

Department of Management and International Business

Associate Professors: J. Bart Morrison (Sabbatical fall 2024, Chairperson spring 2025), Michael Lewis; *Assistant Professors:* Nathaniel Easton, Youstina Masoud, Tyler Wasson; *Lecturers:* Keith Doyle, David Hoyle, Maria Salvatore, Greg Walsh. (Chairperson fall 2024: Smriti Rao).

MISSION STATEMENT

The Department of Management and International Business offers undergraduate majors in management and international business. The mission of the 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 University has a strong liberal arts tradition, and the Management and International Business programs build on the foundation of liberal arts by developing 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;
- can relate well to others and to perform well as an individual or as part of a team.

MAJOR IN MANAGEMENT (17)

The major in Management is structured to develop the student's ability to identify, analyze, and contribute to the development of organizations through an understanding of how they function. Management students are ready for positions in professional management of profit or non-profit organizations, for corporate management training programs, and for graduate studies in business disciplines, the law, and related areas. The curriculum seeks to develop and sharpen knowledge, skills, and abilities in the following areas:

- Principal management activities of planning, organizing, staffing, leading, and controlling
- Communication (oral, written, and electronic)
- Quantitative and qualitative analysis methods
- Analytical and strategic thinking abilities
- Strategy development and implementation
- Interpersonal relations, group decision-making, diversity, and leadership

The following courses (both the management courses and those from other disciplines) comprise the Management major. Please note that ECO 110 Microeconomics also fulfills the Foundations Program Pillar requirement for a social science.

REQUIRED COURSES (14)

ACC 125 Principles of Accounting I
ACC 126 Principles of Accounting II
MGT 215 Business Law
ECO 110 Microeconomics
ECO 111 Macroeconomics
ECO 115 Statistics with Excel
FIN 325 Financial Management I
MKT 101 Principles of Marketing
MGT 100 Introduction to Management

MGT 102 Introduction to Organizational Behavior
 MGT 230 Decision Analytics for Managers
 MGT 300 Human Resource Management
 MGT 330 Organizational Innovation
 MGT 400 Business Strategy

ELECTIVES (3)

MGT 335 Global Social Entrepreneurship
 BUS 399 Internship in Business
 BUS 444 Honors Capstone in Business
 INB 307 International Management
 MGT 220 Production & Operations Management
 INB 318 Asian Business Practices OR INB 320 European Business Practices
 MGT 301 Business and Society
 MGT 302 Management Information Systems
 MGT 305 Strategic Leadership
 MGT 311 Diversity in the Workplace
 MGT 315 Services Management
 MGT 321 Issues in Corporate Governance and White Collar Crime
 MGT 325 Small Business and Entrepreneurship
 MGT 331 Fraud Examination
 MGT 342 Sport Management
 MGT 350 Professional and Ethical Responsibilities in the Sport Industry
 MKT 405 Strategic Marketing

RECOMMENDED FOUR YEAR PLAN FOR THE MAJOR IN MANAGEMENT

First Year

| Fall | Spring |
|--|---|
| MGT 100 Introduction to Management ACC 125 Principles of Accounting I | MGT 102 Introduction to Organizational Behavior ACC 126 Principles of Accounting II MKT 101 Principles of Marketing |

Sophomore Year

| Fall | Spring |
|------------------------|---|
| ECO 110 Microeconomics | ECO 111 Macroeconomics ECO 115 Statistics with Excel (MAT 114 required as pre or co-requisite) |

Junior Year, Fall or Spring

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|--|--|
| MGT 230 Decision Analytics for Managers MGT 300 Human Resources Management MGT 330 Organizational Innovation | Elective #1 – see list below MGT 217 Business Law I FIN 325 Financial Management I |
|--|--|

Note: If intending to apply to the Accelerated M.B.A. – Management Track, complete the application during the Spring of Junior year in order to take two M.B.A. classes during Senior year.

Senior Year, Fall or Spring

| | |
|--|------------------|
| Elective #2 – see list below Elective #3 – see list below | MGT 400 Strategy |
|--|------------------|

The order suggested above is intended as a guide in planning the major, not an inflexible sequence. For example, many students have successfully completed the major by taking some of the First Year/Sophomore courses in their Junior or even Senior years.

