supply chain issues in the manufacturing and service sectors. 5. Understand and appreciate the impact of variability on the operations of an organization and the larger supply chain. 6. Develop the ability to relate current business events to topics covered in the course. 7. Apply capacity management techniques to optimize the performance of both a product- and service-oriented enterprise. 8. Produce a network diagram for the management of a project. 9. Demonstrate competence in the use of each of the following analytical techniques: capacity and bottleneck analysis, statistical process control charts, quantitative forecasts, independent demand inventory models, aggregate planning, material requirements planning and queuing models. 10. Use computer tools and real-world simulations to solve selected operations and supply chain management problems. 11. Demonstrate an awareness of the principles of quality management, and strategic planning and their importance to the enterprise and larger supply chain. 12. Effectively express what they have learned, using analytical and ethical frameworks, both in oral and written form. Course fee required. Prerequisites: STAT 2040 or MATH 1040 for Population Health majors and Advanced standing. FA, SP, SU.
MGMT 3700. Organizational Behavior. 3 Hours.
For students pursuing degrees in the School of Business. In-depth examination of behavioral theories and research, focusing on the individual in such areas as socialization, motivation, communication, leadership, decision-making, conflict resolution, team-building, and adaptation to change, emphasizing application of behavioral and organizational theory to develop managerial, leadership, and interpersonal skills. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Define and recognize the processes of human behavior at three levels within business: personal, group and organizational. 2. Demonstrate greater awareness and application of successful ways to improve personal human relations. 3. Develop and evaluate solutions to organizational behavior problems using appropriate facts, concepts, principles, analytical techniques and theories learned in class. 4. Develop skills to deliver professional quality oral and written presentations. Prerequisite: MGMT 3400. SP, SU.

MGMT 4000. Intermediate Supply Chain Management. 3 Hours.
For students pursuing degrees in the School of Business. Continues exploring issues, and problems of modern supply management processes and practices, with emphasis on identifying and solving supply management problems. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to supply chain management. 2. Understand the interdependence of supply chain management and other key functional areas in business organizations. 3. Provide a knowledge base for communicating with supply chain management personnel. 4. Show the similarities between supply chain management issues in the manufacturing and service sectors. Prerequisite: MGMT 3600 (can be concurrently enrolled). FA, SP.

MGMT 4040. Quantitative Decision Analysis. 3 Hours.
Provides real-world decision-making tools commonly used within the finance, operations, marketing, and accounting functions of the modern enterprise with a practical, application-orientation building on the foundation of elementary statistics and decision modeling techniques. Includes financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory. Microsoft Excel is used to create graphical and numerical outputs with emphasis on interpretation of output. Comprehensive case write-up and presentation, integrating the essentials of course tools is prescribed as the end-of-term project. Business cases are used throughout. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to finance, operations, marketing and accounting. 2. Utilize a wide range of analytical perspectives to understand the interdependence of key functional areas in business organizations. 3. Provide an enhanced analytical knowledge base for communicating with cross-functional personnel within the enterprise. 4. Apply specific analytical techniques including: financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory to problems and issues facing the modern enterprise. Prerequisite: MGMT 3600 (can be concurrently enrolled). FA, SP.

MGMT 4000R. Business Internship. 1-3 Hours.
Internship experience for students pursuing degrees in the School of Business. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply knowledge acquired in the classroom to "real life" work situations. 2. Demonstrate hands-on experience in a potential career path. 3. Assess personal career interests and work abilities. 4. Demonstrate what is required to be successful in their chosen field of work. 5. Develop good general work habits and attitudes. 6. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, problem-solving and decision-making skills. 7. Develop career networking opportunities. 8. Earn work credentials for resume. Prerequisites: Advanced standing; AND Instructor Permission. FA, SP, SU.

MGMT 4400. International Business. 3 Hours.
Required for students pursuing School of Business majors; open to other interested students. Explores the unpredictable forces of foreign business environments and the role of multinational corporations in worldwide economic development with emphasis on complexities confronting US firms operating in international market, covering trade and foreign investment; theories of international trade, economic development, and international investment; and governmental and private international agencies, which affect international business. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate working level knowledge of the core functional areas of international business. 2. Understand the ability to apply higher levels of critical thinking. 3. Deliver professional quality oral presentations skills necessary to succeed in business. 4. Deliver professional quality oral presentations skills necessary to succeed in international environment. 5. Demonstrate the ability to identify, analyze, and resolve ethical issues and suggest courses of action. Prerequisite: MKTG 3010 (can be concurrently enrolled). FA, SP, SU.

