

MANAGEMENT AND MARKETING

Chair	Secretary	Location	Department Phone
Dr. Roger Solano	Tammie Cramer	105 Eisenberg Classroom Building	724-738-4865

Department Web Site URL (<https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/management-and-marketing/>)

Courses

MGMT Courses

MGMT 590 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Graduate.

MGMT 595 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Graduate or Post Baccalaureate.

MGMT 598 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Graduate or Post Baccalaureate.

MGMT 620 - Supply Chain Management

In Supply Chain Management we study the design and management of integrated processes and flows of goods, services and information across organizational boundaries to meet the needs of the end customer in a sustainable way while lowering cost. We study examples related to manufacturing and service environments in an integrative, interdisciplinary fashion. We focus on solving problems on the strategy, planning, logistics and operation of multi-facility supply chains networks with emphasis on current technologies, concepts, philosophies, managerial practices, the impact of globalization on supply chain networks, recent trends in designing sustainable supply chains and managing in unpredictable environments.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Enrollment is limited to Graduate level students.

MGMT 650 - Master's Project

The Master's Project is designed for the MBA student to demonstrate business proficiency at the completion of the program. Projects may include business plans, feasibility studies, work-related solutions, consulting services, research projects or internships in the student's area of concentration.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment is limited to Graduate level students.

MGMT 651 - Organizational Dynamics

Management in dynamic, complex organizations requires a deeper understanding of human behavior and processes in the workplace. This course will improve students' management practice by exploring these dynamics through a variety of conceptual, theoretical, and practical perspectives including self-assessment.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Enrollment is limited to Graduate level students.

MGMT 653 - Management Science Methods

This course covers the fundamentals of management science and operations research methodologies. Topics include linear programming, integer programming, network optimization, and simulation. The course introduces various mathematical optimization models to focus on data-driven optimization approaches to solve business problems and sensitivity analysis for managerial decision-making. No prerequisites are required.

Credits: 3

Enrollment is limited to Graduate level students.

MGMT 654 - Management Seminar

Management in the contemporary workplace is increasingly more challenging. This course provides students with additional skills and experience to succeed in the twenty-first century workforce. It focuses on the development and application of managerial core competencies, such as critical thinking, strategic decision making and creative problem solving. Some of the current issues that will be investigated include topics such as: business ethics, corporate social responsibility, sustainability, innovation, technology and globalization.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment is limited to Graduate level students.

MGMT 655 - Strategic Human Resource Management

An overview of theories, research, and practice in strategic human resource management and industrial relations in organizations. Students are introduced to job analysis, recruitment, selection, training, development, performance management, compensation, benefits, labor relations, collective bargaining, and international HRM. Topics also include the legal environment of employment, the evolving nature of work, sustainability and the HR function as a strategic business partner, and the competencies for HR professionals.

Credits: 3

Enrollment is limited to Graduate level students.

MGMT 656 - Leadership and Talent Development

This course provides a broad overview of talent development which is also known as human resource development. This course explores theories and practices in employee learning and development, career development, and leadership development. To support management and leadership development, this course focuses on theoretical foundation of leadership concepts, principles, practices, and competencies.

Credits: 3

Enrollment is limited to Graduate level students.

MGMT 657 - Managing Change for Competitive Advantage

Focusing on HR professional role as a strategic business partner and change agent, this course addresses the history, concepts, theories, and techniques of organization development (OD). This course provides the practical and behavioral science-based skills and techniques in diagnosis, interventions, and evaluation of individual, team, and organization with an emphasis on to lead organization-wide change initiatives creating, managing, and sustaining system-wide change in public and private organizations.

Credits: 3

Enrollment is limited to Graduate level students.

MGMT 658 - Strategic Management

Strategic Management is the capstone course in the MBA program the requires graduate business students to integrate and build on the knowledge and skills acquired in the earlier core courses. Emphasis is on the use of strategic thinking and business skills in the formulation and implementation of strategy through various processes. Strategic business management considers the overall fit between an organization's resources and the opportunities available in the business environment.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

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MGMT 690 - Experimental

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Term(s) Typically Offered: Offered as Needed

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MGMT 695 - Workshop

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MGMT 700 - Independent Study

Independent Study courses give students the opportunity to pursue research and/or studies that are not part of the university's traditional course offerings. Students work one on one or in small groups with faculty guidance and are typically required to submit a final paper or project as determined by the supervising professor.

Credits: 1-3

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MGMT 790 - Experimental

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Enrollment limited to students with a semester level of Graduate.

MGMT 795 - Workshop

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MRKT Courses

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MRKT 595 - Workshop

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MRKT 603 - Global Dynamics of Business

Globalization and its challenges; cultural diversity and business enterprise; sustainability and ethical challenges in global business; issues of international trade and finance; foreign direct investment; entering foreign markets; global production; global human resource management.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment is limited to Graduate level students.

MRKT 632 - Marketing Seminar

This course is designed to be the final marketing course for a student in the MBA program. As such, students are expected to demonstrate understanding and a mastery of a broad array of marketing management topics, and how they impact the overall business enterprise.

Credits: 3

Term(s) Typically Offered: Offered as Needed

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MRKT 636 - Sales Management

The content of this course includes coverage of the policies and practices in organizing, recruiting, selecting, training, compensating, motivating, and evaluating a sales organization.

Credits: 3

Term(s) Typically Offered: Offered as Needed

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MRKT 658 - Strategic Marketing Management

This course covers the application of marketing concepts, models, technologies, and techniques to marketing problems, emphasizing strategic thinking and analysis in a global environment. Also covered are market research and information usage, and data-driven, ethical strategic marketing decision making. The course provides students with solid experience in creating market-driven and market-driving strategies for the future success of a business. A focus is on discovering and developing a set of unique competencies for a firm that leads to sustainable competitive advantage in the marketplace. Students are provided opportunities to develop and practice creative problem-solving and decision-making skills to simulate the requirements of today's complex market environment. Industry analyses will be performed that include the following: internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

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