

# BMGT - MANAGEMENT (BMGT)

## BMGT 6502 Special Topics in Mgmt (3 Credits)

### BMGT 6503 Mgmt and Organiz Behavior (3 Credits)

Overview of theories and behavioral science approaches to more effective management of complex organizations both domestically and globally. Diversity and corporate social responsibility are discussed. Lecture, case study and small group exercises are offered to master conceptual material necessary for management excellence. Suspended. 3 credits

### BMGT 6900 The Environment of Global Business (3 Credits)

Focuses on aspects of the legal, political, economic, financial and cultural environment that are critical to successfully identifying and effectively managing international/global business opportunities. Primary emphasis is on exploring the problems and challenges that are posed to management and on the possible ways of addressing them. Classes are a mix of case analysis, discussion, lecture and review of current developments through supplemental readings and guest speakers. Offered: Irregularly.

### BMGT 7045 Project Management (3 Credits)

### BMGT 7100 AI & The Future of Work (3 Credits)

### BMGT 7450 Business of Food (3 Credits)

### BMGT 7500 Customer Experience (2 Credits)

### BMGT 7503 Independent Study (3 Credits)

### BMGT 7505 Transformative Leadership (2 Credits)

### BMGT 7510 5th Industrial Revolution (3 Credits)

### BMGT 7517 Mgmt and Social Response (3 Credits)

Examination of the interrelationships between the business sector and other societal institutions with the view of clarifying to whom and for what the corporation is responsible. Offered: Irregularly

### BMGT 7521 Human Resource Management (3 Credits)

### BMGT 7522 Current Topics in HRM (3 Credits)

### BMGT 7524 Doing Business in India (3 Credits)

Doing Business in India is open to graduate students from all units of SHU. Recognizing India's rise on the global stage, we designed this course to increase knowledge and understanding of India and other countries in that region of the world. In addition to three weekly sessions in the USA, the course includes lectures, readings, exchanges and travel to the Indian subcontinent for a 9-day period during SHU Spring Break. The course curriculum includes history, culture, economy, politics, sociological and belief systems, and spiritual traditions of the highly diverse people of India. Offered: Spring.

### BMGT 7526 Managing Diversity, Equity & Inclusion (3 Credits)

Explores how contemporary attitudes toward gender, race and ethnicity influence work and business. Examines the full range of issues, including the social-legal-political context of diversity, behaviors and perceptions associated with diversity, and personal and management strategies for addressing diversity. Uses lecture discussion format and makes extensive use of experimental exercises and videos. Offered: Irregularly.

### BMGT 7529 Doing Business in China (3 Credits)

An introduction to contemporary China for those who want to do business there, expect to be assigned there, or support a Chinese operation from the United States. Includes lectures, discussions, experiential exercises, films and cultural experiences. Faculty and guest lecturers have had extensive hands-on experience in China. Offered: Summer.

### BMGT 7530 Starting an Import-Export Bus (3 Credits)

An introduction to and understanding of the basic components involved in establishing and operating an import/export business. Topics include planning, pricing, product development, advertising, distribution, logistics, market research, sales, banking (letters of credit), licensing, contracts, insurance, documentation and customs issues. With a hands-on approach, the course will provide students with the tools needed to succeed in the import/export field. 3 credits

### BMGT 7531 Events Management (3 Credits)

This course will examine the field of special event management from small business events to the Olympics. Topics will include: structuring and scheduling principles, innovative thought processes and management styles, planning, organizing, administering, and conducting an event. Also to be considered: event marketing principles and legal, ethical and risk management principles as applied to event planning. 3 credits

### BMGT 7538 Intl Sports Management (3 Credits)

This course examines the management of sport in the global village. Examination of sport as a cultural phenomenon and a management challenge in differing political, social and economic systems will be undertaken. Offered: Irregularly.

### BMGT 7539 Consultancy Management (3 Credits)

Consulting continues to expand as more businesses turn to both external and internal consultants. The course addresses necessary skills and resources, assessment, planning, implementation and evaluation. Students are required to develop and present a business plan. Experimental.

### BMGT 7540 Innovation and Entrepreneurship (3 Credits)

This course focuses on the many variables involved in starting and growing a business and the development of the skills and talents essential to be a successful entrepreneur. Students will be taught how to recognize a business opportunity, determine a new venture's financing and other needs, and obtain the required resources. The course will cover how to apply innovative entrepreneurial skills in a corporate setting. Students will have the opportunity to listen to entrepreneur guest lecturers and do case studies. The course aims to give students a taste of the unique environment of an entrepreneur. Offered: Fall and Spring.

