Open only to College of Business students; open to others with permission of department. Management's response to organized labor in the workplace; emphasis on U.S. unionization development; government regulation of labor-management relations; union structure, political activity, collective bargaining, and contract administration.

3512 Public Sector Labor Relations (3) Prereq.: MGT 3500. Open only to College of Business students; open to others with permission of department. Examination of issues important to workplace conflict resolution; topics include, but are not limited to, negotiation strategies and tactics, alternative dispute resolution procedures, employee-management cooperation, and/or collective bargaining.

3830 Strategically Managing Organizations (3) Prereq.: FIN 7161, MGT 2300, and MKT 3401 or 3402. Open only to E. J. Ourso College of Business students; open to others during the final semester of course work. An honors course, MGT 3831, is also available. Credit will not be given for both this course and MGT 3831. May be taken only during the final semester of course work. Analyzing strategic situations and decision making based on these analyses to ensure the success of for-profit and non-profit organizations.

3831 HONORS: Strategically Managing Organizations (3) Same as MGT 3830, with special honors emphasis for qualified students. Credit will not be given for this course and MGT 3831.

4010 Special Topics in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be taken for a max. of 6 sem. hrs. of credit when topics vary. In-depth coverage of special topics.

4020 Internship in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. Gaining first-hand knowledge of the business start-up process: practical hands-on experience in business start-up functions.

4030 Independent Study in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. Core reading topic varies. Detailed study of a specific aspect of entrepreneurship.

4100 Consulting Field Project (3) Prereq.: MGT 3111; Senior standing, or permission of instructor. Strategic focused field based project learning experiences and opportunities in public and private organizations. Team-based approach to offering consulting advice to organizations with the goal of improving their performance. Emphasis on experiential approaches that provide a participative type of learning about the crucial issues faced by organizations.

4113 Small Business Management (3) F Prereq.: senior standing. A multidisciplinary approach to small business; business start-up, finance, marketing, management, promotion, layout, retail management, location analysis, and international small business. An approved business start-up, franchiser or franchisee; franchiser start-up, franchiser-franchisee relationship and franchise management.

4120 Social Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. The course provides a broad theoretical and methodological framework for understanding social entrepreneurs and the social ventures they create ranging from local social organizations to large international organizations leading global change. Introduction to the possibilities of social entrepreneurship and an introduction to the entire social venture creation process and life cycle.

4252 Empirical Selection and Placement (3) S Prereq.: ISDS 2000 or equivalent and MGT 3320. Staffing requirements, recruitment strategies, development and validation of selection techniques, and classification and placement of employees; problems associated with person-job matching; socialization of new employees.

4253 Legal Issues in Human Resources Management (3) Prereq.: MGT 3320. An examination of the most significant laws and court rulings influencing companies' employment practices; topics include: anti-discrimination statutes, affirmative action, commonly committed workplace torts, occupational safety and health laws, workers' compensation, and wrongfully termination.

4600 Crisis Management (3) See ISDS 4600.

4620 Human Behavior in Organizations (3) Prereq.: MGT 3200. Open only to College of Business students; open to others with permission of department. Behavioral sciences applied to understanding human dynamics in organizations; focus on individual, group, and intergroup behavior; impact of human behavior on organizational effectiveness.

4701 Technological Entrepreneurship (3) See ISDS 4701.

4702 Managing Technology Transfer (3) V Models of technological transfer; mechanisms and barriers to technological transfer; managing technology transfer; innovation; domestic and international aspects of technology transfer.

7111 Entrepreneurship Management (3) F Investigation, analysis, and development of entrepreneurial feasibility studies and business plans.

7203 Development of Management Thought (3) F-O Origin and growth of managerial concepts; contributions of leaders associated with major schools of management thought, including systems, scientific, planning, and control of management processes; managerial control; social, human factors in management, organizational behavior, human resource management; social system, decision theory, and quantitative methods.

7212 Seminar in Contemporary Management Topics (3) V Prereq.: consent of instructor. May be taken for a max. of 6 hrs. of credit when topics vary.

7301 Human Resources (3) F Role of human resources managers; their relationships with employees, the external environment, and top management.

7302 Reward Systems in Organizations (3) V Theories of motivation, reward, performance, and behavior; their application to major issues regarding human resources allocation, development, and management.

7401 International Business Management (3) F Theories and management of international operations; development of environmental strategies and decision-making perspectives.

7600 Organizational Behavior (3) F-E Behavior of people within organizations; factors affecting people; individual and organizational functions; components of the behavioral unit; processes, interactions, and outputs of organizational behavior.

