

Courses of Instruction

Business (BUS)

BUS 590 Writing Skills for Graduate Study in Practitioner Programs (1-3)

This course is designed to help students make the transition from college-level writing to “real world” professional communication. The course exposes students to advanced research resources and strategies particular to their chosen profession enabling them to produce professional documents and develop a sophisticated understanding of style, structure, and audience. Upon successful completion of the course, students will have the knowledge and skills to accommodate information to specific audiences; to use stylistic and visual devices to make information more accessible; to hypothesize and present arguments or points of view accurately and effectively; and to edit their work as well as that of their peers. *(Pass/Fail – not repeatable)*.

BUS 601 International Business and Economics (3)

A course that examines international business from an applications standpoint. Students learn how political, economic, and cultural differences affect the business functions and practices of management, human resource management, marketing and finance. *Required core course.*

BUS 602 Human Resource Management (3)

A focus on the field of human resource planning at the organizational level. Topics include the analysis of present systems; familiarization with human resource models, ideas, theories, and instruments; forecasting future needs; procurement of an appropriate labor pool; knowledge of labor legislation; design and implementation of new systems; and an examination of current trends in the human resource field. *Required core course.*

BUS 603 Ethics and Social Responsibility (3)

A more diverse, technologically changing society produces differing ethical standards that must be examined by managers for their application to decisions that are made about tasks and people within the workplace. This course examines the relationship between business (both for-profit and not-for-profit) organizations and society as a whole, and specifically, the responsibility of business to society. *Required core course.*

BUS 604 Advanced Organizational Behavior (3)

A course providing students the opportunity to conduct an in-depth study of human behavior in organizations. It focuses on the theory underlying individual behavior in organizations and the application of that theory to managerial issues that are present in today’s organizations. Major areas of study include motivation, group processes, power and influence, and conflict resolution. *Required core course.*

BUS 605 Management and Regulatory Law (3)

A brief introduction to the American legal system, including the roles of federal and state regulatory agencies. Several regulatory schemes are studied, including

EEOC, EPA, OSHA, FDA, and SEC. Current legal topics of interest to supervisors and managers (e.g., sexual harassment and American Disabilities Act) are discussed. Students examine the rights and responsibilities of individuals and organizations in American industry, and identify appropriate managerial actions related to specific regulatory situations. *Required core course.*

BUS 606 Financial Issues for Managers (3)

A course designed for non-financial managers, emphasizing the use of both accounting and financial information as decision-making tools. Students learn to assess the financial strength of an organization through financial ratio analysis, and to examine factors considered in financial and investment decisions. The course is taught using readings, problem analyses, and case studies. *Required core course.*

BUS 607 Strategic Management (3)

An exploration of the concepts of strategy and strategic management. The course focuses on the impact of organization design, internal and external environments, organizational policy, and strategic planning on the overall functioning of the organization. *Required core course.*

BUS 608 Communication in a Global Environment (3)

In this course, students analyze the communication process between and among people in a culturally diverse population. The course examines multicultural communication on both a domestic and global level, using business-to-business perspectives, as well as business-to-consumer. Students learn to apply multicultural communication theories to an increasingly diverse audience and culture-specific belief and value systems/norms to the process of audience analysis.

BUS 609 Leadership in Political, Social, and Economic Contexts (3)

A course examining leadership and change in 20th century America and the effect these changes have had on industry and the management of profit-seeking and non-profit organizations. Particular emphasis is given to the shift from a manufacturing economy to one centered on the service sector and information sharing. Students learn the role that leaders have played in various social, political, economic, and intellectual movements, and how those movements, in part, shape the challenges and opportunities faced by leaders today. *Prerequisite: BUS 622.*

BUS 615 Leading the Non-Profit Organization (3)

An exploration of the leadership and management issues unique to non-profit organizations and the environmental factors that influence their operation. Students develop the knowledge and skills for fund-raising, recruitment and development of volunteers, and the deployment of volunteers to achieve organizational objectives.

BUS 617 International Trade and Finance (3)

An examination of current theories of international trade, finance, and economic development with a focus on contemporary issues in international economics. Students study both macro- and micro-economic issues and develop an international perspective of economic concerns. In addition, students learn how their decisions as consumers, workers, producers, and citizens affect the international economy and their own futures as managers.