MINOR IN MANAGEMENT (7)

REQUIRED COURSES (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)

MGT 335 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 305 Strategic Leadership
MGT 311 Diversity in the Workplace
MGT 315 Services Management
MGT 321 Issues in Corporate Governance and White Collar Crime
MGT 325 Small Business and Entrepreneurship
MGT 330 Organizational Innovation
MGT 331 Fraud Examination
MGT 342 Sport Management
INB 318 Asian Business Practices OR INB 320 European Business Practices

MINOR IN SPORT MANAGEMENT (7)

REQUIRED COURSES (5)

MGT 100 Introduction to Management
MKT 101 Principles of Marketing
ACC 125 Principles of Accounting I
MGT 342 Sport Management
MKT 344 Sports Marketing

ELECTIVES (2)

BUS 340 Sport Internship
MKT 346 Sport Media and Communication
MGT 350 Professional and Ethical Responsibilities in the Sport Industry
ECO 216 Sports Data Analysis
ECO 340 Economics of Sports
ENG 302 Special Topics in Journalism: Sports Writing (when offered)
PSY 212 Sports Psychology

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 development in business. Graduates of this program will be poised to launch successful careers in a variety of fields. Students interested in the Accelerated M.B.A. – Management Track should seek advice from the Director of the M.B.A. Program early in their junior year to plan their course of study.

MAJOR IN INTERNATIONAL BUSINESS (17 or 18 and language)

The International Business major is designed to provide students with a particularly wide variety of learning experiences designed to prepare them to function successfully in global environments. International Business students need to understand the history, language, and practices of other cultures. Along with a strong foundation of business courses, this major draws upon the strengths of related liberal arts disciplines such as foreign language, literature, history, geography, philosophy, political science, and theology. Upon graduation, students are prepared to enter a global organization in the functional areas of marketing, management and manufacturing or to seek government employment with agencies such as the Foreign Service, Department of Commerce, and the many other agencies that have international involvement, or to enter a corporate management training program, or to proceed to graduate studies.

REQUIRED COURSES (13)

ACC 125 Principles of Accounting I
ACC 126 Principles of Accounting II
MGT 100 Introduction to Management
MGT 102 Introduction to Organizational Behavior
MKT 101 Principles of Marketing
ECO 110 Microeconomics
ECO 111 Macroeconomics
ECO 115 Statistics with Excel
MGT 230 Decision Analytics for Managers
INB 306 International Marketing
FIN 325 Financial Management I
INB 307 International Management
MGT 400 Business Strategy

FOREIGN LANGUAGE (Varies with Placement)

Language at Level 3 or higher. Language competency may be satisfied through the Advanced Placement Exam with a score of 4. If foreign language competency is satisfied through AP credits, then two (2) International Business Core Electives must be taken instead of 1 – see list below.

ELECTIVES (1 or 2)

Choose 1 course or 2 if Foreign Language competency is satisfied by Advanced Placement credits.

INB 334 International Communication: Organizational Perspectives
MGT 335 Global Social Entrepreneurship
BUS 399 Internship in Business (internship should address international aspects of business)
BUS 444 Honors Capstone in Business (Thesis should address international aspects of business.)
ECO 353 International Trade OR ECO 354 International Finance

CULTURAL LITERACY DEPTH (3)

The focus of this area is to build knowledge of other cultures. Additional courses which clearly support this learning goal will be reviewed by the department chair.

ANTHROPOLOGY

ANT 131 Cultural Anthropology

HISTORY

HIS 235 France since 1789
HIS 242 Russia since 1917
HIS 251 Latin America since 1821
HIS 267 United States Foreign Relations since 1776
HIS 272 Germany since 1890

HIS 282 Japan From 1868 to Present
 HIS 283 Modern China: War and Revolution
 HIS 291 Islamic Middle East II
 HIS 306 European Primacy, 1870 to the present
 HIS 310 Diplomatic History of Europe in the 20th Century
 HIS 363 The Vietnam War
 HIS 368 The Cold War

PHILOSOPHY

PHI 365 Late Modern Philosophy

POLITICAL SCIENCE

POL 207 Peace and War
 POL 371 Foreign Policy and Diplomacy

RECOMMENDED FOUR YEAR PLAN FOR THE MAJOR IN INTERNATIONAL BUSINESS

First Year

| Fall | Spring |
|---|---|
| MGT 100 Introduction to Management ACC 125 Principles of Accounting I Foreign Language at placement; must achieve Level 3 or higher | MGT 102 Introduction to Organizational Behavior ACC 126 Principles of Accounting II MKT 101 Principles of Marketing |

