

MANAGEMENT & BUSINESS ADMIN (MGT)

MGT-030: Excel Modeling and Analysis (1 Credits)

This rigorous hands-on course aims to prepare students for the Microsoft Excel Associate Certification exam with the use of challenges and case studies via the Microsoft Excel Collegiate Challenge, to hone advanced software skills and prepare students to analyze complex scenarios.

MGT-031: Excel Modeling & Analysis II (1 Credits)

Pre-requisite(s): MGT-030 is required.

This rigorous hands-on course aims to prepare students for the Microsoft Excel Expert Certification exam with the use of challenges and case studies via the Microsoft Excel Collegiate Challenge to hone advanced software skills and prepare students to analyze complex scenarios. At the end of the workshop, three students will be given the chance to travel to and compete in the finals of the Microsoft Excel Collegiate Challenge, in Las Vegas, NV, against other universities and college students. MGT-030 or Microsoft Excel Associate Certification is required.

MGT-035: Google: Search Engine Marketing (1 Credits)

Learn how Google brings you answers, sends traffic to websites, and ultimately drives business with the help of search engine marketing (SEM) and search engine optimization (SEO). Gain an understanding of leading marketing strategies and learn about the free resources and certifications available through Google.

MGT-036: Influencer Marketing Workshop (1 Credits)

Influencer Marketing is a growing field that has become a major aspect of modern marketing strategies. This 1-credit workshop provides students an overview of the basics of influencer marketing and the various techniques used to target audiences effectively. Students will learn how to identify and work with influencer partners, create successful campaigns, and measure the impact of their marketing efforts. Through lectures, case studies, and hands-on exercises, students will explore the important role of influencer marketing in promoting products and services. Additionally, students will discuss the ethical and legal considerations in this field and learn how to use influencer marketing to build consumer trust and credibility. This course is designed for students interested in pursuing careers in marketing, public relations, sports marketing, advertising, or social media, but is also a tremendous learning opportunity for social media users across all industries and majors.

MGT-040: Design Thinking (1 Credits)

Build your creative problem-solving skills! This interactive weekend workshop will introduce you to the design thinking process and mindsets: empathy, collaboration, brainstorming, prototyping and testing. Experience for yourself why companies like Airbnb, GE, Tesla, Nike and Fidelity use this dynamic and creative problem-solving process to drive innovation.

MGT-045: Modern Money Theory (1 Credits)

The MMT course will introduce students to concepts related to monetarily sovereign governments having special properties to achieve financial stability, and full employment and price stability at any given time during a business cycle. National accounting identities are used to separate the economy into three broad sectors: government, domestic private, and the rest of the world. The first part of the class analyzes the origin and purpose of money. The second part covers national accounting identities to explain how the sectors are interrelated. The third part of the class will look at the government sector, the inner workings of government financing, and its direct connection to the private sector. The course will conclude with identifying current macro level financial problems in the US and abroad and how MMT provides viable and necessary solutions.

MGT-070: Cybercrime in Business (1 Credits)

This course explores the three most prevalent cybercrimes afflicting today's corporate security professionals: piracy, espionage, and computer hacking. By understanding how each of these threats evolved separately and then merged to form serious global threats, students will be able to examine the impact these threats posed and how the very technologies that created the problems, can help solve them.

MGT-073: Building your Career Brand (1 Credits)

When entering the workplace, one is always marketing products, services, ideas, and themselves! Focused on building sustainable, successful and powerful relationships with customers, the end goal of this workshop is to increase the bottom-line while creating a workplace focused on success for all involved.

MGT-074: Put Wow in Presentations (1 Credits)

In this fun, energetic and interactive workshop, students will discover the dynamic speaker within themselves and develop and adapt their unique style to a variety of public speaking situations: meetings, sales, job interviews, informational sessions, etc. Students will learn what they already do well and what they can do to improve. Students will then create and deliver a dynamic speech with a WOW opening, and INTRIGUING middle, and a MEMORABLE close.

MGT-078: Civil Rights Movement and the Game of Basketball (1 Credits)

This workshop allows students to examine the interaction of the game with the civil rights movement. Students will explore the beginnings of the game and how it evolved, fighting through extreme segregation and racist policies, including Jim Crow laws. Emphasis is placed on how the game has been able to bring people together and break down racial barriers.

MGT-079: Social Venture in Business (1 Credits)

This course explores the market for social ventures. Examples from practitioners and entrepreneurs are explored, including understanding 'capitalism with a heart' and cause ventures for profit and non-profit. Cause related venture and cause capitalism, that helps the local and global communities, are also explored.

