

BUSINESS & MANAGEMENT (MGT)

MGT-100 Introduction to Business (3 credits)

In this foundation course, the student develops analytic, problem-solving, valuing, effective citizenship, and self-assessment abilities as the basis for individual and team contributions to organizational goals. Students study successful local, national, and global organizations to develop an understanding of how businesses function and to identify contemporary management practices that lead to successful organizational performance. Students learn to apply management frameworks to analyze and make improvements in organizations, and participate in a team project for a global organization.

MGT-101 Career Seminar 1 (1 credit)

MGT-102 Career Seminar 2 (1 credit)

Prerequisite(s): MGT-101

MGT-151 Personal Finance (3 credits)

Finances impact every aspect of an individual's life. Learning financial management skills empowers individuals to make effective decisions on how to successfully save, spend and invest. In this course, students will understand both the broader economic and personal factors that influence financial planning. Students will learn how to develop a personal budget to effectively manage income and expenses. The cost-benefit of loans and credit cards, how interest works, along with credit scoring and reporting will be explored. Students will understand key aspects of their financial health such as maintaining an emergency fund, measuring personal cash flow and managing debt in relation to income. Students will learn the basics of investing, how to build retirement savings and develop financial behaviors to reach their savings, financing and investing goals.

MGT-201 Financial Accounting (3 credits)

This course introduces anyone who works, or will work, in an organizational setting - a business, a not-for-profit organization, a healthcare facility, or a government agency - to the role financial information plays in planning, decision-making, and the evaluation of organizational performance. We will begin with an introduction to business and accounting. Even if you do not plan to pursue a career in business or accounting, it's important to understand them because they represent important aspects of our society. Having set this context for our work over the semester, we will then examine how day-to-day transactions affect an organization's financial position, profitability (or, in the case of not-for-profit organizations, its revenues and expenditures), and cash flows. We will examine how organizations report financial transactions in financial statements, the conceptual framework that guides financial reporting, and analysis techniques used to tell the "story" of the numbers.

MGT-202 Managerial Accounting (3 credits)

In this course, you will take on the viewpoint of a manager within an organization. Using managerial accounting, also known as management accounting, you will learn various financial models to plan and control many activities throughout an organization and to support the management decision-making process. With operational efficiency as one of the main ways an organization can achieve sustainable growth, you will understand that there are different costs for different purposes in an organization. Using such financial models as contribution margin, activity-based costing and variance analysis, you will learn how costs behave and thereby how to effectively manage them to achieve superior organizational performance.

Prerequisite(s): MGT-201

MGT-210 Macroeconomics (3 credits)

In this study of economics the student learns the basic vocabulary for describing the elements of the economic environment. Students develop a basic understanding of the components and functions of a market economy. Further, students learn to relate production and consumption decisions to a more comprehensive view of national economics; to relate economic frameworks to the financial management of an organization; and to analyze the interaction of contemporary social, political, environmental, and economic policies and their impact on the economy as a whole.

MGT-211 Microeconomics (3 credits)

The student develops analytic and problem-solving abilities by learning and applying the basic theories and concepts of microeconomics to economic and social problems. Students learn to analyze the economic behavior and decisions of individual markets, including consumers, firms, and resource owners. Students research and develop potential solutions to economic problems and, as part of a team, make presentations to gain support for implementation of a solution.

MGT-212 Business Math (3 credits)

In every aspect of business, numbers tell a story. They are critical to understand the context of a business situation and to know how to use them when solving problems and making decisions. In this course, students will be introduced to common mathematical concepts necessary to analyze and solve different business problems throughout an organization. Such concepts as basic mathematical modeling, reasoning and logic, data relationships and statistical analysis will be applied in different business contexts. Students will use technology to apply the mathematical concepts for solution. They will learn various methods to strengthen their understanding of the numbers and data through the study of the language, developing visualization techniques, and performing relationship diagrams to be able to tell the story with the numbers and data in their solutions. Students will begin to understand how quantifying their decisions strengthens the validity of those decisions along with their own credibility as a professional.

MGT-216 Introduction to Information Technology (3 credits)

This course provides the technical framework needed to understand the structure and operation of computer hardware and software. The student studies computer hardware and systems architecture from an advanced-user standpoint. Students work in teams to disassemble and assemble a component computer, to install an operating system, and to troubleshoot both hardware and software problems. Students also explore and learn the components of a home network, how they interact, and how to troubleshoot. Reflecting on academic and professional interests and strengths, students plan a course of study, and begin to develop an informational network among professionals in related fields.