Sophomore Year

| Fall | Spring |
|------------------------|---|
| ECO 110 Microeconomics | ECO 111 Macroeconomics ECO 115 Statistics with Excel; MAT 114 is a prerequisite or a co-requisite. |

Junior Year, Fall or Spring

Note: MGT 230 and FIN 325 should be taken during Junior year – all other courses could be taken as a Senior.

| | |
|---|--|
| MGT 230 Decision Analytics for Managers FIN 325 Financial Management I INB 306 International Marketing | Cultural Literacy Depth #1 INB 307 International Management |
| Note: If intending to apply to the Accelerated M.B.A. – Management Track, complete the application during the Spring of Junior year in order to take two M.B.A. classes during Senior year. | |

Senior Year, Fall or Spring

| | |
|--|--|
| International Business Core Elective Cultural Literacy Depth #2 | Cultural Literacy Depth #3 MGT 400 Strategy |
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MINOR IN INTERNATIONAL BUSINESS (7)

REQUIRED COURSES (3)

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

ELECTIVES (4)

MGT 335 Global Social Entrepreneurship

INB 306 International Marketing

INB 307 International Management

INB 334 International Communication: Organizational Perspectives

MGT 311 Diversity in the Workforce

ECO 353 International Trade OR ECO 354 International Finance

One non-business course with an international dimension chosen in consultation with the Chair of the department

COURSE DESCRIPTIONS

BUSINESS (BUS)

BUS 399 INTERNSHIP IN BUSINESS

This course is open to junior/senior students approved by the instructor who meet the University-wide internship standard of a minimum GPA of 2.8. It provides the interning student with a valuable experiential learning opportunity, and includes field-based training experience in either the private, industrial, not-for-profit, or governmental sectors. Students must attend weekly seminar meetings to complete regular academic assignments and process observations about the internship experience. Students complete a major paper that links theory in the field to the internship experience.

Staff/Three credits

BUS 444 HONORS CAPSTONE IN BUSINESS

In this course, each student will produce an independent research thesis in business. The capstone work will entail a faculty-student research project directed by a Business Studies faculty member. (The project was proposed and approved during the Honors Seminar.) A summary of the capstone work will be presented at the Honors Colloquium at the end of the semester.

Prerequisites: HON 300 and membership in the Honors Program.

Staff/Three credits

INTERNATIONAL BUSINESS (INB)

INB 306 INTERNATIONAL MARKETING

This course explores marketing across national boundaries and within foreign countries, as well as the coordination of marketing in multiple international markets. It examines plans, strategies, and tactics that are developed to cope with the problems and opportunities presented in the international arena. Specific topics will include cultural differences, marketing intelligence, foreign market entry, product policy, distribution, advertising/promotion, pricing, planning, and controlling the international marketing organization. The student will be exposed to the unique challenges and the decision-making processes that are integral to marketing on a global basis. An appreciation will be developed for the ever-changing environmental factors and risks (economic, cultural, and political/legal) that impact the international marketing field. The course will include readings, lectures, discussions, cases, reports, and presentations. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Fall)

Staff/Three credits

INB 307 INTERNATIONAL MANAGEMENT

This course provides an in-depth examination of the managerial issues confronting managers as they plan, organize, staff, and control global/transnational operations. The basic premise is that management in a global environment differs in many ways from management of a firm doing business within national boundaries. Specific topics include the cultural context of international business, planning, implementation, personnel selection, labor relations, communication, motivation, control, and ethics/social responsibility. The course includes readings, lectures, cases, experiential exercises, and discussions. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Spring)

Wasson/Three credits

INB 334 INTERNATIONAL COMMUNICATION: ORGANIZATIONAL PERSPECTIVES

This course is an introduction to the major theories and concepts of intercultural communication as they apply to business organizations. It emphasizes a process approach to the study of written, oral and non-verbal communication between persons of different cultures as they communicate with each other, work together on teams, and conduct business negotiations. Prerequisite: MGT 100. (Spring)

Staff/Three credits

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.

Staff/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.