BUS 620 Managing Change (3)

A course examining the processes of innovation and transformation as leadership activities that focus on planned, purposeful, and consciously directed change. Students develop the confidence to act as initiators of change and the ability to envision and choose effective paths of change. Through exploration of theories of change, technology, organizational behavior, and human behavior, students develop skills and knowledge that enable them to respond creatively and effectively to a diverse range of situations and minimize the organizational and human stress created by a change effort.

BUS 622 Leadership in Organizations (3)

An exploration of the concept of leadership using various theoretical and scholarly views, approached with a view to application. Students will learn to distinguish between leaders and managers from both role and task perspectives. Through examination of established and emerging leadership theories, students will develop an understanding of the role of leaders as visionaries, team builders, and change agents.

BUS 630 International Marketing (3)

The exploration of an integrated approach to international marketing from a managerial perspective, focusing on both conceptual and empirical issues. This course includes a geopolitical and cultural overview, as well as coverage of the international marketing environment, international marketing strategy implications, the coordination and control of international marketing programs, and the ways in which electronic commerce is changing the way firms market their products and services. Students develop the knowledge and skills needed to operate successfully in the global marketplace.

BUS 632 Legal Aspects of International Business (3)

This course is an examination and comparison of legal systems that control international/multinational business. Upon completion of this course, students will know and understand the rights of an individual or an enterprise in international tribunals, the process of dispute reconciliation in international situations, and the international laws regarding foreign investments, intellectual property, and sales of goods and services.

BUS 635 Strategies in Electronic Commerce (3)

This course examines the impact of information technology on the design, implementation, and ongoing management of an integrated marketing program. Students will evaluate the use of the World Wide Web and related technologies as a marketing channel through competitive analysis, consumer analysis, market segmentation and the product, pricing, distribution and pro-

motion functions. Through examination of the extraordinary potential of this medium and the concerns that must be satisfied, students will learn strategies for establishing a successful presence in the electronic market place.

BUS 643 International Organizational Behavior (3)

This course provides the knowledge fundamentals for management in a global business environment. Students explore concepts related to business and national culture, cross-cultural communication, cross-cultural negotiations, multinational strategies, the effective structure and design of multinational enterprises (big and small), international human resource management, cross-cultural organizational behavior, and a global perspective on ethics. Students develop an understanding of the basics of management and leadership across cultures and the knowledge and skills to set objectives, plan strategies, develop and implement policies, and design organizational structures for the operation of international organizations.

BUS 652 Strategic Planning (3)

In this course, students learn the theories that form the foundation for the strategic planning process, and develop the knowledge and skills to accomplish the specific steps of the strategic planning process. Topics include environmental analysis (internal and external), audit of the organizational culture, mission formulation, performance audit, strategic success indicators, contingency planning, strategic business modeling, and action plan integration.

BUS 671 Directed Study (1-3)

A course allowing students to conduct an in-depth exploration of a topic that is of special interest to them. The topic must be submitted, in writing, to the Office of Graduate Studies and must be approved by the Dean. Additionally, the final product must conform to the specifications agreed upon by the instructor, the student, and the Dean.

BUS 680 Foundations of Research (3)

A course which provides students with a basic foundation in qualitative and quantitative research methods. It is a conceptual introduction to research methods and terminology, and is the first of three required courses that prepare students to complete the project or thesis requirement. Course content includes an introduction to: research and the nature of data, qualitative and quantitative assumptions, research design, sampling, data collection, data analysis, ethical issues in the treatment of human subjects, writing a literature review, the use of an appropriate style manual, and scholarly writing.

Required core course.