MGT-221 Organizational Behavior (3 credits)

As an employee engaged in some aspect of providing products or services to others, an individual acts in an organizational context, as one of many stakeholders. Through this course, the student better understands how organizations work and learns how to apply this knowledge to creating a high-performance workplace. Students explore human behavior factors that can influence an organization's overall productivity and that contribute to employees' effectiveness, job satisfaction, and organizational citizenship. Course content and ability development are focused on the workplace knowledge and skill development needed to deepen the student's understanding and appreciation of the complexity of human behavior in organizational settings. This enables a student to diagnose issues in organizations and to develop practical, effective recommendations to resolve those issues. In addition, students develop an ability to collaborate effectively with others in the pursuit of individual and shared goals.

Prerequisite(s): MGT-100

MGT-250 Business Models & Quantitative Methods (3 credits)

The student develops an ability to use a variety of quantitative and statistical techniques to make and support sound business decisions in areas as diverse as marketing, human resources, and financial management. Students use descriptive and inferential statistics, correlation and regression analysis, and other quantitative methods to develop the analytic and problem-solving abilities needed in today's business world. Students also use contemporary business software applications to analyze and communicate statistical and quantitative information.

MGT-255 Program Fund: From Data to Information (3 credits)

In this introductory programming course, students will learn to use the fundamentals of the current programming language(s) to solve problems from a variety of areas. We will cover language syntax and format to analyze its appropriate application to specific problems. Students will use structured and object oriented programming techniques as they define and implement a computer solution.

MGT-270 Business Ethics (3 credits)

Ethics is a slippery slope. Every day we must engage with the world and make moral choices. Businesspeople in particular are faced with frequent ethical dilemmas because of the scope and breadth of doing business on a daily basis, from efficient sourcing and cost-effective supply chain decisions, humane labor/workforce management, servant leadership practices, and effective resource oversight, to sustainability and responsible stakeholder engagement (customers, employees, suppliers, competitors, and partners). Ethical management principles prioritize people, planet, and profit over simply focusing on profit maximization at any expense or cost. The need for good stewardship of limited, nonrenewable resources has never been so urgent as it has become in recent years. Students will learn how to develop their management skills through an ethical lens and with this framework in mind.

MGT-275 Tax Accounting, Strategy & Planning (3 credits)

The student uses accounting information for strategic planning, decision making, and performance measurement, and as a means to understand the environment in which the company operates. Students develop confidence in providing recommendations on a variety of topics, including business taxation principles and their impact on the choice of business entity; cost-volume-profit analysis and its impact on production and pricing decisions; cost behavior analysis and its impact on make-or-buy and sell-or-process decisions; and operations budgeting.

Prerequisite(s): MGT-201

MGT-279 Business Communication (3 credits)

This course is designed to help business students improve their writing and oral presentation and listening skills for effective communication in a variety of professional settings. Students learn "best practices" to create effective business writing using different professional modes (i.e. emails, memos, reports, proposals). They learn to identify the appropriate mode of written communication given the business situation. Students then apply their business writing skills to communicate information such as business concepts and frameworks, data, evaluations and recommendations in a direct yet meaningful manner targeted to their specific audience. They practice refining their speaking and listening in a variety of simulated business settings (i.e. business meetings, informal negotiations and formal presentations). The course culminates in a capstone experience where students apply business frameworks and integrated communication including information, media and technology in a professional setting. Details on face-to-face course meetings will be provided by course instructor at the beginning of the semester.

Prerequisite(s): CM-225

MGT-280 Intro to Database: Mgt Organizing Data (3 credits)

In this introductory database course, the student works to understand the basics of data and data relationships, including tables, records, fields, data types, keys, and entity relationships. Students learn how to analyze basic problems for a database solution, and analyzes client needs and data to create a model for a database implementation. Using a case study, students work both collaboratively and independently to analyze, synthesize, and evaluate a database model.

Prerequisite(s): This class will be offered online synchronously in the timeframe listed in IOL.

