

MANAGEMENT AND MARKETING

MANAGEMENT (Mgt)

101. Basic Management Block (12)

Meets School of Business and Administrative Sciences requirements for Mgt 110A-B or 110, 124, Mktg 100. Not open to students with credit in Mgt 110A-B, 110, 124, Mktg 100. Prerequisite: first-semester junior, Econ 1A-B, Acct 4A, D S 73, application, and permission of instructor. Special integrative undergraduate seminar: 12 hours weekly; marketing, production, administration, organizational behavior. Small group projects; field trips and research; computer simulation; student planned and presented programs; business, government, academic guest presentations. Consult school or departmental office.

102A-B-C-D. Advanced Management Block (3-3-3-3)

Can be substituted for some option requirements. Concurrent enrollment in A-B-C-D. Prerequisite: Permission of instructor. Undergraduate seminar integrating business disciplines, decision applications, models of local businesses, business simulation by computer, case analysis, student planned programs, individual and group presentations with executives and academicians, field trips, negotiations, group projects.

108. Health Care Facility Management (3)

Prerequisite: Mgt 110A. Operational and administrative demands of health care facilities including the processes of planning and decision-making, organizational structure and behavior, and important areas of managerial control. (Former Mgt 189T section)

110. Administration and Organizational Behavior (6)

Not open to students with credit in Mgt 110A or B. Combines Mgt 110A and B into an integrated, one-semester course, under one instructor. Extended use of small group work, individual research, and class presentation. (See Mgt 110A-B description for course content.)

110A-B. Administration and Organizational Behavior (3-3)

Prerequisite: Mgt 110A prerequisite to B. Organizational theory; structure and forms of organization, authority, leadership, group dynamics, policy formulation, conflict resolution, organizational control, theory of work and motivation, individual differences, communications, planning, development, evaluation, cross-cultural analyses of managerial processes, management of human resources. Lecture-discussion, individual and group projects and reports.

124. Operations Management (3)

Prerequisite: D S 173 (may be taken concurrently), Mgt 110A or 110. Operations systems and problems; facility location and design; material handling; operation planning and control; inventory control; product development; quality control; methods analysis and job design; work measurement. Lecture discussion; application of quantitative methods in solution of national and multinational operations problems; computer simulation.

127. First-Line Supervision (3)

Prerequisite: Mgt 110A-B or 110. Emphasis on motivating, communicating, counseling, training, managing time, evaluating performance, and understanding the worker. Guest speakers, role-playing and incident reports. (Former Ind R 189T section)

128. Problems in Small Business Management (3)

Prerequisite: senior standing. Special problems of small businesses: initiation, financing, operations. Class projects: studying local business operations; preparing business plans and financial requests.

146. Transportation Management (3)

Prerequisite: Econ 1A-B. Major modes for movement of goods and people; comparison of alternatives; carrier organization and management; rate structures; government regulation; effect of transportation on plant location, pricing, and markets; urban and national transportation problems.

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