

BUSINESS MANAGEMENT (MGM)

MGM 100 Leadership and Success

2 Class Hours, 2 Quarter Credit Hours

This course provides students with a comprehensive introduction to leadership principles and strategies, empowering them to navigate their college journey with confidence and achieve success. Through a combination of theoretical concepts, practical applications, and real-world examples, students will develop essential leadership skills, including effective communication, goal setting, time management, and teamwork.

MGM 103 Computer Skills – Word and PowerPoint

2 Lab Hours, 1 Quarter Credit Hours

Students will practice fundamental computer skills, with an emphasis on word processing and presentation software in Microsoft Office. File management techniques including the use of OneDrive are stressed. Students also learn to zip files and create PDFs.

MGM 104 Computer Skills – Word and Excel

2 Lab Hours, 1 Quarter Credit Hours

Students will practice fundamental computer skills, with an emphasis on word processing and spreadsheets in Microsoft Office. File management techniques including the use of OneDrive are stressed. Students also learn to zip files and create PDFs.

MGM 105 Effective Teams and Projects

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students learn the characteristics of highly effective teams and the value of team diversity. In addition, students learn and practice workplace professionalism, the concept of team collaboration, and apply project and time management.

MGM 108 Introduction to Business

4 Class Hours, 4 Quarter Credit Hours

This course provides an understanding of the functional areas of business and their related business processes and cycles, as well as careers in the functional areas. Students will complete a business simulation that will enable them to put into practice their understanding of accounting, management, and marketing.

MGM 111 Workplace Technology

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

This course introduces Windows-based applications including Word, PowerPoint, and Excel. File management to include cloud storage and collaboration is introduced and emphasized throughout the course. Basic computer concepts such as purchasing a computer and keeping safe in the cyber world are presented. Students research topics that will be presented collaboratively in class.

MGM 130 Accounting Fundamentals

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

The accounting cycle, debits and credits, journals, and ledgers for a service business are introduced. Accounting for general office records and the preparation of financial statements are also covered. In addition, students are exposed to computerized accounting which reinforces the accounting cycle and accounting theory.

MGM 133 Principles of Management

4 Class Hours, 4 Quarter Credit Hours

This course will introduce students to the various functions, processes, and activities of management and help them apply these underlying theories to effectively manage people and organizations in a diverse, interconnected world. Students will examine historical, current, and future issues in management.

MGM 134 Business Communication

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Written and oral communications are emphasized in this course. A review of grammar and sentence structure fundamentals is given. Students compose business correspondence to include various types of letters and memos. Methods of effective speech are presented and practiced. Students research a topic and present their findings in both an APA-formatted report and a PowerPoint presentation. Skills in Word and PowerPoint continue to be developed.

MGM 135 Business Analysis with Spreadsheets

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students learn and practice Excel spreadsheets and commonly used functions in businesses and organizations. Coursework focuses on Excel as a tool for business analysis. Students learn and practice using Excel spreadsheets, creating accurate formulas and using common functions to manage business data effectively. Students develop skill in analyzing existing worksheets to correct errors and improve formatting. In group projects, students apply best practices for developing logical, well-formatted worksheets to solve business problems.

MGM 158 International Business

4 Class Hours, 4 Quarter Credit Hours

This course introduces global business, cross-cultural communications, and international marketing. Students will consider how cross-cultural attitudes and cultural competence impact on management. Students will be able to effectively communicate in international business situations.

MGM 210 Marketing Communications

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Communicating what an organization can offer to its customers is vital to its success. Students will learn the role of promotion within the larger world of marketing, and how to identify and communicate effectively with the target market for a particular product. Students will analyze existing marketing messages and create persuasive content for new marketing messages to be communicated via different types of media. Students will develop skills in desktop software and cloud-based applications to create persuasive promotions.

MGM 233 Planning Your Financial Future

4 Class Hours, 4 Quarter Credit Hours

Students will learn how to prepare for their successful financial future. Topics covered will include identifying financial goals, budgeting, cash and credit management, purchasing and owning a house, effective insurance buying, an introduction to investments, and retirement planning.

MGM 241 AI in the Workplace

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

AI and the Workplace is an innovative and comprehensive course that explores the transformative impact of Artificial Intelligence (AI) on various aspects of work environments. This course is designed to provide students with a solid foundation in AI principles, tools, and applications specific to the workplace context. It delves into the intersection of AI and various professional domains, including finance, healthcare, marketing, customer service, and human resources.

MGM 243 Career Development

4 Class Hours, 4 Quarter Credit Hours

Students will learn the process and techniques of establishing a plan for their career development. Students will engage in career planning based on extensive self-assessment that will lead to proficiency in resume writing and pre-employment correspondence, professional networking, interpersonal skill development, career goal development, and interviewing preparation.