MGT-300 Marketing Management (3 credits)

This course introduces a student to a basic framework for "thinking through key decisions in the marketing process" in the context of the Framework for Marketing Strategy Formation (? Harvard Business Publishing). Through this framework and key activities such as case analyses and immersive learning projects, students will come to a deep understanding and demonstrate an ability to understand, identify, and manage key elements of the Framework particularly marketing planning; analysis and research; segmentation, programming, allocating, and budgeting; monitoring and auditing; and implementation. Students are also introduced to how to structure and deliver those strategies to also provide consumer value while creating a competitive advantage for an organization. Key learning assessments include case analyses of both national and multi-national corporations to develop high-level understanding of consumer mindset related to purchase decisions and overall development of marketing strategy and which research methodologies are best employed to support sound and sustainable strategy formation. Comprehensive course learning assessment takes place in the form of a co-operative education project/immersion experience with the Wisconsin Women's Business Initiative Corporation (WWBIC). Students will work on a marketing strategy development team with an actual local company. Teams perform in-depth research and analysis to support formulation of a comprehensive marketing plan via a written report and oral presentation to the organization's owner(s) at the end of the semester. The team identifies and addresses problems ranging from production design to pricing to distribution to marketing communications and considers the product's/service's impact in relevant markets in alignment with the organization's overall mission and objectives.

Prerequisite(s): CM-225, BSC-215, MGT-221

MGT-306 Financial Analysis & Decision Making (4 credits)

The student learns the principles and skills that are necessary to develop, summarize, and present financial information to internal and external stakeholders for the purpose of making sound business decisions.

MGT-310 Finance (3 credits)

The student is introduced to the basic concepts and skills required to manage an organization's assets for growth and survival. Students learn problem-solving techniques used in the acquisition, control, and use of funds to finance current and future operations. Students also learn to analyze a firm's financial strengths and weaknesses in order to more effectively manage the firm's operations.

Prerequisite(s): MGT-201, MGT-210, 1-3 ICM

MGT-314 Operations and Logistics (3 credits)**MGT-340 Business Systems Integration (3 credits)**

Course Offered Fall Term only. In this practicum, the student makes practical application of previously studied theories, processes, frameworks, and technologies. Students explore integrative systems in computing - the process of linking together different technologies and software applications physically or functionally, to act as a coordinated whole.

MGT-354 Adult Ed Hr Principles & Philosophy Trng (3 credits)

Using varied frameworks for observation in adult-education settings, the student identifies and reflects on components of instructional design. In the seminar held on campus, students use skills of analysis, valuing, and social interaction in the development of a theory and practice of teaching adults.

MGT-360 Marketing Research (3 credits)

The course provides an introduction to the principles and techniques of quantitative and qualitative marketing research, including formulation of a marketing problem through research-instrument design and reporting of results, especially focusing on the use of technology solutions to assist in design and implementation of such research. Methods include focus groups, survey research, electronic database research, and other approaches.

Prerequisite(s): MGT-300

MGT-361 Understanding Personal & Professional Selling (3 credits)

This sales course presents theory, practice and sales experiences within the framework of a partnership/relationship approach to the selling environment. From practicing business-to-business selling activities, including identifying buying influences, buying behaviors and the buying process, to developing principles of partnership/relationship building, prospecting, planning the sales call, presenting the solution, responding to objections, obtaining commitment, and formal negotiating, this course offers the required fundamentals of personal and professional selling.

Prerequisite(s): CM 114 or CM-225 & MGT 120 or BSC-215

MGT-362 Integrated Marketing Communications (3 credits)

Offered Fall Term only. This course integrates and applies elements of the global promotional marketing mix, including advertising, public relations, sales, sales promotion, direct marketing, and Internet and electronic business elements, focusing on future trends in the development and delivery of these elements through technology. It also studies these elements in relation to nonprofit and service organizations.

Prerequisite(s): CM-225, BSC-215

MGT-363 Social Media Marketing (3 credits)

This course focuses on the social media aspects of marketing within the strategic marketing planning framework from a technological and target market perspective. Areas of focus include the Internet, the use of social media tools in marketing strategy, including promotion, product design and development and customer relationship management. The course includes a simulation allowing the students to gain experience in developing a strategic social media marketing plan as well as actual development of social media marketing elements, aimed at a specific target market.

Prerequisite(s): CM 114 or CM-225, MGT 120 or BSC-215

MGT-364 Global Marketing (3 credits)

Offered in Spring Term only. This course prepares the student to apply marketing theory using global frameworks and strategic marketing planning in major world commerce markets. Students analyze global markets, external environmental factors, competitors, and organizations, understanding and taking into account values inherent when operating within varying cultures. Trade areas examined may include the European Union, MERCOSUR, NAFTA, FTAA, and Asian markets. The student is introduced to exporting, importing, and sourcing models, and studies and understands the difference in applying global market-entry strategies, including licensing, investment, and strategic alliances. Global implications of product, pricing, placement, and promotion elements are studied and applied through individual case analysis. The student also learns to act with an understanding of and respect for the economic, social, and biological interdependence of global life. Students work in teams to develop an in-depth analysis for potential corporate product or service expansion into two global markets, focusing on cultural differences in consumers, external environmental variables, and markets.