7620 Strategic Management of Health Care Organizations (3) Cross-listed with PADM 7620. Organization Theory (3) S-O Macro aspects of organizations; processes by which organizations are formed, structures used in their elaboration; internal processes; environmental considerations; organizational viability and renewal.

7811 Research Issues in Strategic Management (3) S Contemporary issues in strategic management theory and practice; emphasis on field projects that provide top-management problem-solving experience.

7812 Research Issues in Strategic Management (3) F-E Prereq.: MGT 7800. An advanced course in environmental scanning, goal formulation, strategic implementation, control, and evaluation in successful organizations.

9000 Thesis Research (1-12 per sem.) “S”/“U” grading.

9000 Dissertation Research (1-12 per sem.) “S”/“U” grading.

9201 Research Methods in Management (3) S-O Theory building; measurement reliability and validity; significance testing and scientific inference; research strategies and sampling data; multi-level and cross-level issues; research ethics.

9202 Pre-dissertation Research (1-9) May be repeated for credit. Pass/fail grading.

9204 Proseminar in Management (1) Required of all inresdent PhD students. Pass/fail grading. May be taken for a max. of 6 hrs. of credit when topics vary. Directed work in advanced topics.

MARKETING • MKT

3401 Principles of Marketing (3) Prereq.: ACCT 2000 or 2001 (2002, and either ECON 2030 or ECON 2000 (2001) and 3010 (2011). An honors version, MKT 3401 H, is also available. Credit will not be given for both this course and MKT 3402. Lecture-discussion, case analysis, marketing/simulation game, the field of marketing; marketing environment; marketing mix; and a specific structure at a macro level; marketing strategy and policies at a macro level; problems of cost and productivity; view points of society, consumer, and marketing manager.

3402 HONORS: Principles of Marketing (3) Same as MKT 3401, with special honors emphasis for qualified students. Credit will not be given for this course and MKT 3401.

3410 Sports Marketing (3) Application of marketing concepts to sports and leisure activities; emphasis on planning and strategy development.

4311 Consumer Analysis and Behavior (3) Prereq.: MKT 3401. Open only to College of Business students; open to others with permission of the department. Dynamics of consumer markets; their significance to marketing executives; variables influencing consumer behavior and decision making; analysis of their behavioral patterns as a basis for marketing strategy development.

4400 Marketing Research (3) Prereq.: MKT 3411 and ISDS 2000. Open only to College of Business students; open to others with permission of department; Formulation of marketing policies; their evaluation; methodology involved in applying research to marketing problems.

4421 Marketing Communication: Promotion (3) Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm's problems of demand stimulation; concepts related to integration and organization of promotional efforts to facilitate communication programs for products and/or services.

4427 Buyer-Seller Communication (3) Prereq.: MKT 3401. Communication theory and sales principles needed for successful sales career; buyer behavior and sales tactics; sales strategies; communication in buyer-seller relationships.

3431 Retailing Management (3) Prereq.: MKT 3411. Store organization, operation, and management; retail method of inventory; problems related to retail buying and selling.

3441 Business Marketing (3) Prereq.: MKT 3401. Strategies developed by business-to-business marketing for markets; differences between industrial and final consumer markets; function of industrial purchasing with regard to selection of sources of supply; distribution; development of purchasing policies; strategic overview of marketing; how companies buy and sell from each other; not confined to industrial companies.

3500 Marketing Tools Fundamentals (3) Prereq.: credit or registration in MKT 3401 and permission of department. Coverage of current and emerging computer-based and other tools used by marketing practitioners.

4414 Marketing Research Field Project (3) Prereq.: MKT 3401 and permission of department. Advanced search marketing research problems and theory.

4423 Sales Management (3) Prereq.: MKT 3401. Principles of sales planning and control; organizing sales departments, developing territories, motivating sales persons, and controlling sales operations.

4437 Direct Marketing (3) Principles of direct marketing practices; planning and implementing marketing campaigns; direct marketing through direct mail catalogs, publications, telephone, and electronic media; list management and database marketing; direct marketing campaigns for consumers, business customers, and international markets.

4440 Marketing on the Internet (3) Prereq.: MKT 3401 and permission of department. Appreciation of marketing principles and practices pertaining to the use of the Internet by organizations.

4442 Strategic Marketing (3) Prereq.: MKT 4440 or consent of instructor. Study of the concepts, principles, and practices concerning the implementation of a strategic plan for use in electronic commerce on the Internet with emphasis on the Internet as an alternative marketing delivery system.

4443 International Marketing (3) Prereq.: MKT 3401. Global marketing environment and analytical processes;