MGM 258 Management Simulation

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

In teams, students participate in weekly business simulations. Human resource concepts, business communication, and Microsoft Office skills will be emphasized throughout the simulations, where each student will have the opportunity to develop supervisory leadership skills.

MGM 264 Sales and Customer Service

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students will practice selling a product or service by qualifying the buyer, giving a presentation, handling consumer objections, and closing a sale. Students will focus on business-to-business sales. In addition, students will practice providing excellent customer service – face-to-face, on the phone, and online.

MGM 270 Business Accounting

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Prerequisites: MGM 130

Students learn and apply the accounting cycle to a retail business, including inventory and costs of goods sold, and understand and apply major accounting cycles – sales, receivables, purchasing, payables, and cash flow. Students use QuickBooks accounting software.

MGM 277 Leadership in Action

4 Class Hours, 4 Quarter Credit Hours

This course will address basic personal and interdependent leadership skills. Students will examine corporate responsibility and philanthropy to underserved and underrepresented populations and will build leadership skills by engaging in a service learning project.

MGM 288 Project Planning

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

This course is designed to provide students with a comprehensive understanding of the fundamentals of project management. This course offers theoretical knowledge and practical skills necessary to effectively plan, organize, execute, and evaluate projects across various industries.

MGM 296 Associate Internship

2 Class Hours, 10 Lab Hours, 4 Quarter Credit Hours

Students apply the skills acquired in the program in an organizational work setting and are required to work a minimum of 100 hours in the field. Students may work in a posted internship program or may use their current job. If using their current job, and in conjunction with the site supervisor, students must identify a project requiring 100 hours of work beyond their existing role and responsibilities. Such projects must be approved by the site supervisor and the department chair or internship instructor by Week 1. Student progress is evaluated by the site supervisor as well as by the internship instructor.

MGM 310 Product and Service Marketing

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students learn the marketing management cycle, product and service marketing, and customer relationship management. The course also provides an understanding of traditional/outbound and e-/internet/inbound marketing approaches and the seller/customer relationship. Students draft a marketing plan.

MGM 313 Human Resource Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students examine the many roles of human resource management in an organization and how managers can and should interact effectively with HR. Although theory is an important aspect of overall human resource application, management practices will be covered in depth. Students will practice a variety of human resource management skills through lab exercises and case studies. Students also review important laws and regulations and examine current issues in human resource management.

MGM 315 Accounting and Financial Reporting

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

The complete accounting cycle, debits and credits, journals, and ledgers for businesses are introduced. Accounting for general office records and preparation of financial statements are also demonstrated. In addition, various transactions are applied including the cash, sales and purchase transactions.

MGM 320 Business Presentations

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students practice developing clear, concise ideas for presentations, with a logical flow and language appropriate for a professional audience. They will develop and practice skills for informal and formal presentations. Topics include running a meeting, giving sales presentations, and teaching a training session. Students practice with current presentation technology.

MGM 330 Managerial Accounting

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students will review financial accounting and be introduced to principles of management accounting. Students will apply managerial accounting concepts through the study of cost accounting. This course will strengthen the student's comprehension of financial accounting principles while providing the student with the fundamental concepts necessary to manage and control the various costs in a small business setting.

MGM 332 Customer Relations and Sales

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students examine best practices in customer service, business to business sales, and retail sales management in order to strengthen customer relationships and generate organic growth. Students learn theory and practice strategies, tactics, and soft skills that build customer loyalty through experiential learning activities such as case studies and role playing. Students evaluate and exercise their communication skills and emotional intelligence to foster personal service and selling proficiency.

MGM 333 Organizational Behavior

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students examine individual behavior and group dynamics in organizations. Specific focus is given to the psychosocial, interpersonal, and behavioral dynamics in organizations. The study of these dynamics is further defined by the evaluation of variables such as job type, design of work, communication, performance appraisal, organizational design, and organizational structure. The study of organizational behavior focuses on experiential learning and is framed with the objective of developing rational decision-making skills, strong individual leadership skills, and, simultaneously, effective collaboration skills in a team environment.

MGM 336 Data Analysis with Spreadsheets

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Using spreadsheets effectively to support managerial decision making is a critical skill for managers. Students learn to evaluate common business scenarios, then organize, analyze, and present data using Excel. Students will create charts, troubleshoot existing worksheets, and use templates to create common business forms for a company. Pivot tables and charts will be used to create dashboards for managerial decision making.

MGM 338 Advanced Data Analysis

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students with previous coursework in Excel will develop more advanced data analysis skills including working with data tables, more complex formulas, advanced functions, and validation rules. Pivot tables and pivot charts will be used to create dashboards for managerial decision-making.

MGM 340 Engineering Finance

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

In this course, students study the fundamentals of economic analysis with an emphasis on the topics that are relative to the work of an engineer. Topics will include basic economic concepts, financial decision making, financial statements, depreciation, financial ratios, time value of money, evaluating projects, breakeven analysis and continuous financial improvement.