MGT-080: Career and Life Planning (1 Credits)

This course provides an overview of career development theories and decision-making skills for career and life planning. It focuses on self-assessment, exploring career options and developing a mind map to help achieve career goals. The course also considers the key financial concepts any adult should understand as they begin their careers, such as budgeting, interest rates, insurance, and investing.

MGT-082: Stock Market and Wall Street (1 Credits)

This course explores the financial world. The history of the financial industry and its structure are explored. Students will get an overview of the stock market and how it functions. In addition, course content will focus on U.S. stock exchanges and their participants to better understand global impacts.

MGT-084: Retail Planning and Buying (1 Credits)

With globalization and e-commerce at an all-time high, retail buying has become easier than ever. This workshop helps students to understand insider information on retail buying from planning a product, sourcing a product, and pricing a product, to profit. This course has elements of product marketing, retail, and entrepreneurship.

MGT-095: Non-Profit Organizations-Mission, Action, Impact (1 Credits)

This workshop will explore local and regional nonprofit organizations in terms of history, structure, board governance and community impact. Guest speakers representing a variety of roles - including directors, administrators, staff and volunteers - will share their expertise and experiences so that students develop increased awareness of the many and varied needs of the populations served as well as the opportunities available to be a part of a mission-driven organization.

MGT-110: Sports Management in the 21st Century (3 Credits)

This course serves as the entry-level course in the Sports Management minor and provides an overview of the business of sports. Topics include regulatory agencies, players and coaches' associations, labor relations, intercollegiate and professional sports, sports agencies, and the sporting goods industry. This course will also explore the management principles related to the industry of sports. This course will examine the roles technology and the media have played in the globalization of sports. Students will also be introduced to the diversity of career opportunities within the sports industry.

MGT-120: Principles of Business Management (3 Credits)

This course focuses on the four major managerial areas of planning, organizing, directing, and controlling that enable managers to meet their objectives. The nature of the organization is examined, emphasizing those dimensions of individual and group behavior most relevant to management. Emphasis is placed on leadership responsibilities, accountability, social responsibility and the interaction of business with stakeholders. Course assignments develop research, presentation and writing skills.

Theme: Building Global Awareness

MGT-130: Gender and Minority Issues in Sports (1 Credits)

This course examines the various social and legal issues related to gender and race that influence all aspects of competitive sports.

MGT-131: Media Relations-Public Relations (1 Credits)

This course examines the use of the media and public relations to promote the business of sports and related athletic activities.

MGT-132: Sponsorships and Fundraising (1 Credits)

This course examines the various aspects of sponsorships and fundraising related to the business of sports.

MGT-133: Contract Negotiation in Sports (1 Credits)

This course examines the importance of contracts to define responsibilities and obligations of the parties involved in organizing and scheduling events and working with unionized groups.

MGT-134: The Sports Franchise (1 Credits)

This course highlights the legal aspects, advantages, opportunities and disadvantages associated with sports franchises.

MGT-135: Special Topics in Sports Management (1 Credits)

This course makes use of emerging opportunities related to sports management and the related business aspects of sports.

MGT-150: Introduction to Hospitality and Tourism (3 Credits)

In this introductory course, students are introduced to the fundamental concepts, issues, and theories of tourism and hospitality as an economic sector. The course covers a broad range of topics related to the tourism experience, from organizational development to the impacts of the industry on cultures, economies and planets. Students are also introduced to key segments of the hospitality industry including lodging, food and beverage, event planning, attraction management, private club management, destination management and beyond.

MGT-160: Business Analytics (3 Credits)

In this course, students will be introduced to the ways in which analytics informs strategic business decisions with a focus on building awareness and basic utility of the tools, terminology, and concepts used in the world of business analytics. Students will explore why analytics is important in various business sectors, how to collect data, the various applications and concepts used in analyzing data, and how to interpret results to derive insights that will increase profitability and overall business function. Emphasis is placed on concepts and interpretation rather than application and calculations. This knowledge can be applied in many fields, including but not limited to marketing, banking, hospitality, healthcare, retail, manufacturing, non-profit management, entrepreneurship, and finance.

MGT-210: Ethical and Legal Issues in Sports (3 Credits)

This course provides an overview of the moral and ethical issues impacting sports industry professionals, with a critical focus on the importance of both personal and social responsibility. An introduction to the foundations of the legal system and relevant sports industry related issues and challenges is provided. Topics will include needs assessment and facility feasibility, planning, promotion and operational effectiveness, and risk management.

