

MANAGEMENT (MG) - UNDERGRADUATE COURSES

MG-101 - Introduction to Business (3 cr)

This introductory course examines the nature, form, and structure of business organizations and fundamental business operations such as finance, human resources, information systems, marketing, and production of goods and services.

MG-105 - Personal Financial Management (3 cr)

This course provides an introduction to the field of personal financial management and planning, focusing on the tools individuals and families employ to manage their financial affairs. The course covers a wide array of financial topics including financial planning, money management, investments, retirement and estate planning.

MG-110 - Real Estate (3 cr)

This course provides a rigorous review of the theories and practices of real estate, license law and ethics, contracts, mortgages, deeds, closing procedures and the law of agency. The "Why" and "How" of buying, financing, owning, and selling real estate are emphasized, including the language of real estate.

MG-112 - Business Ethics (3 cr)

This in-depth course examines the origins, principles, and practices of business ethics within the workplace. Students examine, analyze and discuss ethical issues concerning consumerism, civil rights, ecology, technological change and social responsibilities from a moral and philosophical perspective. Topics will include; contemporary conceptual framework for business ethics, the corporation in society, business in its diverse moral contexts, marketplace and workplace issues and the moral Manager.

MG-125 - Introduction to the Entertainment and Media Industry (3 cr)

This course provides an overview of the entertainment and media industries and the business associated with multiple platforms. Students examine how the music, television, radio, satellite, and online entertainment sectors have developed, how they are structured and how new business models are embracing changes in technology. Students gain further understanding within the context of social media, sales, marketing, publishing, intellectual property, licensing, product placement, publicity and promotions.

MG-127 - Introduction to the Business of Entertainment (3 cr)

From television production to digital media, students will learn how unscripted "reality" television shows are pitched and sold, what viable career paths are in demand and a breakdown of their earning potential, how deals are made, and the keys to managing high level and celebrity talent. Students learn about key players in the industry, including studios, networks, and streaming platforms, and how they work together to bring creative projects to life. Students gain insights about the industry within the context of social media, marketing, public relations, and production. They will be made aware of the industry's rapidly evolving trends, and business opportunities available within the business of entertainment.

MG-130 - Introduction to Innovation and Digital Entrepreneurship (3 cr)

This course is designed to offer participants a comprehensive introduction to the dynamics of digital entrepreneurship and technological innovation. Program participants will explore the fundamentals of digital entrepreneurship, encompassing prototyping, business model development, idea generation and other topics aimed at facilitating the launch of small ventures. An internship component is integrated to explore pivotal facets of the tech industry while giving participants the experience of working at an actual digital enterprise. Emphasis is placed on preparing participants for launching their own digital operations in an area of interest to them.

MG-135 - Introduction to Sports Management (3 cr)

This introductory course provides students with a comprehensive overview of the principles and practices of sports management. Through a combination of theoretical concepts and practical applications, students will gain insights into the broad nature of opportunities within the field of sports management. The course emphasizes the fundamental functions of planning, organizing, leading, and controlling within the unique context of sports organizations. Students will explore how these management functions are applied to various aspects of the sports industry, including professional sports teams, intercollegiate athletics, scholastic sport, and recreational programs.

MG-201 - Principles of Management (3 cr)

This course surveys the practical use of managerial concepts and techniques based contemporary practices. In-depth discussions, practical applications, and case studies are used to examine the managerial function. Emphasis is on planning, organizing, leading, and controlling, with special consideration being given to motivation and conflict.

Prerequisite: MG-101 or MG-120

MG-208 - Effective Negotiation and Conflict Management (3 cr)

Negotiation is the science of securing agreements between two or more interdependent parties. Today's managers must be able to apply key principles of negotiation, decision making, and conflict management in order to be effective leaders. This course deals with understanding the behavior of individuals, groups and organizations in the context of competitive situations. In addition to the theory and exercises presented in class, students will practice negotiating with role-playing simulations that cover a range of topics. Students also learn how to negotiate in difficult situations, which include abrasiveness, racism, sexism, whistleblowing, and emergencies.

MG-209 - Crisis Management (3 cr)

This course on crisis management offers students the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed.

MG-211 - Introduction to Human Resource Management (3 cr)

Students examine essential concepts and techniques for the effective management of human resources in the organization. Topics covered include human resource planning, job analysis, compensation, and benefits, performance appraisals, motivation, quality of work-life, and career development.

Prerequisite: MG-101 or MG-120 or MG-201 or HP-101

MG-216 - Employee and Labor Relations (3 cr)

This course will explore theories of labor relations. It will focus on the development of the American Labor Movement, the strategies and tactics of collective bargaining; preparing for negotiations, the dynamics of negotiating, and the administration of the agreement. The process of negotiating, resolution of issues - wages, benefits, working conditions, job security, seniority, etc.