MGM 346 Project Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Managing a project requires a different set of skills and practices than managing normal operations of an organization. Students will explore the project management knowledge areas – project integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management – in the Project Management Body of Knowledge and develop their understanding of what is involved in becoming a successful project manager. Small groups will examine case studies of successful and unsuccessful projects, as well as the variety of applications available to manage projects. Students will apply what they learn by researching a project of their own, using project management software to plan and communicate information about the project.

MGM 347 Project Management Applications

4 Class Hours, 4 Quarter Credit Hours

Modern construction managers must be fluent in computer applications used to plan and manage projects. In this course, students will build necessary computer skills in spreadsheet and project management applications, as well as file management. Students will use spreadsheets for common construction management purposes such as budgeting, preparing proposals, creating charts for team communication, and data analysis. To facilitate project planning and tracking, students will use project management software to organize tasks and task relationships, develop the critical path and Gantt charts for project scheduling, and manage resources and costs. Each student will plan a project of their own using project management software.

MGM 348 Managing Health in Organizations

4 Class Hours, 4 Quarter Credit Hours

Students interested in healthcare and human resources will be introduced to compensation and benefit practices used in organizations, with a specific focus on the healthcare sector. Students will examine the history, laws, and theoretical concepts behind current compensation and benefit practices, the criteria organizations use to properly compensate employees, and ways to design effective compensation systems. In addition, students will discuss contemporary challenges that compensation and benefits professionals face in an ever-changing healthcare environment in a post-pandemic world. Additionally, students will develop and practice ways to influence healthy behaviors in the workplace.

MGM 414 Insurance and Risk Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Insurance and risk management is a course that provides an in-depth understanding of the principles, practices, and techniques used to manage risks and uncertainties in the healthcare and transportation industries. This course examines the fundamentals of insurance, including its role in risk management, types of insurance policies, and how to select the most appropriate coverage for different types of risks. It also covers risk assessment, risk analysis, and risk control strategies, such as risk avoidance, risk retention, risk transfer, and risk reduction. Additionally, the course explores the legal and ethical considerations in insurance and risk management, as well as the impact of technology on these fields. By the end of this course, students should have a comprehensive understanding of how to identify, assess, and manage risks effectively to minimize potential losses and maximize opportunities.

MGM 420 Business Planning and Financial Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

This course will focus on entrepreneurship and innovation, and the keys to effective management of a new venture. Students will examine the role of the entrepreneur in the economy and in non-entrepreneurial settings (intrapreneurship). They will practice strategic planning and financial analysis for new ventures, develop a comprehensive, professional business plan for their own new venture, and explore effective financial management for small businesses.

MGM 422 Small Business Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

This course is designed to equip students with the knowledge and skills necessary to excel in managerial roles within small business organizations. Through a combination of theoretical concepts and practical applications, students will develop a deep understanding of key aspects of human resources management, operational processes, managerial accounting, and event coordination. This course offers a unique learning experience by integrating a real-world project, providing students with hands-on application of concepts and skills in a practical setting.

MGM 426 Operations Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Prerequisites: MA 300

In an increasingly competitive global economy, firms must produce high quality, low cost products and services. These products and services must be delivered when, where, and how customers demand them. This course introduces the most important theories and tools used to manage world-class firms to achieve competitive advantage. A balance in emphasis between managerial issues and analytical techniques strengthens both critical thinking and problem-solving skills. Topics covered include operations strategy, process design, capacity, quality, inventory theory, customer service, and supply chain management.

MGM 445 Negotiation

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students learn and practice negotiations through the principled negotiation method. They will learn to identify interests, create options for mutual gain; and propose fair standards for deciding among possible options. Students practice negotiating in both individual and team scenarios. In addition, students will learn the basics of contract law to aid in their negotiations.

MGM 450 Career Leadership

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

This course provides an exploration of leadership and career development skills that will prepare students for entry level management positions. Students will engage in projects with partner nonprofit organizations, focusing on the development of leadership and problem-solving abilities. Self-assessment exercises will enhance students' self-awareness and guide them towards becoming more effective leaders. Additionally, particular attention is given to crisis management, equipping students with the necessary skills to navigate and mitigate organizational crises effectively.

MGM 460 Investments

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

This course provides insight into the importance of financial planning and investing as well as exposure to various analytical tools helpful in making investment decisions. Students learn the process of planning, making a budget and learn the wise use of credit. Students will also learn how a business is organized, understand risk and potential return, and learn about buying and selling stock using online trading and the Wall Street Journal. Also, criteria for creating a balanced portfolio are covered as is calculating present yield.

MGM 467 Entrepreneurship

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students will examine the risks and rewards of entrepreneurial ventures and develop their own new business ideas. Students will learn about managing and financing a new business venture and will learn directly from successful entrepreneurs. The focus of the course is on creating and presenting a comprehensive business plan to prospective investors.