MGT-212: Business Communications (3 Credits)

This course introduces students to four essential business communication skills: professionalism, public speaking, working in teams, effective writing and communication technology. With an emphasis on group projects, students create professional presentations using various research and web-based tools. Writing assignments include resumes, cover letters, business proposals and reports. Job interviews, persuasive messages, cultural and global communications and the ethical dimensions of business communication are also explored.

MGT-214: Project Management (3 Credits)

This course is designed to introduce participants to the essential planning, coordination and review processes related to effective project management and coordination. Emphasis is on teamwork, and the use of appropriate planning techniques and related software packages. Participants utilize research, budgetary tools, and written and oral communication to develop the planning and coordination capabilities needed for successful project development and execution. Attention to detail, time constraints multiple tasking/coordination, importance of valid information, and personal accountability for outcomes are emphasized.

MGT-224: Introduction to Real Estate (3 Credits)

This course provides a basic introduction to real estate concepts and principles, with a specific and unique focus on topics central to the Salve Regina University mission and wider curriculum. The course provides an overview of real estate markets, discussions of residential and commercial property types, and analysis and application of economic and social influences on the real estate business and land use.

Theme: Defining the American Experience.

MGT-242: Food and Beverage Management (3 Credits)

This course introduces students to food and beverage through the lens of labor costs, supply chain procedures, technology resources and menu management. Students are introduced to cost calculation, sales concepts, purchasing and distribution considerations, service concepts, dining and beverage etiquette and profit management. Concepts and methods for food, beverage, and labor control are explored.

MGT-245: Hotel and Resort Management (3 Credits)

This course highlights the operation and management of hotel and resort properties. Lodging industry fundamentals are explored and built upon through analysis of planning, development, management, marketing and financial strategies as related to the unique nature of the service industry. An examination of systematic approaches for the development of full-service resorts are presented, alongside discussions of specialized requirements for different types of resorts based on location, culture climate, amenities and activities.

MGT-255: Entrepreneurship (3 Credits)

This explores the entrepreneurial knowledge and skills needed to lead an entrepreneurial unit within an organization or to develop a new venture. Topics include becoming an entrepreneurial leader, recognizing and shaping opportunities, developing business plans and pitching opportunities, attracting talent and building ecosystems, financing entrepreneurial ventures, partnering with venture capitalists, experimenting in the entrepreneurial venture, selling and marketing in the entrepreneurial venture scaling entrepreneurial ventures, launching new ventures in established companies, and launching global ventures.

MGT-270: Financial Management (3 Credits)

Pre-requisite(s): ACC-101 is required.

This course introduces students to the principles of financial management, and their use in optimizing the value of the organization to stakeholders. The roles of financial managers as decision makers and members of the senior management team are explored, along with the basic analytical methods and computations used in reaching sound short term as well as long-term financial decisions will be presented. The course emphasizes the importance of effectively applying financial skills in all areas of management as well as in one's personal life. Additionally, students learn about capital markets, risk and return, capital structure, methods of determining stock and bond valuations and international aspects of financial management.

MGT-280: Principles of Marketing (3 Credits)

This introductory course explores key marketing concepts and potential career paths in marketing. Topics include selecting and evaluating target markets, product mix, pricing strategies, distribution channels, and communications. Through this course of study, students are trained to better recognize the many ways in which organizations create, deliver, and communicate value to consumers.

MGT-290: Management of Human Resources (3 Credits)

This course is designed to explore the internal and external issues affecting human resources' decisions and policies. Critical topics examined include equal opportunity, recruitment, selection, development, utilization, performance appraisal, motivation, discipline, workplace safety, union/management relationships, and international human resource considerations. Human resource challenges are presented in a case study format and, requiring in-depth research and analysis.

MGT-300: Ethics for Business (3 Credits)

Pre-requisite(s): MGT-120 or permission of the instructor is required.

This course is designed to explore the influence of the personal ethics and social values on the decision-making process of business professionals. Course participants develop and use a matrix based on the frameworks of justice, rights, duty, utility and normative ethics to evaluate the consequences of business decisions on a variety of stakeholders. The attempts to curb the unethical actions of business through legal constraints are examined in depth. Emphasis is placed on research, case study analysis, critical thinking and the strengthening of individual accountability and responsibility for maintaining ethical standards based on justice, respect for the rights of others and honesty in the global business environment.

