

# Department of Business Studies

*Associate Professors:* Joseph T. Foley (Chairperson), Daniel J. Jones, Francis A. Marino, J. Bart Morrison, Jennifer M. Niece (Coordinator); *Assistant Professors:* Arlene DeWitt, Robin Frkal, Cary LeBlanc, Bridget Leonard, Michael Lewis, Elizabeth O'Hara, Catherine L. Pastille; *Professors of Practice:* Eric Drouart, Megan Hill, Kevin Kelly; *Visiting Assistant Professors:* Paul Bailey, Bryan Coleman, Zachary Daniels, Paul Piwko; *Lecturers:* Philip Benvenuti, Thomas L. Fitzpatrick, Mary Kingsley, Justin Lundberg, Michael Matraia.

The Department of Business Studies offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide our students with the knowledge and skills valued by the business world. Our majors also focus on helping students build socially responsible lives with ethical cores.

## MISSION STATEMENT

The Business Studies Department of Assumption College offers undergraduate programs of study in accounting, international business, management, marketing, and organizational communication and a graduate business program with concentrations in management, marketing, accounting, finance, and international business. These programs are part of the College's professional studies.

The general mission of the Business Studies Department is to create a challenging learning environment that prepares students for professional employment in the private, public, and nonprofit sectors and/or graduate study. Assumption College has a strong liberal arts tradition, and Business Studies programs augment the liberal arts courses by developing business students who:

- gain fundamental knowledge, concepts, and theory of the disciplines we teach;
- are proficient in technical and professional skills related to the disciplines we teach;
- understand and can perform in a professional environment that is multi-cultural and global;
- possess the knowledge and ability to understand ethical reasoning and act in a socially responsible manner;
- can exercise critical thinking and creative problem solving skills and know how to make decisions;
- are able to communicate effectively;
- are able to relate well to others and to perform well as an individual or as part of a team.

## MINORS IN BUSINESS

Students interested in learning more about business beyond the level of the introductory courses are encouraged to consider the minors in Accounting, Fraud Examination and Forensic Accounting, Marketing, International Business, Management, and Sport Management. Coupling a minor with a liberal arts major creates an attractive program. Minors must be formally declared, using the Declaration of Minor form, which must be signed by the chair of the Business Studies department.

## MINOR IN MANAGEMENT (7)

### Required (4 )

MGT 100	Introduction to Management
MGT 102	Introduction to Organizational Behavior
MKT 101	Principles of Marketing
ACC 125	Principles of Accounting I

### Electives (3)

Three electives chosen from the following:

BUS 304	Business Research
BUS 330	Global Social Entrepreneurship
INB 307	International Management
MGT 230	Decision Analytics for Managers
MGT 300	Human Resources Management
MGT 301	Business and Society

MGT 302	Management Information Systems
MGT 303	Purchasing and Supply Management
MGT 305	Strategic Leadership
MGT 311	Diversity in the Work Force
MGT 315	Services Management
MGT 325	Small Business and Entrepreneurship
MGT 330	Organizational Innovation
MGT 331	Fraud Examination
MGT 342	Sport Management
INB 318	Asian Business Practices <b>OR</b> INB 320 European Business Practices

## SIX-IN-FIVE ACCELERATED M.B.A. PROGRAM

The Department of Business Studies offers two Accelerated M.B.A. tracks that allow students to earn a B.A. and M.B.A. degree in five years instead of the six years these two degrees customarily require. Undergraduate students that are on-track to complete the core requirements in addition to the required courses for their major may take up to two M.B.A. courses in their senior year. Graduate coursework during the senior year counts toward the undergraduate degree, as well as the graduate degree, so students in this program will graduate with their Bachelor's Degree on schedule. Then, upon completion of one additional year of graduate study (the fifth year), students will be awarded a Master of Business Administration Degree. Admission to the Six-in-Five Accelerated M.B.A. Program requires a strong undergraduate record of academic success. Students who have earned a GPA of 3.2 or above follow a "fast-track" application process.

## ACCELERATED M.B.A. – ACCOUNTING TRACK

The Accelerated M.B.A. Accounting Track is offered to students who hold an undergraduate degree in Accounting. This program is specifically designed to provide recent graduates the academic and practical experience needed to sit for the CPA exam and pursue careers in public accounting. Students interested in the Six-in-Five Accelerated M.B.A. Accounting Track should consult with Accelerated M.B.A. Accounting Track Coordinator, Prof. Jennifer Niece, early in their junior year to plan their course of study and job search activities.

## ACCELERATED M.B.A. – MANAGEMENT TRACK

The Accelerated M.B.A. Management Track is open to all undergraduate students regardless of their declared major. Today's businesses and today's world need citizens who can think with insight, communicate clearly, and exercise good judgment both in and out of the workplace. This program is designed to provide students with the best of a Catholic liberal arts education and advanced professional training in business. Graduates of this program will receive highly relevant professional training and be poised to launch successful careers in a variety of fields. Students interested in the Six-in-Five Accelerated M.B.A. Management Track program should seek advising from the Director of M.B.A. Programs, Prof. Robin Frkal, early in their junior year in order to plan their course of study.