Prerequisite(s): CM 114 or CM-/225, MGT 120 or BSC-215

MGT-367 Practicing Professional Selling (3 credits)

Students create value improvement proposals that support new business to business (B2B) sales process paradigms. The proposals offer unique selling propositions to customers resulting in win-win results for all stakeholders, specifically for buying and selling entities. Students research external environments and entities to discover market problems and opportunities. They design new value propositions to solve market problems using creative and imaginative processes. Students assess their personal behavioral styles using a variety of methods enabling them to better understand their own behavioral styles and how to effectively communicate and negotiate with others. They use state-of-art customer relationship management technologies, data mining techniques and social media channels to create and enhance relationships with customers, sales support teams, and organizations.

Prerequisite(s): CM 114 or CM-225, MGT 120 or BSC-215

MGT-370 Human Resource Management (3 credits)

The student studies and practices how to make decisions involving selection, placement, training, compensation, and evaluation of human performance. This course provides learning experiences designed to develop an understanding of the typical functions associated with human resource management in organizations; to build skills needed to analyze human behavior in organizational settings in order to make human resource decisions; and to further develop interactive skills.

Prerequisite(s): MGT-221. One Communication Level 3 ICM completed.

MGT-374 Operations Mgt & Financial Modeling (2 credits)

Organizations must make multiple data-driven decisions every day that are critical to strategically sustain their future and to achieve efficiency within day-to-day operations. But how do organizations use such data to make those decisions? In this course, students will learn a variety of operational and financial models to address real-world complex business problems that occur throughout an organization. Students will learn how to use the data from their models in the decision-making process. The operational and financial models will address such business problems relating to quality control, risk management, budgeting and forecasting, project planning, and resource allocation. Students will use spreadsheet applications as the data analysis tool and will learn how to use and interpret quantitative data to make sound operational and financial business decisions.

Prerequisite(s): MGT-250 or MGT-310 Other information: Contact instructor to receive permission to register for the course

MGT-375 Intermediate Financial Accounting I (3 credits)

Offered Fall Term only. The student continues to develop their ability to provide recommendations on complex management accounting and reporting issues of a growing business. Students gain a clear understanding of the different inventory costing systems for manufacturing entities, and use comprehensive variance analysis to measure and evaluate performance from one accounting period to the next. Students also use various capital budgeting techniques to evaluate proposed acquisitions and improvements.

Prerequisite(s): MGT-201

MGT-376 Intermediate Financial Accounting II (3 credits)

Offered Spring Term only. Analysis and communication are at the heart of accounting issues related to growth and expansion of a business. The focus is on external reporting (i.e., audited financial statements that are prepared in accordance with generally accepted accounting principles [GAAP]). The student takes on the role of consultant to provide guidance in accounting, financial, and tax matters as they relate to balance-sheet valuation, income recognition, and disclosure adequacy.

Prerequisite(s): MGT-375

MGT-380 The Legal Environment of Business (3 credits)

The student gains an overview of the legal environment of business by examining the impact of a variety of legal principles on managerial decision making. Students further develop their analytic and problem-solving abilities by applying legal frameworks to business problems. Elective course offered on a rotating basis.

Prerequisite(s): MGT-221 1-3ICM or CLD 220 1-3ICM

MGT-399 Formal Introduction to Advanced Work (0 credits)

The Advanced-Level Event marks a significant accomplishment as each student proceeds into the work of the major department. When a department determines that a student is ready for advanced work within a discipline, the student is invited to participate in a ceremony that is both a celebration and an explanation of future requirements of the major and support areas. The student registers for this experience at a point determined by the major department: for most majors the registration is connected to the taking of a particular course. Students and faculty gather for an afternoon during Mid-semester Assessment Days. Following a general program, students meet in departmental sessions with their faculty to discuss advanced outcomes, department courses, advising procedures, and so on.

MGT-400 Entrepreneurship (3 credits)

In this upper-level course, the student develops an ability to identify new business opportunities, as well as an understanding of the small-business environment and entrepreneurship. Over the semester, students create a business plan for a new venture as a way to integrate and apply the abilities and knowledge learned in previous courses. Students have the opportunity to present a business plan to a professional banker for feedback. The enterprising ability that the student develops in this course is a skill which can be used throughout the student's personal and professional life.