Theme: What is Western Heritage?-Ancient and Modern.

MGT-305: Consumer Behavior (3 Credits)

Pre-requisite(s): MGT-280 is required.

This course provides a comprehensive study of behavioral models and concepts that aid in understanding, evaluating, and predicting consumer behavior in terms of marketing implications. The processes that influence the acquisition, consumption, and disposal of goods and services are explored. Determinants of consumer behavior are investigated to illustrate how a variety of psychological, social, and cultural forces affect decision-making in a dynamic global marketing environment.

Theme: Building Global Awareness.

MGT-310: Personal Financial Planning (3 Credits)

This focuses on contemporary issues in individual financial planning. Topics include credit management, investment and tax strategies, insurance planning, retirement and estate planning, and other techniques useful to maximize benefits generated from net worth and cash flow.

MGT-312: Sports Marketing (3 Credits)

This course focuses on the fundamentals of marketing and how they apply to the industry of sport. An examination of consumer behavior, product development, pricing strategies, distribution strategies, industry trends, public relations, promotions and the use of marketing communications in the sports industry are explored.

MGT-315: Event Planning and Facility Management (3 Credits)

Pre-requisite(s): MGT-280 or MGT-312 is required.

This course includes an exploration of all aspects of event management - from implementation through execution. Insight on event planning ranging from small conferences to larger events, such as weddings, festivals, conferences, trade shows, concerts and more are provided. Topics include needs assessment and facility feasibility, planning, promotion, operation effectiveness, risk management, and the importance of coordination and attention to detail. This course also includes opportunities for students to become certified in multiple event industry professional certifications.

MGT-320: Investment Planning (3 Credits)

Pre-requisite(s): ACC-101, MGT-270 and STA-173 are required.

This course introduces students to the field of Investment Planning. Topics covered include setting investment objectives, determining investment values, types of securities, market procedures, analytic techniques, including top down versus bottom-up perspectives and regional and global markets. This course uses a competitive virtual money stock investment simulation to develop an understanding of the functions performed by financial planners and institutional investors. In addition, the class actively manages equity holdings and makes investment decisions involving an actual student-managed Morgan Stanley stock portfolio, thereby addressing critical issues of accountability and fiduciary responsibility.
Course Fee: \$100.00

MGT-325: Advanced Financial Management and Modeling (3 Credits)

Pre-requisite(s): MGT-270 is required.

This course provides a more rigorous quantitative foundation for students considering finance careers requiring related industry certifications. Empirical research on topics related to mergers and acquisitions, corporate reorganizations, options pricing, bond valuation, risk assessment, volatility & risk premiums, cost of capital and governance is explored. A key objective of this course is to develop analytical tools for making sound financing and investment decisions while developing reasoning and analytical thinking skills.

MGT-345: Introduction to Mathematical Finance (3 Credits)

Pre-requisite(s): MGT-325 and MTH-196 are required

This course considers the theme of pricing derivative securities by replication. The simplest case of this idea, static hedging, will be used to discuss net present value of a non-random cash flow, internal rate of return, and put-call option parity. Pricing by replication will next be considered in a one-period random model. Risk neutral probability measures, the Fundamental Theorems of Asset Pricing, and an introduction to expected utility maximization and mean-variance analysis will be presented. Finally, replication will be studied in a multi-period binomial model. Within this model, strategies for European and American options will be examined.

MGT-348: Digital Marketing (3 Credits)

Pre-requisite(s): MGT-280 is required.

In this course, students will explore the dynamic and ever evolving landscape of digital marketing, providing a comprehensive understanding of concepts and strategies employed by businesses to thrive in the digital age. Strategic thinking, data driven decision making, and cutting edge tools and techniques are explored. As are topics across various digital marketing channels, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising.

MGT-350: Business Research & Analytics (3 Credits)

Pre-requisite(s): MGT-280 and STA-173 are required.

Business Research largely focuses on obtaining and analyzing data and other information to solve managerial problems. The quality of business decisions is largely dependent on the information available to the decision-maker. The purpose of this course is to provide students with a complete understanding of business research spanning from problem identification to measurement and analyses of relevant data, solution identification, and ultimately to the construction of professional deliverables.

MGT-353: Retailing (3 Credits)

Pre-requisite(s): MGT-280 is required.

This course focuses on the role of retailers in the channel of distribution, the types of retailers, and store vs. non-store retailing. Topics may include visual merchandising policies and techniques, retail promotions, merchandise buying, retail management, and strategic planning. This course is strongly recommended for students pursuing a career in retail management, buying, or merchandising.

