Management (MGMT)

Courses

MGMT 4240 Global Business Imperative (4 Credits)
Conducting business outside the United States involves a unique set of challenges. Diverse cultures, laws, languages and currencies add to the complexity of putting together and managing international business ventures. This course will help you to prepare for these activities by exploring ten questions, which focus critical aspects of international business. The primary vehicle for accomplishing this will be class discussions built around presentations by the instructors as well as cases and exercises dealing with a range of issues, countries, and industries.

MGMT 4280 Business Design (4 Credits)
Each student learns an organized approach to rapid design of a business with a sustainable competitive advantage based upon innovations(s) to the business model. That innovation(s) is discovered through an investigation of the existing business models and the competitive landscape including: suppliers, customers, competitors, substitutes and barriers of entry. Specific opportunities are identified through investigation of the following: industry, market, and competition. Opportunities to create competitive advantages are investigated through the design of strategies in: marketing, sales, operations, human capital, social responsibility, financing, corporate governance and technology. The course offers a workshop atmosphere in which students are expected to apply and discuss the various aspects of business planning. The result is a written business plan and presentation to funding sources reflecting a sustainable competitive advantage and creation of a defensible market.

MGMT 4340 Strategic Human Resource Mgmt (4 Credits)
This course focuses on the effective management of human resources in order to create sustained competitive advantage. The course covers the major policy areas of employee influence mechanisms, staffing, training and development, performance appraisal, reward systems, and work design so that students are better prepared to provide direction to the creation and implementation of effective management systems. Prerequisite: MGMT 3900 or permission of instructor.

MGMT 4345 Performance & Rewards System (4 Credits)
Measuring and improving human performance, techniques of individual objective settings including MBO, appraisal and feedback systems, creating and managing compensation programs, job design, analysis and redesign of reward systems in various organizational contexts. Prerequisite: MBA 4121 or equivalent.

MGMT 4490 Global Strategy (4 Credits)
Management of multinational enterprises; identification, analysis, and discussion of key policy issues for the international manager within various functional areas; home and host country relationships including assessment of political risk, selection of foreign locations, entry and ownership strategy, personnel and staffing considerations, technology transfer, multinational labor relations, organizing for international operations. Prerequisite: Should be taken in the last possible quarter before graduation and after completion of all advanced requirements and ITEC 3900, MGMT 3900, MKTG 3900, STAT 3910, and FIN 4610.

MGMT 4503 Comparative Management (2 Credits)
Exploration of similarities and dissimilarities of management practices in various cultures, determination of political, economic and cultural factors primarily affecting management theory and practice, transferability of certain management practices to other cultures. Introduction to basic assumptions and approaches of comparative research methodology. Prerequisite: MBA 4121.

MGMT 4515 Introduction to Sport and Entertainment Management (4 Credits)
The purpose of this course is to provide students with a very broad but significant exposure to the business of sports, which represents a global, multi-billion dollar industry. By critically analyzing numerous facets within this business from the perspective of a manager, student come away with knowledge that is wide enough but deep enough to foster a solid understanding of this dynamic and exciting industry. At the same time, this course provides students with specific and valuable insights that foster and stimulate deeper interest in a particular aspect within this industry through subsequent and additional coursework, independent study, and/or internship opportunities.

MGMT 4520 Managing Sport & Entertainment Contracts (4 Credits)
This is a comprehensive and interactive seminar on managing sports and entertainment contracts. The class covers intellectual property; the role of entertainment and sports managers and agents; general contract principles and theory; contract negotiation; management and operating agreements; and sponsorship, endorsement, and licensing agreements.

MGMT 4525 Facility Management (4 Credits)
What is a Public Assembly Facility? Public assembly facilities such as arenas, stadiums, convention centers, and theatres evolved out of the need by social communities to build permanent structures for public assembly, for political and commercial activities, religion, sports, spectacles, artistic expression and for commercial and educational assemblies. This course examines the specific areas of responsibility that one must acknowledge and understand to operate a successful venue of this type. We discuss the core competencies required and the unique areas of concentration that separate a public assembly facility from other venue types. Students realize the significant impact and benefit that facilities like these have on the social, educational and economic environment of communities.
MGMT 4530 Technologies for Sport & Entertainment Management (2 Credits)
This is a specialized course for the MBA student interested in expanding their knowledge of the sports industry as a business and as a world economic force. It provides students with a framework for understanding the scope of the sports business across various venues, as it relates to information technology. Management Sport Technology focuses on understanding the practical uses of computer applications as a tool in sport management activities. Emphasis is placed on demonstrated proficiency in project management, spreadsheet management, database management, and Web page development.

MGMT 4535 Managing Sponsorships for Sport & Entertainment Events (2 Credits)
The purpose of this course is to give students an understanding of sports sponsorship from the perspective of the corporate sponsor and the sports entity. The course identifies and describes the several media distribution channels that are used in corporate sports sponsorship. In addition, students learn how to use sports media distribution properties to create an effective sports marketing plan for corporate sponsors. Students put together a corporate sports marketing plan with a sample sports team.