### BMGT 7541 Knowledge and Innovation Management (3 Credits)

This course covers strategic role of corporate knowledge and technology for contemporary organizations requiring specialized management of human, organizational and social capitals. It addresses the issues related to the acquisition and management of knowledge and technology and their conversion to innovation for success in developing products, services, and processes for the contemporary marketplace.

### BMGT 7545 Strategic Management (3 Credits)

Strategic management aligns the organization with its environment. Beginning with a mission formulation that recognizes that the organization exists within an environment that provides resources and makes demands for outputs (products and decisions), the strategist determines the most effective and efficient process to transform inputs into outputs that meet external demands and enables the organization to thrive.

**BMGT 7546 Six Sigma Management (3 Credits)**

Six Sigma is a process improvement method that uses data and statistical analysis to identify and fix problem/opportunity areas. It has been used to reduce costs, increase revenues, improve process speed and raise quality levels, which, in turn, leads to deepening customer relationships. This course focuses on both soft and technical skill development. Prerequisite: BMBA 9114

**Prerequisites:** BMBA 9104 (may be taken concurrently)

**BMGT 7550 Cult Dimen of Intl Business (3 Credits)**

Focuses on the way local business and business negotiations are conducted. The way different cultures interface as they do business.

**BMGT 7554 Doing Business in Italy (3 Credits)**

Travel to different destinations in this region to study the way people live and conduct business. Requirements include pre-trip meetings, lectures during the trip and a final paper or project. 3 credits

**BMGT 7563 Doing Business in Bermuda (2 Credits)**

This course will examine the advantages and disadvantages of situating corporate headquarters in an off-shore location. Integration of multiple disciplines including: international banking and financial standards, global risk management and insurance, international legal and jurisdictional considerations, and global strategic management and decision making. Particular emphasis will be placed on the topics of risk management and insurance due to the numerous insurance companies located in the region. Students will visit corporate headquarters of Bermuda-based institutions and interact on a professional level. 2 credits

**BMGT 7565 Innovation and Entrepreneurship (3 Credits)**

Innovation and creativity are critical to entrepreneurial success. Through lectures, case studies, and hands-on, in-class activities students will gain valuable insight into the entrepreneurial innovation process and will test some of their preconceived notions of these concepts. Students will learn how to generate ideas that can lead to truly innovative products, services, processes, and/or business models. Offered: Spring.

**BMGT 7566 Doing Business in Ireland (3 Credits)**

Travel to different destinations in this region to study the way people live and conduct business. Requirements include pre-trip meetings, lectures during the trip and a final paper or project. 3 credits

**BMGT 7567 Entrepreneurship Lab (3 Credits)****BMGT 7568 ST Entrepreneurs in Cosmetics (1 Credit)****BMGT 7588 Directed Research (1 Credit)**

Individual research in the area of management independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 1 credit

**BMGT 7589 Directed Research (2 Credits)**

Individual research in the area of management independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 2 credits

**BMGT 7591 Management Co-op I (3 Credits)**

See Co-op Adviser. Cooperative Education courses are counted as general electives. Offered: Fall, Spring, Summer. 3 credits

**BMGT 7592 Management Co-op II (3 Credits)**

See Co-op Adviser. Cooperative Education courses are counted as general electives. Offered: Fall, Spring, Summer. 3 credits

**BMGT 7596 Directed Research-Management (3 Credits)**

Individual research in the area of management independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 3 credits

**BMGT 7597 Directed Research in Management (1 Credit)**

Directed and supervised research. Offered: Fall, Spring, Summer

**BMGT 7598 Directed Research in Management (2 Credits)**

Directed and supervised research. Offered: Fall, Spring, Summer

**BMGT 7599 Directed Research in Management (3 Credits)**

Directed and supervised research. Offered: Fall, Spring, Summer

**BMGT 7620 Product Planning and Dvlpmnt (3 Credits)**

This course examines the new product development process from conception of ideas to commercial introduction. It considers the role of new products in the survival and growth strategies of organizations and examines the major problems firms encounter in directing and managing their new product development and marketing activities. Specific attention is given to some of the primary research and analysis methodologies for new product development. 3 credits

