

A. B. Freeman School of Business

Course and Faculty Listings

OTHER BUSINESS COURSES

The following courses are from the previous BSM curriculum and may be offered in 2006-07 or 2007-08.

ISDS 375 Business Computing

ISDS 375 provides an overview of the hardware, software, and organizational foundations of Information Systems. Students will get hands-on experience with Internet security, web page authoring, analysis using electronic spreadsheet software, and database management. Before registering for ISDS 375, students should be familiar with basic computer use (e.g., word processing). Upon successful completion, students will be able to manage data stored in relational database management systems (such as Microsoft Access), extract those data for analysis in electronic spreadsheet software (such as Microsoft Excel), and publish findings on the World Wide Web. Junior-level core course.

ISDS 480 Intranets and Extranets

ISDS 480 covers the use of Internet technologies to support secure and directed communications with people inside the firm (intranets) and with trusted people outside the firm (extranets). These communications can include not only collaboration between individuals or groups on specific projects, but also expedited buying or selling relationships. The course covers hardware and software needs, as well as the generalized criteria for establishing systems to support intranets and extranets.

GMGT 410 Entrepreneurial Management

Prerequisite: ACCT 203

GMGT 410 consists of two parts. In the first part, class members team up to choose a business. The teams then create a business plan. By maintaining the books of the firm, students see the financial impact of their decisions. This format emphasizes how day-to-day decisions add to or detract from corporate liquidity and profits or losses. The second part of the course comes from the professor's 37 years of business experience. Topics include developing and recognizing business opportunities; using teamwork to organize a business; building a realistic business plan; raising capital and borrowing money; interviewing, hiring, and

managing people; determining cost structure; analyzing margins; pricing; making decisions in groups; considering ethics; identifying industry characteristics; evaluating financial statements; negotiating; dealing with labor unions; creating a successful business partnership; understanding the banking system and how it works globally; and developing a philosophy of business. This course is available only in the fall semester.

GMGT 411 Cases in Entrepreneurship

GMGT 411 reviews 13 actual business cases. A visiting CEO (or other top executive) and the professor teach each case jointly. The class explores problems and opportunities encountered in the search, evaluation, and acquisition of new, as well as ongoing, ventures. Students will further develop analytical skills in finance, accounting, business analysis, management, and marketing that they have acquired in other courses. Brainstorming sessions will challenge and improve innovative thinking; assignments and presentations hone business communication skills. Discussion of entrepreneurship, family business, and small business management gives the student an overview of the alternatives to traditional corporate employment. Most importantly, students interact with top-level executives as role models from whom they can learn how to be successful entrepreneurs.

GMGT 438 Strategy and Competition

Prerequisites: All 300-level core courses and completion of, or concurrent enrollment in, GMGT 415

Analytical tools are presented for formulating competitive strategies. In-depth analysis of several industries and competitors is undertaken to help predict competitors' behavior and future industry evolution. Additional considerations include how government, technology, and other environment factors affect competition. This course also provides analytical approaches to examine the corporate strategies of diversified firms. The principal focus will be on high technology industries and services.

MKTG 464 International Marketing

Prerequisite: MKTG 382.

MKTG 464 focuses on marketing management problems, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world marketplace. It follows a multi-disciplinary approach to create a broad understanding of the subject matter, including concepts from sociology, political science, economics, and marketing. This class also considers

contemporary issues including globalization and the impact of the Internet.

MKTG 480 Services Marketing

Prerequisite: MKTG 382.

MKTG 480 compares and contrasts service-based businesses with their manufacturing/product-based counterparts. A systems emphasis looks at operations, delivery, and promotion with the aim of improving service quality and productivity. Services run the gamut from health care, finance, and entertainment to professional and nonprofit segments. Students will have the opportunity to do a hands-on project in a service area.

MKTG 481 Management of Promotion

Prerequisite: MKTG 382.

Integrated marketing communications programs coordinate advertising, public relations, sales promotion, and consumer promotion for consumer and industrial goods and services. MKTG 481 covers the traditional media and campaigns as well as the application of internet and database technologies to promotional problems. Assignments include creative problems and the creation of a web-based promotional campaign.

MKTG 489 Retailing

Prerequisite: MKTG 382.

MKTG 489 involves students in the operation of a virtual retail store. Student involvement is achieved in three ways: (1) action learning, (2) field studies, and (3) analytical exercises. The purpose of the course is to demonstrate the strategic opportunities and pitfalls of retailing. The course achieves its purpose by assessing in a series of weekly exercises the impact of marketing, accounting, finance, and store operations on the bottom line.

MKTG 497 New Product and Brand Management

With the increasing market globalization and competition, effective new product and brand marketing management in differentiating products has become essential for today's marketing managers. This course deals with concepts, methods, and applications in new product and brand management. Unlike most of the marketing courses that focus on the conceptual side of the exercise only, this course blends the conceptual foundation with the analytical skills to translate conceptual understanding into specific operational plans in new product and brand management.

OBHR 437 Leadership and Motivation

Prerequisite: OBHR 331

OBHR 437 explores, through lecture, discussions, cases, and exercises, a variety of conceptions of leadership and their applications to organizations. Viewing leadership as management, the course examines the circumstances confronting management. Students become familiar with a number of motivational programs currently popular in organizations and use the leadership and management concepts discussed in class to analyze the development of current business leaders and the reasons for their success or failure.