Staff/Three credits

MGT 215 BUSINESS LAW

An analysis of the legal environment of business. Emphasis is on the basic structure of legal rights and obligations and their impact on business decisions. Prerequisites: Not open to Freshmen, preference to Junior and Senior business majors.

Fitzpatrick, Kingsley/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.

Masoud/Three credits

MGT 300 HUMAN RESOURCE MANAGEMENT

This course examines the pivotal role of the Human Resource (HR) department in all types of organizations, especially medium to large enterprises. Increasingly HR has emerged as a key function in the overall strategy and success of organizations. HR functions that we will explore include organization and work design, workforce planning, job descriptions and evaluations, recruitment and selection, compensation and benefits, employee relations, safety and health, and corporate social responsibility. The course features a 10-week long HR simulation, whereby students in teams utilize course knowledge to make decisions for the effective running of a simulated company. Prerequisites: MGT 100, and Junior/Senior standing.

Staff/Three credits

MGT 301 BUSINESS AND SOCIETY

Provides a conceptual framework, analysis and discussion of the issues surrounding the business and society relationship at a macro level. Identifies and engages the major topics involved in developing a robust understanding of business in society. The course takes up a managerial perspective that investigates, identifies and integrates current and relevant practice, thought and

topics. The managerial perspective is embedded in the course's major themes of business ethics, sustainability and stakeholder management. Each of these three themes is essential today. Each theme builds upon its own perspective but is consistent with and overlaps the others. Taken together, they provide a lens through which to comprehend the challenges of the past and master frameworks for thinking about the current and future role of business in society. Prerequisites: MGT 100 and Junior/Senior standing. (Fall)

Morrison, Wasson/*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 introduction to management and organizational behavior courses, and can help prepare 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, political and environmental conditions that are transforming our world, and 3) developing the student's self-knowledge of his or her actual as well as desired leadership style. Prerequisite: MGT 100.

Morrison, Wasson/*Three credits*

MGT 311 DIVERSITY IN THE WORKPLACE

The purpose of this seminar is to explore the issues and the challenges of understanding and managing an increasingly diverse workplace. 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 as they affect interpersonal relations and group behavior within a managerial organizational context. Prerequisite: MGT 100 or permission of instructor.

Staff/*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 321 ISSUES IN CORPORATE GOVERNANCE AND WHITE COLLAR CRIME

This course covers the subject of corporate governance focusing on the roles of top management and the board of directors. Recent changes initiated by the Sarbanes Oxley Act are discussed. The importance of ethical leadership is stressed. The course also covers the subject of white collar crime, defining and discussing the major types of this criminal activity. The roles of top management and the board of directors in both the commission and the prevention of white collar crime are covered at length. Various resources such as recent cases of white collar crime, and websites such as those of the FBI and the National White Collar Crime Center are incorporated into the course. Prerequisites: MGT 100 and ACC 125. (Fall)

Matraia/*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.

Staff/*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, Masoud, Downey/*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: ACC 125, ACC 126, MGT100.

Benvenuti/*Three credits*

MGT 335 GLOBAL SOCIAL ENTREPRENEURSHIP

This course explores the emerging and rapidly developing business field of social entrepreneurship, both as an individual driving change to solve social problems, as well as the social enterprises that may emerge. These organizations are highly regarded for being mission driven as a significant focus of their business is aimed at solving social problems, while also achieving financial sustainability. Throughout the course students will gain in-depth insights into how these organizations achieve dual objectives of economic and social value. We will explore social ventures across a wide variety of sectors, such as environmental, energy, health, education, micro finance, and other areas. Social enterprises look to fill the void at the nexus of government, private, and non-profit enterprises that have not sustainably addressed social problems. Throughout the course students will encounter issues related to inequities in gender, race, ethnicity, and culture, which all play a role in the establishment and effectiveness of the social enterprise. A key outcome of the course will be social problem identification and assessment, and the development of a social venture business plan. Prerequisites: MGT 100, MKT 101, ACC 125.

Wasson/*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.

Staff/*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.

Staff/*Three credits*

MGT 400 BUSINESS STRATEGY

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 by using case studies to analyze industry and competitive situations facing organizations. Prerequisites: restricted to seniors declared as majors in Management, Marketing, and International Business who have completed FIN 325. This is a capstone course and as such may not be transferred in from elsewhere.

Lewis, Morrison/*Three credits*