

Managers in all types of organizations must be able to think critically, plan strategically, communicate effectively, and act decisively in an ever-changing global marketplace that is driven by a constant focus on value-added differentiation. They need to understand how the functional areas of a business must be coordinated to deliver superior value to their customers. In the Bachelor of Science (BS) in Management program, students build upon the broad business core with a strong foundation in management theory and practice. This degree can also be customized so that students can combine their management focus with a minor in one of West's other programs (Accounting, Behavioral Science, Information Technology, or General Studies) or by selecting a deeper concentration in management. With these options, students can build management expertise and functional knowledge for general or specialized careers within a global service-oriented context. Refer to the university catalog for our **BS in Management program with optional minor courses**.

For gainful employment disclosures about this program, visit <http://west.edu/etc/west/gainful-employment/bsmgmt/Gedt.html>

Program Learning Outcomes

1. Develop a viable business plan for a new or existing venture that addresses internal and external drivers of success and obstacles to implementation.
2. Support business decisions with sound and defensible corporate and personal ethical policies.
3. Identify appropriate research methods that can be used to develop deeper understanding of a business' markets, customers, and stakeholders.
4. Develop marketing solutions designed to meet current and future customer needs.
5. Analyze the competitive marketplace to identify areas of competitive advantage to support a long-term sustainable positioning.
6. Evaluate the impact of global environmental and cultural factors on organizational policies, strategies, and operations.
7. Apply sound principles of human and organizational behavior to lead people, manage processes, and inspire innovation
8. Identify current and relevant management principles, issues, and trends that drive competitive advantage.
9. Utilize optimal employee training and development tools.
10. Incorporate technological advances in the development and implementation of organizational strategies.

Required Course of Study

Elective Courses - 21 credits

General Education Core Requirements - 51 credits

Major Requirements - 45 credits

Capstone - 3 credits

Credits Required for Degree: 120

Major Course Descriptions

Major Requirements – 45 credits

COM 423 Group Dynamics: Teambuilding, Negotiation, and Conflict Management

This course explores effective versus ineffective communication in groups and how leaders emerge. Students participate in role-playing activities in order to enhance problem solving skills and encourage trust within team development. Themes include the principles of interpersonal and group dynamics, experiential learning, and conflict resolution.

FIN 317 Financial Management*

This course introduces students to the theories and concepts of financial management and the role of financial managers. Students gain insight into the effects of financial decisions on cash flow and franchise value as well as how choices are influenced by risk analysis. Topics include financial statements, asset management, capital markets, and interest rates.

*Prerequisite: ACC 200 or ACC 203

HRM 335 Human Resources Management

This course provides a general overview of the key employment practices necessary to effectively manage human resources within an organization. Students

learn the process of planning, recruiting, selecting, training, and evaluating employees. Topics include federal and state regulation compliance, company policies and procedures, and contemporary trends in human resources.

INB 200 International Business

This course surveys the financial, socioeconomic, legal, and political factors involved when expanding a business outside national borders. Students analyze the interrelationships between people and cultures when making business decisions and completing transactions. Topics include international trade theories, operational strategies, domestic and foreign economies, and foreign market analysis.

MGT 240 Organization Theory and Behavior

This course introduces the principles, philosophies, and theories of management and organizational behavior as used in both public and private organizations. Students explore these ideas through realistic case studies, group exercises, and self-assessment. Themes include organization theory, individual and group dynamics, conflict resolution, and decision making.

MGT 252 Political, Legal, and Ethical Issues in Business

This course explores how government policies and regulations affect business management, business transactions, and personnel management. Students explore how to balance corporate and community commitments while maintaining a successful business model. Subjects include key legal functions affecting business operations, ethical business practices, contracts, management of business property (personal and intellectual), product liability, labor relations, and personnel management.

MGT 337 Supervision and Leadership

This course demonstrates the difference between being a manager and being a transformational leader. Students engage in self-analysis to identify and implement leadership strengths, as well as overcome weaknesses. Topics include effective management styles, communication strategies, motivation techniques, and labor relations.

MGT 370 Operations Management*

This course provides a thorough investigation of how an organization manages its activities, decisions, and responsibilities. Students learn quantitative methods for

achieving success as an operations manager, as well as within an operating department. Topics include corporate and operational strategies, scheduling, forecasting, logistics, and customer satisfaction.

*Prerequisite: RES 211

MGT 445 Corporate Training and Development*

This course explores corporate training and development methodologies, technologies, and best practices. Students learn how to analyze, design, and develop training programs that align with corporate goals. Topics include training program development, monitoring and evaluation, behavior issues, and performance management.

*Prerequisite: MGT 240

MGT 452 Managerial Communication

This course addresses basic communication theories and examines the key concepts that contribute to effective managerial and organizational communication. Students engage in activities designed to improve professional writing, speaking, and presentation skills.

MGT 466 Organizational Change*

This course concentrates on the necessity of change within an organization, as well as the impact of that change on organizational systems and personnel. Students determine how to successfully identify the need for change, as well as develop an appropriate plan for its implementation. Subjects include internal and external assessment, creating and sustaining a competitive advantage, and negotiation processes.

*Prerequisite: MGT 240

MGT 477 Entrepreneurship and Intrapreneurship

This course fosters the development of an entrepreneurial perspective within any organization. Students will learn to evaluate entrepreneurial and intrapreneurial opportunities, with a focus on understanding the critical factors necessary for successful launch and growth of a new venture.

MGT 481 Service Excellence

This cross-functional course prepares students to take a broad integrative approach to organizational challenges and opportunities through an understanding of how value-added processes create



differentiation in service-driven organizations. Students will explore the opportunities and challenges involved in integration of marketing and operations, back-end and customer-facing, and executive and staff functions. The course will also demonstrate the importance of closing the loop on service improvements by developing accessible, reliable and useful customer satisfaction measures.

MKT 308 Marketing Management

This course illustrates the importance of marketing in modern global business and introduces critical strategies for success. Students learn to manage internal resources while fostering external relationships with vendors, partners, and customers. Topics include marketing plan components, product introduction and promotion, market segmentation, pricing, and distribution channels.

Capstone Course Descriptions

Capstone – 3 credits

MGT 486 Management Capstone*

This course provides students with the opportunity to demonstrate their ability to integrate the knowledge and skills learned in the General Education and Common Body of Knowledge classes, with the functional, theoretical, and technical skills acquired in the Core and Major classes. Through project-based assignments, students are required to apply the frameworks and concepts learned throughout the Bachelor of Science in Management program to real-world problems. Mastering these skills requires an integrated, holistic perspective. Subjects incorporated in these assignments include management, communication, human resources, and ethics in a global environment.

*Prerequisite: 114 credits