Marketing

Marketing Classes

MGT 555 : Administrative Organization & Behavior

The basic purpose of the course is to provide the student with broad overview of the vast and varied literature concerned with the nature of organizations and theory and research pertaining to management in organizations. Since management approaches are ultimately linked to their organizational context, the first part of the course focuses on the theory of organizations and is geared toward the development of an understanding of organizations in terms of structure, function, process, and environment. The second half of the course concerns behavior in organizations and focuses on the individual within the organization. Topics covered and linked to theory include leadership, motivation, interpersonal relationships, decision making, and problem solving. The course will prepare students to face supervisory management problems, organizational dynamics, work design and ethical considerations for working with people within organization systems.

MGT 561 : Organization Design & Develp

Students explore the utility or organization theory and research for improving organizational effectiveness. Both theory and application are emphasized in addressing the central question of how to design effective organizational systems including communication, decision making authority autonomy and participation, influence models, leadership, and motivation. Approaches to planned change such as quality management will be considered. Students will apply problem solving, systems concepts, and environmental analysis to develop skills in the analysis, planning, and evolution of organizational change.

MGT 595 : Seminar in Management

The course is a culminating experience in the master's program in Organization Management. Major issues of theory and practice of management in the context of contemporary organizations are discussed. Students identify and analyze aspects of management, administration, decision making and problem solving in a particular organization and design and implement a plan addressing the identified problem or issue.
Prerequisites
MGT-555, MGT-561, MGT-651, MGT-656 , completion of 24 credits

MGT 651 : Human Resource Management

This course entails a comprehensive review and analysis of the complex issues which affect an organizations utilization of its human resources; improvement of productivity, enhancement of the quality of work life, and legal compliance. In addition, the major objectives of human resource management attractive, maintaining, and motivating as they relate to specific activities (.., recruitment, selection, compensation, and training are examined.

MGT 671 : Management Information Systems

Students will learn computer and technology based controls of information for organizations in business, government, nonprofit, and health environments. The course will apply software applications such as databases, internet inter- faces, and related software and hardware issues. Emphasis will be placed on

students advancing their skills through online experiences and working directly with applications in an information technology environment Various software packages such as databases, spreadsheets, an related software are required.