MGM 487 Non-Profit Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

This course examines the nature and major trends of the nonprofit sector both in the U.S. and internationally. The course aims to deepen student understanding of the nature of the nonprofit world and its organizations, using both theory and practical application. Students will evaluate the current thinking regarding practices for managing and improving nonprofit organizations and critically analyze the dynamic environmental and organizational factors that influence managerial decision-making within nonprofit organizations. Students will be actively engaged with local non-profits to help them achieve their organizational objectives.

MGM 488 Management Seminar

4 Class Hours, 4 Quarter Credit Hours

This course is designed for seniors with an interest in research to pursue an independent research project in partnership with a faculty mentor.

MGM 490 Strategic Management

3 Class Hours, 2 Lab Hours, 4 Quarter Credit Hours

Students examine the complexity of business management and the indiscriminate nature of business competition. Working in teams, students analyze the competitive environment and determine a strategy for their own enterprise, making decisions about marketing, research and development, production, quality, human resources, and many other aspects of their business. Students complete a business simulation.

MGM 493 Strategic Research

4 Class Hours, 4 Quarter Credit Hours

Seniors in business management will focus on how to create, manage, and implement a corporate strategy to address systemic problems within an organization. Students will strategically analyze issues within organizations through a comprehensive case study approach and conduct extensive research on emerging global and national business trends. Students will formulate realistic strategies and tactics necessary to address the complexities of a volatile marketplace. Readings, independent research, simulations, and exercises will focus on current issues affecting large organizations. Students will complete a major case study and conduct independent research designed to be presented at regional or national conferences.

MGM 496 Bachelor Internship

2 Class Hours, 10 Lab Hours, 4 Quarter Credit Hours

Students apply the skills acquired in the program in an organizational work setting and are required to work a minimum of 100 hours in the field. Students may work in a posted internship program or may use their current job. If using their current job, and in conjunction with the site supervisor, students must identify a project requiring 100 hours of work beyond their existing role and responsibilities. Such projects must be approved by the site supervisor and the department chair or instructor by Week 1. Student progress is evaluated by the site supervisor as well as by the internship instructor.

MGM 504 Managerial Finance

4 Class Hours, 4 Quarter Credit Hours

Prerequisites: MGM 533

Students will examine the basic principles of finance and their application to decision-making in organizations. The overall purpose of this course is for students to obtain a working knowledge of banking, financial statements, and capital budgeting.

MGM 514 Leadership

4 Class Hours, 4 Quarter Credit Hours

Leadership is about developing a vision and inspiring others to achieve that vision. It is wayfinding through effective communication. Leaders seek to understand and shape organizational culture, while effecting and supporting positive change. This course provides aspiring leaders with tools to develop a confident voice for their own current and future leadership roles. The major theories of leading and managing people and organizations will be applied to real leadership situations in organizations ranging from start-ups to large enterprises, as well as real leaders in the student's chosen field. While seeking a deep understanding of their own leadership style, students will examine the interaction between leadership and organizational culture, culminating in the development of a personalized comprehensive leadership development plan.

MGM 533 Advanced Project Management

4 Class Hours, 4 Quarter Credit Hours

Project management is more than merely parceling out work assignments to individuals and hoping that they will somehow accomplish a desired result. In fact, projects that could have been successful often fail because of such take-it-for-granted approaches. Individuals need hard information and real skills to work successfully in a project environment and to accomplish project objectives. Topics include project management life cycle and process; identifying and selecting projects; developing a project proposal; techniques for planning, scheduling, resource assignment, budgeting, and controlling project performance; project risks; project manager responsibilities and skills; project team development and effectiveness; project communication and documentation; and project management organizational structures. The concepts in the course support the project management knowledge areas of the Project Management Institute's A Guide to the Project Management Body of Knowledge (PMBOK® Guide).

MGM 534 Technology and the Law

4 Class Hours, 4 Quarter Credit Hours

This course is designed to provide a broad-based analysis of the legal issues relevant to technology-related fields. It provides a foundation for intellectual property topics associated with domestic and international business ventures such as copyright, trademark, and patent issues. Existing and pending contract and human resources laws and regulations will be addressed as well as the legal issues associated with negotiations and entrepreneurship.

MGM 546 Ethical Decision Making

4 Class Hours, 4 Quarter Credit Hours

As future managers and leaders, students will be confronted by many challenging ethical dilemmas where the correct decision is not clear or may not even exist. This course aims to increase the student's ability to recognize ethical dilemmas, distinguish between legal versus ethical considerations, identify stakeholders, and generate and evaluate alternatives. Students will examine frameworks for ethical decision-making and engage with case studies and ethical scenarios where the decision-making process is as important as the final decision students reach.