MGMT 4800. Strategic Management (ALPP). 4 Hours.
Required of students pursuing degrees in the School of Business. Capstone course focusing on the manager in dealing with strategic business challenges, the integration of functional areas, policy formulation, and implementation. Final Exam is the "Major Field Test in Business" written and administered by the Educational Testing Service, which follows the general guidelines of business school accrediting agencies to measure a student's knowledge and ability to apply what they have learned in each functional area of business (accounting, economics, management, quantitative business analysis and statistics, information systems, finance, marketing, legal and social environment, and international business) to solve real-world business issues. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply business facts, concepts, theories, and analytical methods, learned in core business classes, to create sustainable business strategies. 2. Apply the AFI (Analysis, Formulate, Implement) Framework, to determine strategic change for a business entity, by collecting, analyzing, synthesizing data, and recommending viable courses of strategic action, summarized in a written report, and presented with clarity and passion to the class. Prerequisites: MIS 3050 (can be concurrently enrolled); AND FIN 3150 (can be concurrently enrolled); AND MGMT 3400 (can be concurrently enrolled); AND MGMT 3600 (can be concurrently enrolled); AND MKTG 3010 (can be concurrently enrolled). FA, SP, SU.
MGMT 4900R. Independent Research. 1-3 Hours.
For students pursuing degrees in the School of Business. Independent research/reading opportunity in areas not fully covered by core or elective courses. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Summarize the essential concepts of the topic of the seminar. 2. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 3. Develop the ability to think critically about course content. 4. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisites: Advanced standing; AND instructor permission. FA, SP, SU.

MGMT 4950R. Seminar in Business. 1-3 Hours.
For students pursuing degrees in the School of Business. Special topics in Business Management. Repeatable for credit as topics vary. Prerequisite: Advanced standing. SU.

MGMT 4990R. Executive Leadership Practicum: Applied Business Analysis. 3 Hours.
This course provides supervised, hands-on, executive leadership and business problem solving experience in a practicum project based format. It provides students an opportunity to build capabilities sought by today's demanding employers. By matching students with real-world projects in a "Board Room" context, students receive a unique opportunity to advise on executive-level, professional business decisions. Students completing this course will have a resume building experience, cultivate professional communication skills, and be able to synthesize multiple business disciplines to analyze and create meaningful, actionable, real-world business solutions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate the capability to conduct professional quality, innovative business research and analysis, relying on knowledge of leading theories, frameworks, innovative tools and industry resources pertinent to solving real-world business problems. 2. Analyze complex business problems utilizing qualitative and quantitative analytic skills; demonstrate responsibility and initiative throughout the practical problem solving process; synthesize findings in a professional manner, that develops, creates and proposes viable and innovative recommendations, conclusions or solutions for real-world action. 3. Cultivate the ability to communicate at a professional level, including when proposing both oral and written solutions to a complex business problem; in this executive communications context, deploy professional-quality technology tools as appropriate; demonstrate the ability to communicate professionally across diverse business settings, ranging from interpersonal communications, to small group communications, to large group communications. 4. Develop practical Executive Leadership skills in the formats of individual project(s) leadership, team membership/leadership, and applied business problem solving leadership (per above). 5. Demonstrate working level knowledge of and ability to critique evolving current events as impacting students' problem solving on behalf of clients' needs. Be able to identify emerging issues impacting clients’ problems solving needs. Be agile and flexible; be able to pivot problem solving momentum as informed by breaking news and/or evolving findings. 6. Identify, analyze and resolve complex ethical issues pertinent to clients' problem solving needs. Prerequisite: Instructor permission required. FA, SP.