BUS 681 Quantitative Survey Methods (3)

A course which provides students with the tools to complete a quantitative survey study for the project or thesis requirement. Topics include survey construction, sampling strategies, the ethics of survey research, data collection, survey follow-up, data entry, and statistical analysis using the Statistical Package for the Social Sciences (SPSS) computer software. Students develop research questions for their project or thesis, and construct a pilot survey in this course. They will administer the survey, enter the data on SPSS, run

the analysis, interpret the results and present their findings (in both written and oral form). This is the second course in the sequence of three to prepare students for the project or thesis requirement. *Prerequisite: BUS 680.*

BUS 682 Qualitative Research Methods (3)

Provides students with the tools to complete a qualitative project or thesis. Course content includes: a review of qualitative assumptions; types of qualitative designs (i.e., grounded theory, case study, phenomenology, ethnography, and biography); the ethics of field work; conducting interviews and observations; using documents, artifacts and visual materials; analyzing and interpreting qualitative data; and writing and presenting qualitative findings. Students develop research questions for their project or thesis, and conduct a pilot study in this course. They collect interview and observation data, analyze and interpret those data, and present their findings (in both written and oral form). This is the second course in the sequence of three to prepare students for the project or thesis requirement. *Prerequisite: BUS 680.*

BUS 697 Selected Topics in Leadership (3)

This course offers opportunities to investigate topics in the study of leadership that are not covered in other courses and provides a procedure for faculty to pilot new courses.

BUS 698 Selected Topics in International Business (3)

This course offers opportunities to investigate topics in the study of international business that are not covered in other courses and provides a procedure for faculty to pilot new courses.

BUS 699 Selected Topics (3)

An investigation of topics of relevance to managers. Each three-hour course constitutes an option in the elective requirement for the Master of Arts in Management program.

BUS 785 The Leading Edge (0)

The focus of this course is preparation for the Leading Edge experience. Students will complete assigned readings and skills/values assessments and assignments and set preliminary goals for learning. Prerequisite: Completion of a minimum of 30 credits.

BUS 786 The Leading Edge I (1)

This course is the first of three one-credit courses to be completed consecutively over three terms. In this course students will develop key skills to provide dynamic leadership through employee-centered, collaborative coaching partnerships. The course content focuses on three primary dimensions: 1) the personal dimension (i.e., personal awareness/emotional intelligence), 2) the interpersonal dimension (i.e., relationship-building skills) and 3) the coaching competency dimension (i.e., teaching and practicing specific coaching skills). Students will be paired with a faculty coach for a series of coaching sessions and will set goals for their personal and professional development. *Prerequisite: BUS 785*

BUS 787 The Leading Edge II (1)

This course is a continuation of Bus 786. This is the second of two terms of formal coursework. During this term, students will continue to develop and practice specific coaching skills, and continue to work toward their personal and professional goals as they complete coaching sessions with a faculty coach. In addition, students will demonstrate the skills they have developed by engaging in a collaborative coaching partnership with another individual. *Prerequisite: BUS 786*

BUS 788 The Leading Edge III (1)

Students will complete all required assignments for The Leading Edge in this final term. These assignments include completion of faculty-student coaching sessions, completion of the designed coaching alliance sessions, and completion of a culminating paper and oral presentation that documents and synthesizes students' learning in The Leading Edge. Upon completion of The Leading Edge, students will demonstrate greater self-awareness, stronger relationship-building skills, and the use of effective coaching techniques.

Prerequisite: BUS 787

BUS 795 Research in Management I (1)

Allows students to demonstrate a compilation of the knowledge gained from coursework completed in the Master of Arts in Management program. Students further develop their knowledge of a particular area of management relevant to their research interests. Course content includes the following: developing a research proposal; identifying the target audience; identifying the significance of the study; choosing a sample and methodology; ethical considerations and informed consent; collecting, analyzing and interpreting the data; and writing the project or thesis. *Prerequisite: BUS 681 or 682.*

BUS 796 Research in Management II (1)

Allows students to demonstrate a compilation of the knowledge gained from coursework completed in the Master of Arts in Management program. Students further develop their knowledge of a particular area of management relevant to their research interests. Course content includes the following: developing a research proposal; identifying the target audience; identifying the significance of the study; choosing a sample and methodology; ethical considerations and informed consent; collecting, analyzing and interpreting the data; and writing the project or thesis. *Prerequisite: BUS 795.*

BUS 797 Research in Management III (1)

Allows students to demonstrate a compilation of the knowledge gained from coursework completed in the Master of Arts in Management program. Students further develop their knowledge of a particular area of management relevant to their research interests. Course content includes the following: developing a research proposal; identifying the target audience; identifying the significance of the study; choosing a sample and methodology; ethical considerations and informed consent; collecting, analyzing and interpreting the data; and writing the project or thesis. *Prerequisite: BUS 796.*