Prerequisite: MG-211

MG-217 - Compensation and Benefit Administration (3 cr)

This course examines elements of a rational and objective compensation system. Review of economic and behavioral theories underlying modern compensation systems, wage and salary administration, including techniques of job evaluation and rating and wage surveys are explored. Employee benefits as part of the total compensation system are discussed. Current federal and state legislation relating to wages, salaries, and employee benefits are reviewed.

Prerequisite: MG-211

MG-228 - Sports Coaching Methods (3 cr)

This course explores the dynamic field of sports coaching, merging theory with hands-on practice. The course analyzes coaching philosophies, leadership strategies and techniques for communicating with diverse athletes across all levels of sports. Practice planning, athlete skill development, and game strategy will be addressed. Additionally, students will analyze case studies, develop a personal coaching philosophy, and engage in simulated coaching scenarios.

Prerequisite: MG-120

MG-229 - Legal and Ethical Issues in Sports (3 cr)

This course provides students with an overview of the legal and ethical considerations relevant to the field of sports management. Through a combination of theoretical exploration and practical case studies, students will gain insights into the fundamental legal principles as they apply to various aspects of the sports industry, including contracts, liability, intellectual property, and regulatory compliance. Additionally, the course will explore the ethical dilemmas and challenges faced by sports organizations, athletes, coaches, administrators, and other stakeholders. Topics such as sportsmanship, fairness, doping, gambling, discrimination, and the exploitation of athletes will be examined to foster critical thinking and ethical decision-making skills.

Prerequisite: MG-135

MG-230 - Principles of Project Management (3 cr)

This course is designed to help students develop knowledge and skills to work successfully in a project environment and to accomplish project objectives. This course is designed to outfit students with essential skills they need to make effective contributions and to have immediate impact on the accomplishment of projects in which they are involved. This course will train students to succeed on interdisciplinary and cross-functional teams, and sends students into the workforce with marketable skills. Microsoft (MS) Project software will be used in conjunction with this course.

Prerequisite: MG-101 or MG-120 or MG-201

MG-250 - Human Resources Training & Development (3 cr)

This course gives an overview of human resource development (HRD) and how different training and activities can be aligned with the goals and challenges facing different organizations. Students examine adult learning and motivation, theories of motivation, needs assessment, program design, development and implementation, program evaluation, and career development are discussed.

Prerequisite: MG-211

MG-252 - Recruitment and Selection (3 cr)

This course examines the process of selection in today's modern business organizations. The students are involved in analyzing methods of recruitment in order to procure a qualified pool of candidates from which a selection is made. Discussions focus on the legal environment that affects selection, along with the specific steps necessary to build the selection program. This course gives students a complete presentation of the selection process, starting with recruitment, and shows the methodology and issues that often arise.

Prerequisite: MG-211

MG-255 - Managing Cultural Diversity (3 cr)

This course equips students with the tools and strategies necessary for effectively managing a diverse workforce while increasing productivity and reducing the volume of discrimination complaints. This course examines managing diversity, cross-cultural communication, diversity, and illegal workplace discrimination. Students also gain an understanding of the difference between cultural diversity and affirmative action, and the consequences of ignoring cultural diversity.

Prerequisite: MG-101 or MG-201

MG-261 - Innovation and Digital Entrepreneurship For Business Owners (3 cr)

This course is tailored for established entrepreneurs who are seeking to develop real-world skills to thrive, adapt and outperform others in a competitive marketplace. Participants have the opportunity to refine and enhance the skill sets and knowledge base needed for success as experienced digital entrepreneurs who desire to scale up their operations. Entrepreneurs will embark on a comprehensive exploration of several functional areas of business, evaluating the efficiency and effectiveness of various aspects of their operations using the new tools and knowledge acquired in this course. In addition to utilizing participative and immersive approaches for content delivery, a one-on-one mentorship period is embedded within the course to ensure that participants are well-equipped for the challenges and opportunities for sustained success in the digital era. Entrepreneurs benefit from personalized guidance, gaining invaluable insights into their operations and crafting strategic plans for their business ventures. Application of this holistic and supportive approach ensures that participants have ongoing access to resources to assist with staying abreast of industry trends, actively shaping the trajectory of their ventures in a rapidly changing business landscape. Participants will greatly benefit from experienced professional mentors.

MG-271 - Trends in Media, Entertainment and Culture (3 cr)

This course will provide an in depth analysis in the business aspect and trends of media and entertainment and how society and culture impact the direction of these industries. In addition, it will further examine how the study of culture and society help to determine how to meet the wants and needs of the consumer in the digital age. Students will examine new media models and how these new models are embracing emerging changes in technology. Students will gain further understanding within the context of social media, marketing, public relations and production. By the end of the course, students should have an understanding of the new trends and business opportunities available in the business of media and entertainment in the 21st century.