Marketing Courses

MKTG 1510. Principles of Salesmanship. 3 Hours.
Required of students pursuing a General Marketing degree; and open to students interested in sales careers and the selling process in retail and non-retail environments. Includes proper prospecting methods, approaches, presentations, handling of objections, closing the follow-up, telemarketing, management of sales territories, sales forces, and sales meetings. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Have a basic knowledge of what a career in selling has to offer. 2. Know what personal qualities and abilities are needed for a person to be successful in selling. 3. Have a general knowledge of the different types of customer characteristics. 4. Have an understanding of the basic elements of customer behavior. 5. Learn a step-by-step procedure for effective prospecting. 6. Understand how to qualify potential customers. 7. Know how to approach a client or customer. 8. Know how to give an effective sales presentation. Learn proper use of sales aids and how to implement showmanship into the sales presentation. 9. Understand how to determine the wants and needs of the customer. Know how to properly handle customer objections. Learn how to use customer facial expressions, voice inflections, body language, etc. to aid in determining needs and in overcoming sales resistance. Know the various methods of closing the sale. Understand the proper way to use suggestion-selling techniques. Understand the importance and correct methods of proper follow up. Understand the importance of human relations in selling. 10. Have a general knowledge of the various techniques of self-management. FA.

MKTG 1530R. Collegiate DECA. 1 Hour.
For members of Collegiate DECA, an organization for college students preparing for careers in marketing, management, and entrepreneurship, or related business areas, and is the post-secondary affiliate of Distributed Education Clubs of America (DECA). Designed to provide leadership development and marketing-related activities and competition not traditionally available in college courses. Annual Collegiate DECA membership fee required. Repeatable up to 4 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students' level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/marketing skills against their peers. 6. Construct an environment where students can develop their inter-personal, social relations, and networking skills. Course fee required. FA, SP.
MKTG 2520. Visual Marketing. 2 Hours.
Required of students pursuing a General Marketing degree; and open to other interested students. Covers fundamental principles and elements of display necessary for effective visual presentation of both goods and services, including proper techniques for windows, interior, exterior, pinning and flying, and remote display, with ample opportunity to view, critique, and construct displays. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate basic knowledge of the scope and purpose of merchandising display and the use of display in selling and promotion in both brick and mortar and digital platforms. 2. Distinguish what preparatory work goes into display. 3. Apply the basic principles of design and be able to use those principles in creating the proper mood and style for various types of merchandise. 4. Illustrate the principles of color coordination; lighting a display for desired color, mood, balance, and emphasis; and how to use the principles of emphasis, rhythm, and balance in creating displays in any format. 5. Know and apply the five basic elements of display for any format of visual marketing. SP.

MKTG 2540. Retail Advertising. 3 Hours.
Required of students pursuing a General Marketing degree; and open to other interested students. Focuses on important aspects of advertising, especially for small or independent business. Hands-on activities lead to development of a business promotional plan. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze terminology and issues in retail advertising. 2. Evaluate retail advertising campaigns using a real world product and a variety of promotional platforms including digital but, not limited to only digital. 3. Design and execute an advertising campaign based on a real-world business problem or opportunity. 4. Deliver a formal oral presentation of an advertising campaign for a real-world brand or product. 5. Create a formal written research report based on a real-world retail advertising issue or opportunity.

MKTG 2990. Seminar in Marketing. 0.5-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Course fee required.

MKTG 3010. Marketing Principles (ALPP). 3 Hours.
Required for students pursuing majors in the School of Business. Provides a basic background in the broad field of marketing by examining the processes that direct the planning and execution of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives, including international implications, consumer behavior, product and distribution channel strategies, pricing and promotional strategies, and development of an integrated marketing plan that includes website development, mobile technologies, email, and social media. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. An $85 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Have a working level of knowledge of the core functional areas of marketing. 2. Apply higher levels of critical thinking marketing concepts. 3. Succeed in business. 4. Identify and resolve ethical issues in business and marketing. Students will analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. 5. Explore and apply content learned in the course through development of an innovative product/service using outside mentors and then presenting their findings in the form of a marketing plan to business leaders from the community and to their classroom peers. FA, SP, SU.

MKTG 3450. Consumer Behavior. 3 Hours.
For students pursuing majors in the School of Business. Covers the basic principles of consumer behavior, including the psychological, sociological, and anthropological bases of consumer behavior as related to consumer purchasing and consumption habits. Prerequisites: MKTG 3010; and Advanced standing. SP.