*A NOTE ON PRE-LAW: The American Bar Association confirms that majors and minors across the curriculum combined with a strong liberal education provide excellent preparation for law school. Assumption's Pre-Law Program provides personalized advising, co-curricular activities, and development opportunities for all students considering law school. See the "Pre-Law" section under "Pre-Professional Programs of Study." Above all, students considering law school should choose a major that interests them, pursue academic excellence in that field, and contact the pre-law advising coordinator Prof. Carl Keyes, Department of History, ckeyes@assumption.edu or 508 767-7324.*

## Course Descriptions

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### MANAGEMENT (MGT)

#### MGT 100 INTRODUCTION TO MANAGEMENT

This course introduces a systems approach to managing organizations and focuses on the planning, organizing, leading, and controlling tasks and functions of managers. Students are given the opportunity to develop key managerial skills such as self-management, team management and organizational management that support effective performance. The course includes an introduction to basic Microsoft Excel, Word, and presentation software for business communication. Ideally, MGT 100

should not be taken in same semester as MKT 101.

Drouart, Frkal, Kelly, LeBlanc, Lewis, Pastille, O'Hara/*Three credits*

### **MGT 102 INTRODUCTION TO ORGANIZATIONAL BEHAVIOR**

This course focuses on developing an understanding of individual characteristics and interpersonal and organizational processes and how they influence organizational outcomes such as performance, creativity, citizenship behavior, stress, deviance and ethical behavior. Students will have an opportunity to develop their managerial/leadership style through experiential learning. Topics include: personality theory, learning, motivation, power and justice, conflict/negotiation skills, decision making, leadership and team dynamics, communication, and organizational culture. Prerequisite: MGT 100

Frkal, LeBlanc, Lewis, Pastille /*Three credits*

### **MGT 220 PRODUCTION AND OPERATIONS MANAGEMENT**

Examines the productive function of a variety of organizations using two approaches: manufacturing management and operations management (applicable to services, not-for-profit, and public organizations). Develops an understanding of such standard tools and techniques as forecasting, process design, inventory models, break-even analysis, and project scheduling. Deals with topics pertaining to capacity management, such as facilities planning and technology planning. Prerequisite: MGT 230.(Spring)

Staff/*Three credits*

### **MGT 230 DECISION ANALYTICS FOR MANAGERS**

In an increasingly complex world, decision analysis has a major role to play helping produce insight and promote creativity to help decision-makers make better decisions. Business analytics are becoming a critical capability for enterprises of all types, for profit or non-profit, domestic or international. Solving organizational problems requires understanding of many functional areas, including marketing and sales, human resources, accounting, operations, engineering and others. In this course students will gain knowledge of theory and practical applications of decision analysis. Using cases, students will identify pertinent information, perform analysis using key tools including analytical software, and develop effective solutions supported by data. Concepts we will explore include, decision trees, probability, risk assessments, group decision-making, resource allocation and scenario planning. Prerequisites: MGT 100, ECO 115 or PSY 224 or SOC 300.

Kelly/*Three credits*

### **MGT 300 HUMAN RESOURCES MANAGEMENT**

This course examines the relationship of an employee to the total organization. It investigates strategic human resources decisions, such as job evaluation and design, human resources planning, and recruiting/selecting. It also explores administrative decisions, such as training and development, performance appraisal, promotion and transfer, compensation, discipline, employee relations, and due process. The course focuses on new and changing responsibilities of the personnel manager, such as affirmative action, safety and health, demands for job satisfaction, and environmental protection. Prerequisites: MGT 100, and Junior/Senior standing.

LeBlanc, Pastille/*Three credits*

### **MGT 301 BUSINESS AND SOCIETY**

Investigates selected components of the macro-environment which surround any organization, and which have a growing impact on managerial processes and decision-making. Specifically examines changing business values, the impact of rapidly changing technology, business ethics, government-business relations, and rapidly shifting societal expectations. Also explores selected issues such as business responsibility with regard to pollution control, energy conservation, health and safety of employees, and employment of minorities. Prerequisites: MGT 100 and Junior/Senior standing. (Fall)

Lewis, Pastille/*Three credits*

### **MGT 302 MANAGEMENT INFORMATION SYSTEMS**

Examines the role of information in the organization for purposes of defining and implementing goals and objectives and guiding operational decisions. Treats information as a key organizational resource parallel to people, money, materials, and technology, and views information and its uses within a general systems framework in its utilization for purposes of planning, operations, and control. It also surveys specific MIS tools such as simulations, planning, programming, budgeting system, flowcharting, and cybernetic theory. Prerequisites: MGT 100, and Junior/Senior standing. (Spring)

Staff/*Three credits*

**MGT303 PURCHASING AND SUPPLY MANAGEMENT**

This course is designed to provide the student with an understanding of the planning and controlling of the total flow of materials through an organization. Topics to be covered included purchasing, quality assurance, sources of supply, international buying, contracts and pricing practices, negotiation, make or buy decisions, institutional and governmental purchasing, legal considerations, computer-based systems, traffic, receiving, storage, and control of materials and final products so that usage of personnel, facilities, and capital is optimized. Case studies will enhance learning objectives. (Fall)