MGT-355: Professional Selling (3 Credits)

Pre-requisite(s): MGT-280 is required.

Professional Selling focuses on the development of qualified customers, list management, the creation of sales presentations, and the use of closing techniques. Discussion of the selling process includes both consumer and industrial sales industries. This course is strongly recommended for students pursuing a career in professional sales or sales management, in addition to students pursuing careers in any discipline that might include the use of sales techniques such as marketing, business administration, finance, entrepreneurship, and beyond.

MGT-356: Entrepreneurial Marketing (3 Credits)

This course introduces students to entrepreneurial marketing. Students will evaluate how entrepreneurial marketing compares to traditional marketing along with innovative approaches in the field. With an emphasis on customer-driven marketing decisions, students will be introduced to the ways in which market conditions and market demand affect sustainability and growth of firms, how to build a strong brand, analyze traditional startup tactics and implement a new venture or product marketing plan.

MGT-357: Global Marketing (3 Credits)

Pre-requisite(s): MGT-280 is required.

Students in this course will investigate the use of the marketing mix variables and international marketing strategies to better understand the global marketing environment. Methods of establishing and servicing foreign markets are explored with emphasis on global brands, pricing strategies, distribution channels, and promotional media. Complex issues of cultural awareness, regulatory risks, competitive business practices, exporting, importing, and tariff barriers are also examined.

MGT-362: Entrepreneurship Finance and Accounting (3 Credits)

This course introduces the financial management decision-making tools and techniques typically applied in corporate frameworks through the lens of entrepreneurship. Students are exposed to finance and accounting from an entrepreneurial perspective and introduced to financial statement analysis, evaluating financial performance of new ventures, managing financial resources, developing valuations, understanding stakeholder needs, managing investor relations, and evaluating potential for growth in an industry.

MGT-368: Revenue Management (3 Credits)

This course provides a theoretical framework with practical application of revenue management within the hospitality and tourism industries. Topics include the evolution of revenue management, performance metrics and analysis, technology, revenue maximization, big data, forecasting, pricing strategies and distribution channels through the lens of food and beverage, airline, lodging, event, sport, and recreation/entertainment industries. Current and emerging trends in revenue management are also explored.

MGT-385: Environmental Management-Quality Systems (iso9000/ Iso14000) (3 Credits)

This course examines the relationship created by the U.S. Constitution between government, business, special interest groups, the general population and the environment (internal/external). The course places emphasis on issues of special concern for future business leaders and managers. Specific topics include compliance with internal and external environmental standards established by the Environmental Protection Agency and Occupational Safety and Health Administration as they relate to workplace processes, training, safety, stakeholder concerns and responsible stewardship of resources. International quality standards associated with ISO 9000 (quality) and ISO 14000 (environmental) are integral to the course. Course participants are assigned appropriate research projects linked to course objectives that include cost-benefit analysis, waste stream analysis, training, documentation, reporting, and inspection requirements essential to achieve and sustain regulatory compliance and process improvement. The course includes visits to off-campus sites to integrate classroom learning with first-hand observations.

Course Fee: \$50.00

MGT-390: Marketing Communications (3 Credits)

Pre-requisite(s): MGT-280 is required.

This course focuses on the role of integrated marketing communications in marketing strategy. Coordinating the promotional elements of advertising, sales promotion, public relations/publicity, interactive/ Internet media, direct marketing, social media, social networking, and personal selling for maximum marketing effectiveness is investigated. Both the creative and analytical sides of marketing communications are employed. Students may participate in a national case competition where they develop a campaign theme, conduct primary research, develop creative marketing pieces, plan a media buy, create a media calendar, construct a communications budget, project return on investment, and suggest implementation procedures.

MGT-391: Japan and the Pacific Rim (3 Credits)

The objective of this course is to increase the understanding of history and social practices on the business relationships between the United States and Japan and other East Asian nations along the Pacific Rim. Participants will examine factors that shape Japanese leadership, decision processes, group norms and social attitudes. Research topics are assigned to facilitate class discussion and understanding of key aspects of Japanese social and political evolution that shape trading and business relationships. This course is strongly suggested for students considering the study abroad opportunity in Japan or East Asia.

MGT-399: Special Topics in Management (3 Credits)

Special Topics courses are offered to supplement the educational experience with unique courses that are not part of the normal course offerings.