**BMGT 7645 Services Marketing Management (3 Credits)****BMGT 7647 Professional Selling (3 Credits)****BMGT 7825 Supply Chain Management (3 Credits)****BMGT 7910 Doing Bus in Cent-East Europe (3 Credits)**

Travel to different destinations in this region to study the way people live and conduct business. Requirements include pre-trip meetings, lectures during the trip and a final paper or project. 3 credits

**BMGT 7917 Economics of Labor (3 Credits)**

Analytical approach to the labor force. Emphasis on labor productivity, its sources, effects and trends; labor markets; comparative wages; criteria and labor deployment evaluated by means of contemporary models and trends. Impact of labor on the national and international economies.

**BMGT 7931 International Management (3 Credits)**

(Primarily for China Cohort Program) This course is designed to prepare students to operate and manage effectively in today's international business environment. It prepares students for management positions in which they will be expected to: (1) perform strategic tasks in settings where more than one perspective influences attitudes and behavior, (2) make informed executive decisions taking into account the various technological, regulatory as well as ethical issues arising in connection with the conduct of business in a multi-cultural, interdependent world, and (3) assume a leadership role challenging and motivating a diverse group of organizational stakeholders to meet and exceed organizational goals within this complex context. Offered: Fall.

**Prerequisites:** (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

**BMGT 7945 Leadership Seminar (3 Credits)**

The objective of the Leadership Seminar is to develop the leadership skills and styles of the seminar participants. The seminar is based on certain assumptions: (1) personal integrity is fundamental to effective leadership; (2) leadership in the post-industrial revolution/the knowledge economy requires effective leadership of knowledge workers (3) effective leadership in a global environment requires managing individuals, teams and organizations for high/peak performance and (4) effective leadership requires self-knowledge and personal insight on the part of the leader. Offered: Summer.

**BMGT 7962 Managerial Negotiating (3 Credits)**

This 7-week intensive seminar provides an in-depth exploration of not only the theory, but also the practice of, negotiating and influencing. Among the topics covered in this course are negotiating business deals, prices with clients and vendors, cross-cultural negotiating, multiparty negotiations, complex negotiations, salary negotiations, negotiating the allocation of resources, and negotiating career issues such as promotions and work life balance issues. Win/win negotiating, building consensus, gaining support for your ideas, navigating organizational politics and how behavioral economic theory applies to negotiating, will also be explored in the course. Students will experience negotiating firsthand through a variety of experiential learning modules where the students actually negotiate in a variety of settings and group contexts. Offered: Spring:

**Prerequisites:** BMBA 9456 or BMBA 9114

**BMGT 7963 Competitiveness (3 Credits)**

This is an issue-oriented seminar course that is designed to analyze the changes in the emerging business environment. The course will discuss how to change business philosophy and concepts, how to formulate competitive strategy and new models of business operations, and how to rethink ways of doing business and form new relationships with customers, suppliers, distributors, employees and business partners to gain new competitive advantages. 3 credits

**BMGT 7966 AI Management (3 Credits)****BMGT 7970 Internet Strategy (3 Credits)**

The Internet has had a phenomenal impact on the competitive advantage of industries and individual firms, and just about everyone has to work in businesses with Internet content. This issue-oriented seminar course is designed to offer students the concepts and tools to analyze and formulate new business models and to develop competitive strategies in the Internet economy. No prerequisites required. Offered: Summer.

**BMGT 7991 Management Foreign Operations (3 Credits)**

The special circumstances under which an American firm operates abroad, including social customs, political environment, language and cultural problems, international relations. Economic and management problems peculiar to foreign operations. Offered: Irregularly.

**BMGT 9320 Managing Knowledge Workers (3 Credits)**

This course covers the emergence and management of a new powerful breed of organizations - knowledge organizations - that thrive on knowledge and human creativity. It provides an in-depth understanding of these organizations and adapts and updates available management principles and techniques to suit them. It exposes students to new and organization-specific practices that are suitable to managing employees who possess special cutting-edge knowledge and the ability to transform it into contemporary marketable goods, processes, and services. It also covers psychological and sociological aspects of managing these employees, in particular those belonging to the new generations. With the help of assessment instruments, students learn how to identify and design knowledge organizations for their efficient operation, as they cannot be managed in the traditional ways.