*Staff/Three Credits*

**MGT 305 STRATEGIC LEADERSHIP**

Leadership is the process of transforming organizations from what they are to what the leader would have them become. This course builds upon the basic knowledge of leadership theory and practice provided in an introduction to management and organizational behavior course, and prepares the student for a capstone course in business strategy by (1) expanding the scope and depth of the student's knowledge of leadership theories in the context of creating strategy in a globalized world, (2) building the student's capacity to apply leadership theory to situations arising from the economic, social and environmental conditions that are transforming our world in the early 21st century, and (3) developing the student's self-knowledge of his or her actual as well as desired leadership style. Prerequisites: MGT 100.

*Pastille/Three credits*

**MGT 311 DIVERSITY IN THE WORK FORCE**

The purpose of this seminar is to explore the issues and the challenges of managing an increasingly diverse work force. The course focuses on preparing students to work and to manage in multicultural organizations. Special emphasis is placed on topics related to the impact of gender, race, and ethnicity, and other differences on interpersonal relations and group behavior within a managerial organizational context. Prerequisite: MGT100 or permission of instructor.

*LeBlanc/Three credits*

**MGT 315 SERVICES MANAGEMENT**

This course provides students with the concepts and tools necessary to manage service operations effectively. The strategic focus should also provide entrepreneurially inclined students with the foundation to start their own service business. The course explores the dimensions of successful service firms, prepares students for enlightened management, and suggests creative entrepreneurial opportunities. Beginning with the service encounter, service managers must blend marketing, technology, people, and information to achieve a distinctive competitive advantage. This course looks at service management from an integrated viewpoint. The material integrates marketing, strategy, technology, and organizational issues. Prerequisites: MGT 100, MKT 101.

*Staff/Three credits*

**MGT 325 SMALL BUSINESS AND ENTREPRENEURSHIP**

The course is designed to provide a comprehensive and integrated introduction to the challenges of starting and managing a small business. In this course, students will build on an interdisciplinary foundation of accounting, management, and marketing to address the problems and decisions of starting, growing, and managing a small business. Prerequisites: MGT 100, MKT 101, ACC 125, ACC 126.

*Coleman, Foley, Kelly/Three credits*

**MGT 330 ORGANIZATIONAL INNOVATION**

How do organizations become better innovators? How do managers foster a culture of innovation within teams and organizations? This course will help students understand the relationship between creativity and innovation, and how individuals, teams, and organizations can increase their capacity for innovative thinking and creativity. Using case studies, students will explore and analyze innovation of various organizations and industries. Students will be introduced to product, process, and business model innovation and experience using tools and approaches such as brainstorming, design thinking, how-why laddering, and various mapping techniques. Prerequisites: MGT 100, MGT 102, MKT 101.

*Lewis/Three credits*

**MGT 331 FRAUD EXAMINATION**

This course examines the subject of fraud from both management and accounting perspectives. Utilizing a variety of techniques including text, lecture, case studies, and occasional training videos, the course seeks to familiarize students with the conditions which facilitate fraud, the profile of the fraud perpetrator, common types of fraud, and methods of prevention, detection, and resolution. Numerous historical cases of fraud are examined. Prerequisites: ACC125 and 126, MGT100.

Benvenuti/*Three credits*

**MGT 342 SPORT MANAGEMENT**

Sport has become a multibillion dollar industry, and as such, requires increasingly sophisticated and innovative management. This course introduces students to the business of sport. Students will learn the concepts, principles, and practices of managing sport organizations and sporting events as well as gaining an overview of the sport industry. This course builds on the skills and knowledge from an introductory management and organization course as students learn to apply organizational, management, and leadership principles to sport organizations. Students will also study change and innovation in both sport organizations as well as the sport industry. Prerequisite: MGT 100

Lewis, Lundberg, O'Hara/*Three Credits*

**MGT 350 PROFESSIONAL AND ETHICAL RESPONSIBILITIES IN THE SPORT INDUSTRY**

The culture of winning reflects a set of longstanding American values. During contemporary times, issues in sport such as performance enhancing drugs, cheating, and violence have become important topics for sport managers. This course examines the professional and ethical responsibility of the sport manager, as well as ethical issues confronted by sport managers. Students will be asked to not only identify these issues within the sport industry environment, but also to analyze, discuss, and debate the sport manager's professional and ethical responsibility in addressing these issues through ethical decision making. Students will also explore principle-centered leadership in sport. Prerequisite: MGT 342

O'Hara/*Three credits*

**MGT 400 BUSINESS STRATEGY (CAPSTONE)**

This course serves to integrate prior studies in management, marketing, human resources, organizational behavior, production, finance, and accounting. The primary objective is to develop the student's ability to think strategically in analyzing industry and competitive situations facing a business in order to formulate strategic action plans. Prerequisites: Senior Management, Marketing and International Business majors and ECO 325. Capstone course: must be taken in the undergraduate college at Assumption.

Drouart, Lewis, Pastille/*Three credits*