Prerequisite: MG-101 or MG-125 or MG-201

MG-272 - Legal Aspects of Entertainment and Media (3 cr)

In this course, students develop a familiarity with entertainment law contracts and an understanding of basic legal principles, with an emphasis on how to safeguard interests. Topics include: deal making, negotiating, litigation, intellectual property, royalties, unions and guilds, and arbitration. Students analyze various types of entertainment contracts, licensing agreements, and commercial endorsements.

Prerequisite: MG-101 or MG-125 or MG-201 or BL-201

MG-280 - Introduction to Public and Nonprofit Management (3 cr)

This course introduces students to the practice of management principles in the context of a public governmental agency or a not-for-profit organization. The course focuses on managing and governing non-profit/public organizations by exploring related theories, concepts, and real world examples. Practices of strategic management, funding, and the management of multiple constituencies are also introduced.

Prerequisite: MG-101 or MG-120 MG-201 or HP-101

MG-285 - Integrating Business Concepts (3 cr)

This challenging and exciting capstone course for the Associate Degree in Business Administration integrates a student's knowledge of coursework with a practical understanding of the critical business workforces, readiness skills, and administrative professionalism that students must possess to secure an entry-level position that leads to a career in management. Students master business communication skills, resume and cover letter preparation, proficiency in Microsoft Office applications, and job search and networking skills, as well as the refinement of the required soft skills. Students create a career portfolio that includes samples of students' work to be used as a visual representation of students' abilities, skills, knowledge, and professionalism.

MG-290 - Business Administration Internship I (3 cr)

This course provides students with the opportunity to apply classroom theory in actual work settings in paid and non-paid supervised positions. Requires a minimum of 120 hours of work, plus tutorial sessions that include discussions of topics related to matters on the job and career exploration. Sophomore Standing.

Designation: Field Experience

MG-291 - Business Administration Internship II (3 cr)

This course provides students with the opportunity to apply classroom theory in actual work settings in paid and non-paid supervised positions. Requires a minimum of 15 hours per week of work, plus tutorial sessions that include discussions of topics related to matters on the job and career exploration.

Prerequisite: MG-290

MG-305 - Introduction to Management Science (3 cr)

Analysis of systems in operations research, systems philosophy, analysis, design and implementation. The use of quantitative techniques includes decision theory, linear programming, queuing, network analysis, stochastic process and dynamic programming. Emphasis will be on structuring the problems and modeling.

Prerequisite: IT-115 and IT-215

MG-313 - Organizational Behavior & Effectiveness (3 cr)

Students will examine the fundamental concepts of human behavior in the organization. Emphasis on the non-technical aspects of the job, the requirements for functioning effectively in a cooperative effort, and practical problems faced within the organization. Topics include: perception, development of attitudes and values, communications, group dynamics, leadership, organizational development and change, and conflict management.

Prerequisite: MG-120 or MG-201

MG-320 - Global Business (3 cr)

This course provides an introduction to the international business environment. Emphasis will be on an interdisciplinary approach to the field. The course will concentrate on those aspects of international trade, finance, marketing, technology transfer, management and accounting that affect multinational business organizations. The course will also analyze the socio-political forces that shape multinational activities abroad.

Prerequisite: MG-120 or MG-201

MG-330 - Organizational Theory (3 cr)

This course provides an in-depth examination of how and why organizations develop. Topics include goals and effectiveness, technology, environment, structural types, differentiation, change and development, power, committees, organizational climate and culture and life cycles. Case studies are used extensively to anchor concepts.

Prerequisite: MG-120 or MG-201

MG-332 - Sports Operations and Facility Management (3 cr)

This course examines the current research related to planning, funding, and operating sporting events and sport/recreation facilities. The course is designed to provide sports management students with the knowledge necessary for planning and operating sport and recreation facilities and events. Students gain an understanding of the vast career opportunities that are available in this growing, competitive industry. Successful completion of this course requires that the student have a basic foundation in the methodology of business, management, marketing and project management.

Prerequisite: MG-226

MG-333 - Financial Management for Sports Organizations (3 cr)

This advanced course is designed for students desiring a career in the sports management field. This course provides students with the knowledge and skills necessary to use accounting and finance principles in sports organizations. Emphasis is placed on the use of financial statements, sources of financing, budgeting, and financial control. This course provides a solid background in financial management in sports organizations in the areas of budget development, concessions and merchandising, trademark licensing, inventory, cost control, cash management, and sport fund raising principles. Students develop an understanding of the application of micro and macro-economic principles and the development of competitive strategies as related to sports organizations. Various topics including the impact of the television industry on professional sports and relating competitive strategies to the manufacturing and service industries in sports organizations are explored.