MKTG 3500. Promotion Management. 3 Hours.
For students pursuing majors in the School of Business. Covers the purposes and production of advertising, including preparing productive, persuasive marketing and advertising campaign plans; and the social, legal, and economic considerations involved in the campaign planning process. Prerequisite: MKTG 3010; and Advanced standing. FA.

MKTG 3515. Sales Management (ALPP). 3 Hours.
Designed for students to gain practical experience in using technology to understand the critical role marketing places on stakeholder satisfaction. The course will define specific elements of customer behavior and applied technology used to establish and build stronger, lasting relationships for the sustainable business model. Students will learn basic functions of sales force management, both in business-to-business and business-to-consumer environments. Students taking this course will learn salesperson effectiveness, deployment of structured sells and marketing communication(s), as well as optimal organizational design to support the technology aspect of enhance customer communications. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate proficiency in the use of Customer Relationship Management and Sales Management. 2. Summarize ways in which sales management skills and innovation create business value. 3. Articulate strategies for collaborating with top management and Information technology professionals to create business value. 4. Succeed in business. 5. Identify and resolve ethical issues in marketing and business. Prerequisite: MKTG 3010. FA, SP.
MKTG 3610. Strategic Digital Marketing. 3 Hours.
Designed to explore marketing's function enhanced through effective use of the Internet. Students will become knowledgeable in up-to-date online marketing terms and technology, and learn how to create a profitable marketing strategy for the Internet. Course investigates how brick-and-mortar organizations can use interactive technologies to change consumer practices, and incorporate the entrepreneurial side of internet marketing. Students will be introduced to current interactive technologies that can improve an organization's existing marketing mix, and will evaluate search engines, construct blogs, and web sites, and learn powerful marketing techniques by using other viral, email, social, and electronic internet marketing tools. Course is designed to nurture creativity and creative thinking skills that can be applied to a digital world. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze industry and business-specific factors that influence digital marketing strategies. 2. Apply digital marketing platforms and methodologies to access business marketing problems and opportunities. 3. Exemplify the use of business digital marketing platforms and analysis through written, verbal and visual presentations. 4. Develop digital marketing strategies: social options for target, message and idea. 5. Collaborate with business professionals and students as they formulate digital marketing strategies. FA, SP, SU.

MKTG 3900. Retail Management (ALPP). 3 Hours.
Presents an integrated approach to retail management. Many activities of retail establishments will be explored, including but not limited to, retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze and apply the principles of effective retail management. 2. Recognize and appreciate the differences between well-run and poorly run retail operations. Optimizing operations. 3. Understand retail strategies and tactics employed in running a retail operation. 4. Distinguish between ethical and unethical decisions in retail business situations. The Purpose of mission statements and ethics statements. 5. Demonstrate knowledge of the measurement tools common to a retail enterprise. 6. Identify careers and opportunities in retailing. 7. Work with a Retail Organization and perform a SWOT Analysis on the business. Prerequisite: MKTG 3010. FA, SP, SU.

MKTG 4100. Marketing Research. 3 Hours.
Designed for students to gain an understanding of the role that marketing research plays in identifying and solving marketing problems. The key emphasis is placed on problem identification, secondary data collection (to include data collection instruments, applied samplings and methods of acquisition), and data analysis techniques used in marketing research projects. The course will assist in the development of student's skills and knowledge in conducting marketing research and evaluating its effectiveness for decision making. Prerequisites: CIS 2010 (Grade C- or higher); AND, ACT score of 28 or higher in English OR ENGL 1010; AND MKTG 3010 (Grade C- or higher); AND STAT 2040 (Grade C- or higher). FA, SP.

MKTG 4200. Entrepreneurial Marketing. 3 Hours.
This course is designed for students to gain practical experience with key marketing concepts and methods relevant for entrepreneurs. From initial thought or idea, to the launch of a company, the focus here is on market analysis and segmentation, product or service evaluation, marketing research and the overall development of the business concept. Students will gain an understanding of assessment of marketing potential, product/service design, successful distribution relationship and product pricing. The focus of this course is on new business startup. FA.