MGMT 4540 Advanced Seminar in Sports and Entertainment Management (4 Credits)
The purpose of this seminar is to consider current topics in sport and entertainment management. Topics vary by quarter depending on timeliness of topics and interest of students. Potential topics may include public policy questions; ethical issues; current economic impacts and analysis; sport and entertainment management factors and how the various segments (professional, amateur, collegiate, high school, recreational and others) relate; environmental impacts; global issues and other issues that impact the current and future fields of sport and entertainment management.

MGMT 4620 Organizational Dynamics (4 Credits)
In this course, you will: (1) understand and develop a set of management and leadership skills critical for effectiveness in high performance work environments; (2) develop the ability to analyze organizations and environments from multiple perspectives; (3) explore policies and practices for facilitating organizational change; (4) become a valued and effective member of a work team; and (5) learn how to incorporate effective communication, critical thinking, creative problem solving, and technology, into organizational behaviors and processes.

MGMT 4625 Managing Human Capital (6 Credits)
This course focuses on the effective management of people, every organization’s most critical resource. Employees’ knowledge, skills, commitment, creativity, and effort are the basis for sustained competitive advantage. It is people who deal directly with customers, have creative ideas for new products or for process improvements, who devise marketing strategy or take technologies to the next level. In this course, the class approaches the people side of business from a general management perspective, integrating concepts from organizational behavior, human resource management, strategy, and organizational design. Course topics include motivation, reward systems, engagement; feedback; processes by which work is done and decisions are made, including attention to teams, power dynamics, conflict, and negotiations; the structure of the organization and its systems, including job and organizational design and system and policies affecting human capital; the organization’s culture and history; and the external environment within which the organization operates, including legal, regulatory, demographic, economic and national cultural factors.

MGMT 4630 Strategic Human Resources Management (4 Credits)
This course advances the argument that effective human resource policies will create sustained competitive advantage. To that end, this course will address the effective management of human resources in various policy areas: staffing, diversity, training and development, voice and influence, performance appraisal, and reward systems. Rather than taking a traditional, staff personnel perspective, we will discuss human resource management from the strategic perspective of a general manager. Prerequisite: MGMT 4620.

MGMT 4690 Strategic Management (4 Credits)
This course builds from the premise that managers make decisions that influence the overall success of their organizations. We will concentrate on how top managers create and maximize value for their stakeholders. You will learn about how companies compete against each other in the quest of achieving high performance and market victories. You will learn about how and why some companies are successful while others are not. This course is about strategy. The primary task of strategy is the allocation and commitment of critical resources over relatively long periods of time in pursuit of specific goals and objectives. Strategic decisions take account of the conditions that prevail within the industry environment, both positive and negative, and the resources and capabilities available to managers for meeting environmental challenges. Strategy also requires establishing and managing an internal organizational system that creates and sustains strategic value.

MGMT 4700 Stress Management (1-4 Credits)

MGMT 4710 Sustaining Family Enterprises (4 Credits)
Family enterprises have a tremendous impact on our local, national and global economies. Today, the definition of the family enterprise extends beyond just the business entity. It includes family offices, family “banks,” family councils, trusts, and family foundations, just to name a few. Further, what happens in, and how decisions are made by, family enterprise affects not only the active family members but other key stakeholders such as inactive family members, in-laws, non-family managers and employees, professional advisors, customers, suppliers and competitors. This course gives students insight into the universe of possibilities that families, enterprises and their advisors face when engaged in systemic transition planning. This highly interdisciplinary course is appropriate for anyone who intends to work in or with family enterprises. This includes family members, accountants, attorneys, estate planners, financial or wealth managers, family office professionals, insurance consultants, business advisors, management consultants, organizational and leadership development experts, international business professionals, psychologists, social workers, and family therapists.
MGMT 4790 Managing Strategic Alliances (4 Credits)
The purpose of this course is to examine and expand upon the current understanding of the challenges of developing and managing strategic alliances. Reflecting the breadth of the novel features of the structure, the course draws from both strategic management and organizational behavioral disciplines. To order the discussion, we take a process view in addressing why and then how to use a strategic alliance. We initially focus on when to use an alliance. We then turn to the formation of an alliance - examining how to select a partner, which structure to choose and how to negotiate. Following, we discuss post-formation issues of partner relationships, management of the alliance, performance evaluation and alliance termination. We conclude the course with sessions devoted towards managing a portfolio of alliances and network management in general.

MGMT 4980 Graduate Internship in Mgmt (1-10 Credits)
Hours and times arranged by student.

MGMT 4991 Independent Study (1-10 Credits)
Individual research and report. Hours and times arranged by student.

MGMT 4992 Directed Study (1-4 Credits)

MGMT 4995 Independent Research (1-10 Credits)