Prerequisite: MG-120

MG-340 - Introduction to Entrepreneurship (3 cr)

The steps leading to the establishment of an independent business involving choice of business, structure, capital, startup and management practices. Legal and financial considerations are reviewed and analyzed.

Prerequisite: MG-101 or MG-201; and AC-161

MG-341 - Managing the Small Business (3 cr)

This course focuses on the challenges of managing a small entrepreneurial business firm. The course discusses the theory and practical considerations of starting, growing, and sustaining a profitable small business. The course ties together the many considerations facing the business owner including planning, start-up issues, marketing, human resource management, financing, daily operations, and legal concerns.

Prerequisite: MG-340

MG-350 - Strategic Global Human Resources Management (3 cr)

This course in International Human Resource Management (International HRM) provides insights into the critical issues facing organizations in simultaneously managing their human resources domestically and internationally. It focuses on the relation between corporate strategies and the effective management of human resources, which may require differing policies across national boundaries, particularly for multinational enterprises (MNEs) and transnational corporations (TCs) that are intricately involved in the global trade and investment environment.

Prerequisite: MG-211

MG-356 - Human Resource Legal Environment & Disparities (3 cr)

Students in this course address the legal consequences of human resource decision-making, as well as, the managerial significance of federal regulations and applicable state laws. Additionally, students gain an awareness of the continual need to reassess and improve human resource policies and practices in relation to ongoing developments in the law.

Prerequisite: MG-211

MG-362 - Business Management Systems (3 cr)

This course is designed for the non-technical end user. The course defines Information Systems Management, its basic concepts and important components. Included will be the use of a database, data entry and retrieval and the concept of information systems management within different functional areas of business such as human resources, finance, management, marketing and sales. Business collaboration, database processing, e-commerce and supply chain systems, business intelligence systems and information security are covered. PC based projects will be assigned.

Prerequisite: MG-101 or MG-135

MG-375 - Technology Tools for Data Analysis (3 cr)

This course takes students inside the world of data analytics. In addition to learning the basics of data science, students will explore data analytics, and data engineering to understand how machine learning is shaping the future of management, marketing, healthcare, finance, operations, accounting, and more. Professionals who can evaluate data, translate it into information, and provide actionable insights for data-driven decisions are in high demand globally. These activities involve data mining, statistical analysis, business analytics, descriptive and predictive analysis, and big data analytics. Students who take this course will use these techniques in addition to learning how to use tools and programs like Excel, SQL, Python, Tableau, and Power BI to assist with gaining more useful insights for improvement business decision-making and problem-solving for business growth.

Prerequisite: MG-362 and IT-215

MG-390 - Business Management Internship I (3 cr)

This elective course provides students with the opportunity to exercise their understanding of the academic field and to apply classroom theory in actual work settings in paid and non-paid supervised positions. Requires a minimum of 15 hours per week of work, plus tutorial sessions that include discussions of topics related to matters on the job and career exploration.

Designation: Field Experience

MG-391 - Business Management Internship II (3 cr)

This elective course provides students with the opportunity to exercise their understanding of the academic field and to apply classroom theory in actual work settings in paid and non-paid supervised positions. Requires a minimum of 15 hours per week of work, plus tutorial sessions that include discussions of topics related to matters on the job and career exploration.

Prerequisite: MG-390

MG-394 - Sports Management Internship (3 cr)

This course is structured for students with limited or no prior sports management exposure. It is designed to provide the maximum development in the functional areas of sports management to compete in today's exciting and complex professional marketplace. The course is designed to provide students with supervised work experience in the field of sports management. It is an academic support program that combines practical work experience with academic study. Students are required to work with their faculty advisor on career development and job related matters. Junior Standing.

Designation: Field Experience

MG-395 - Corporate Internship in Business Management (6 cr)

This course provides students with the opportunity to apply skills learned in the classroom within their discipline to a corporate experience. Students prepare for their chosen career by gaining practical experience while being immersed in a corporate setting. Students are required to complete 320 hours at the corporate internship setting.

MG-425 - Seminar in Human Resources (3 cr)

This is designed to be a final course in the Human Resources minor and serves to further synthesize the general body of knowledge gathered through the students' series of Human Resources related courses. Junior or senior standing.

MG-435 - Sports Management Capstone Seminar (3 cr)

This is the bachelor level final semester capstone course. The Sports Management Seminar explores today's world of the business of sports. The purpose of this course is to give the student insight into working for a sports team, organization or a company which caters to sports enthusiasts. Throughout the course, students study theories and sports business case studies. Students are required to apply concepts from management, accounting, marketing, economics, and finance using the casework and/or simulation approach. Taken in final semester.

MG-485 - Business Policy and Strategy (3 cr)

This course synthesizes the concepts and techniques developed in prior courses. The student is required to apply concepts from management, accounting, marketing, economics and finance using the casework and/or simulation approach. To be taken during the student's senior year.