MKTG 4201. Entrepreneurial Mkgt: Intro. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is an introductory overview and focuses on the initial thought or idea, to the launch of a company - to include marketing decisions for small and growing organizations. The academics of market analysis and segmentation, product or service evaluation, marketing research, new product pricing, and overall development of the business concept will be emphasized and ultimately put into practice. Students will gain an understanding of market assessment of marketing potential, product/service design, successful distribution relationship(s) and product pricing. This module also incorporates drop shipping as an element beyond the launch phase. Students will be introduced to the steps involved in private labeling, and drop shipping of a product. In addition, students will learn to negotiate with drop shippers, with attention to the nuances of determining and maintaining value across the supply chain. This becomes a "hands-on" element within the module, and enhances the overall scope of a new venture initiation. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.

MKTG 4202. Entrepreneurial Mkgt: Soc Mkgt. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is a "hands-on" application to affiliate marketing. In this module students will learn how businesses promote their products or services through affiliate marketing. The students will not only gain understanding of the dynamics within the subject matter, but the current applications used by affiliate marketers. This module includes building and maintaining a functioning social internet site in which they will use the knowledge they have gained to showcase their ability to be successful and competitive in affiliate marketing. The importance of effective and proper partners, to include self-promotion will be threaded within the practicum of this module. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.
MKTG 4203. Entrepreneurial Mkgt: Branding. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is a "hands-on" application to online auction marketing. Students will gain insights into the world of Internet auctioning. This module is "hands-on" and aimed at distinguishing which Internet auction platforms are the most effective given the principles and parameters around a product or service. Students will learn that building a positive image is as important as the products they choose to endorse, as well as the importance of self-promotion as they participate in building and writing their own sales copy, biographies, website content, and other literature. This module will also have an element of low-budget or no-budget marketing research, and successful strategic alternatives for promotion and advertising (e.g. direct marketing, alternative media, and personal selling). Market segmentation and targeted marketing will be covered in real-time. Students will select a product, conduct market analysis for the product, and academically discover the most cost effective way to sell and distribute the product to a given target market. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.

MKTG 4500. Product Marketing. 3 Hours.
Product Marketing is a project-based course that focuses on action learning and a build your own case approach to teach foundational product management skills. Students will learn how to launch a product and how to obtain a top notch product management job. Students evaluate user needs, specify functional requirements, and identify business go to market strategies for a new web or mobile application. Product Marketing is designed to help students gain product management experience and who either wish to work in that role after graduation in a marketing company, in a startup, or for aspiring founders who want to gain a better understanding of the product development process. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of core business functions related to product marketing. 2. Analyze a complex business situation, identify relevant business issues, opportunities and problems with respect to marketing concepts for product management. 3. Evaluate ways in which marketing skills and innovation work to create business value. 4. Analyze business situations by performing appropriate quantitative and qualitative analysis, synthesize to form alternative solutions; and make recommendations for viable courses of action with product management marketing. 5. Organize, prepare, and deliver professional quality oral presentations. 6. Evaluate the essential elements of successful teamwork and reflect upon their competency and experiences in applying marketing concepts to product management. 7. Create a marketing plan for a new or improved product while working in a group and with a local business. 8. Analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. Prerequisite: MKTG 3010 (Grade C- or higher). FA, SP, SU.

MKTG 4700. Marketing Strategy. 3 Hours.
For students pursuing majors in the School of Business. Utilizing an investigation and application of marketing models and principles, integrates the market analysis, insight, skills, and planning necessary to develop and implement sound marketing strategies that improve exchange relationships between suppliers and buyers through traditional methods and digital technologies to create an appropriate "marketing mix". **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand and apply strategies to your evaluation of a marketing problem. 2. Evaluate a firm's strategic competitive advantage from the standpoint of innovation, financial standing, and customer relationships. 3. Synthesize disparate, sometimes conflicting, pieces of information to make strategic marketing decisions regarding how to handle a variety of different marketing-relating situations and problems. 4. Use strategic principles to make recommendations as to how an organization can enact ethical and sustainable marketing strategies. 5. Articulate strategies to others in the organization to understand and align with goals and mission of the organization. Prerequisite: MKTG 3010. FA, SP.