Prerequisite(s): MGT-300 & MGT-310

MGT-404 Innovative Business Development (4 credits)

This course provides you with an opportunity to explore a business idea and evaluate it as a business opportunity. During the course, you will research your business idea and develop a comprehensive business plan. As you complete your plan, you will evaluate being in business for yourself and develop the skills needed to manage a complex project. Even if you do not start or work in a small business when you graduate, these project skills of evaluating new business opportunities will be invaluable in any organization.

MGT-405 Leadership (3 credits)

In this course students synthesize contemporary literature on leadership and formulate their own definition and profile of effective leadership in various contexts. Students take on the formal leadership function of a group with specific tasks, accomplish objectives effectively, and commit to an ongoing program of leadership self-development.

Prerequisite(s): One Communication Level 3 ICM

MGT-410 Business Strategy & Planning (3 credits)

The student learns the principles and frameworks of business policy and strategy formulation and applies these to selected business problems. The student is asked to analyze problems from the perspective of top management and trace the impact of decisions made on the total organization.

Prerequisite(s): MGT-300

MGT-412 Business Capstone II (3 credits)

The student integrates learning and refines the ability to function effectively in new organizational settings as a project manager. As part of a team, the student serves as an external student business consultant for a community organization, providing deliverables that can include business plans, marketing research, and event design and management. The student applies business project management methods and processes to meet the expectations of multiple stakeholders. Drawing on the project experience, the student produces a comprehensive self- and team assessment that describes the progress and unique characteristics as a learner, team member, and project manager.

Prerequisite(s): MGT-300 & MGT-310

MGT-415 Project Management (3 credits)

In this capstone course, the student manages a final semester-long project in which the student synthesizes learning in the major. The course follows Project Management Institute guidelines for project management, giving the student a comprehensive overview of the components that encompass information technology project management. The student defines, controls, and manages the project. The student investigates project organization and structures while working on financial issues in project management. Students become familiar with and apply terms, definitions, and common acronyms used in project management to their own capstone project. The student also researches project management career paths, professional organizations, and national certifications.

MGT-425 Business Process Control & Governance (3 credits)

The student takes a practical approach to study and apply established principles of analysis and design of information systems by learning how profiles and models represent business functions and operations. Using interview techniques, process charting, screen and report design, communication documentation, program specifications, and process walkthrough, students design an information system for a client and present documentation to the class.

MGT-470 Advanced Database (3 credits)**MGT-475 Advanced Financial Accounting (3 credits)**

Offered Fall Term Only. As the business continues to expand and grow, the student learns to deal with advanced accounting issues related to business acquisitions, going public, and doing business internationally to meet corporate objectives. The student builds on financial concepts from prior accounting courses to respond to strategic and financial issues related to these activities.

Prerequisite(s): MGT-376

MGT-483 Advanced Internship Seminar (2 credits)

With the approval of the major department as well as the off-campus business contact, the student engages in a major task or a project that assists in developing new knowledge and skills that reinforce significantly the business knowledge and skills gained in coursework.

Prerequisite(s): Departmental consent, confer with advisor. Preplacement workshop required. Contact Internship Office for details.

MGT-487 Auditing (3 credits)

Course offered Fall Term only. This course introduces the student to the roles, responsibilities, professional standards, and relationships that exist between management and an organization's external and internal auditors. The student uses auditing concepts to evaluate accounting and management information systems to ensure compliance with organizational policies and external reporting requirements.

Prerequisite(s): MGT-376

MGT-488 Adult Education Hr Program Training (3 credits)

In this course the student learns the educational principles, methods, and strategies to effect human-resource development programs in a specific profession. By implementing these concepts into practical adult-development programs, the student enhances management and supervisory skills, and training and teaching competence. The student analyzes how to apply social interaction, communication, problem-solving, and analytical abilities to supervisory and training situations.

MGT-497 Independent Study (1-4 credits)

Under the approval and direction of a faculty member, independent study is available to students.

MGT-650C Data for Business (3 credits)

The amount of data available to businesses and other organizations is expanding every day. Innovative "big data" applications capture headlines and market share, but how can you use data to improve your projects and operational performance? Improve your understanding of data and statistics by learning about and discussing the essentials of data, analyzing data and making business decisions with data. Explore application examples and a case study. Talk about information on scorecards and dashboards. This course can be applied as an elective for a business analytics certificate.

Prerequisite(s): MGT 600 completed.