MGT-403: Business Law-Labor Law (3 Credits)

This course provides business majors essential information related to the legal aspects of the U.S. business environment. Course content includes the relationships of principal and agent, partnerships, corporate formation and termination. Key aspects of contract law, labor law, personal property, liability, commercial paper, and secured transactions and how to read and question contents of legal documents are included in the scope of the course.

MGT-415: Discrete Time Finance (3 Credits)

Pre-requisite(s): MGT-345, MTH-203 and STA-173 are required.

This course introduces the Black-Scholes option pricing formula, shows how the binomial model provides a discretization of this formula, and uses this connection to fit the binomial model to data. Following this analysis, the course will discuss Continuous Time Finance by examining in the binomial model, the mathematical technology of filtrations, martingales, Markov processes, and risk neutral measures. Additional topics will include American options, expected utility maximization, the Fundamental Theorems of Asset Pricing in a multi-period setting, and term structure modeling.

MGT-422: Marketing Strategies (3 Credits)

Pre-requisite(s): MGT-305 and MGT-350 and senior status are required.

Upon completion of this course, students will be able to conduct internal and external analyses, create marketing objectives, and determine appropriate strategy and evaluation criteria. Students will also engage in discussions of competitive and defensive strategies in the marketplace and will complete marketing case studies. In addition, students will prepare for their entry into the business world by creating a professional portfolio.

MGT-425: Continuous Time Finance (3 Credits)

Pre/Co-requisite(s): MGT-415, MTH-213 and STA-173 are required.

This course will begin with Brownian motion, stochastic integration and Ito's formula from stochastic calculus. This framework is used to develop the Black-Scholes option pricing formula and the Black-Scholes partial differentiation equation. Additional topics will include credit risk, simulation, and expected utility maximization.

MGT-430: Portfolio Management (3 Credits)

Pre-requisite(s): MGT-320 is required.

This course examines the theory and practice of combining multiple investments into portfolios. Topics covered include Modern Portfolio Theory, investment policy, asset allocation, manager selection and evaluating portfolio risk and return. Ethical considerations and contemporary developments such as behavioral finance and values-based investing are also explored.

MGT-435: New Venture Development (3 Credits)

Pre-requisite(s): MGT-255 is required.

This course serves as a culminating experience for students as they plan and prepare a new venture. Students will synthesize components of entrepreneurship (including marketing, branding, finance, accounting, and market analysis) in the development of their model. Students will consult with entrepreneurs and industry experts in the launch of this venture.

MGT-445: Service Quality and Customer Experience (3 Credits)

Pre-requisite(s): MGT-150 is required.

This course explores the application of Total Quality Management theories and techniques in hospitality, lodging, event management, food and beverage, and tourism operations with a focus on organizational effectiveness and both internal and external service quality. Emphasis is placed on the Service Profit Chain (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994). Topics such as hiring and training practices, employee motivation, employee buy-in, consumer behavior, internal and external customer experience, customer purchase and repurchase intentions, loyalty, and value are covered in detail. Examinations of peer reviewed research, organizational quality audits, performance and gap analyses will facilitate student synthesis of previous knowledge with principles of service quality, and excellence.

MGT-490: Strategic Business Planning Capstone (4 Credits)

Pre-requisite(s): MGT-270 and STA-173 or permission of instructor are required.

In this capstone-level course, participants are required to identify a potential business opportunity, develop mission and vision statements, conduct strengths, weaknesses, opportunities and threats analyses and conduct market research with a supporting strategic plan, marketing plan, human resource staffing plan, pro forma financial plan with financial statements, and plan of operations. Participants interact with the local community to identify potential strategies for the business, and determine applicable regulations and sources of funding. Business faculty and industry mentors work with students throughout the course to provide structure and guidance. Students are required to make a culminating formal presentation of their proposed business plan to a panel of evaluators comprised of industry professionals.

MGT-491: Professional Internship in Business (3 Credits)

The internship program is designed to provide students with the opportunity to gain practical work experience in a responsible position in a business or government agency. Interns are provided with meaningful work assignments and assigned research projects related to their work experience. Opportunities are developed in consultation with the course instructor and department chair and require approval of both. A second internship is allowed (a total of six credits) provided the second internship is completed at a different organization. The second internship (if approved) is applied as an elective. Junior or senior academic standing or permission of instructor is required.

Cross-listed with: ACC-491 and ECN-491.

MGT-499: Independent Study (1-3 Credits)

Supervised study in an area not available in regularly scheduled courses. Junior/senior academic standing and acceptance of project by a faculty member and permission of the department chair is required.