

## MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS

Chair: Howard G. Ling

**Faculty:** Suzanne Altobello, Nick Arena<sup>1</sup>, Christine Bell<sup>7</sup>, Carmen Calabrese<sup>8</sup>, William R. Crandall, Jim D. Doyle, Cammie Hunt<sup>2</sup>, Melissa Mann, Si Ahn Mehng, Michael L. Menefee<sup>3</sup>, Keondra Mitchell<sup>4</sup>, John A. Parnell<sup>5</sup>, John E. (Jack) Spillan<sup>6</sup>, Chuanhui (Charles) Xiong, Christopher H. Ziemnowicz

<sup>1</sup>Director of MBA Program

<sup>2</sup>Associate Vice Chancellor, Engaged Outreach

<sup>3</sup>Thomas Family Professor of Entrepreneurship

<sup>4</sup>Executive in Residence, Student Success

<sup>5</sup>Belk Professor of Management

<sup>6</sup>Director of International Affairs

<sup>7</sup>Executive in Residence, Internships

<sup>8</sup>Director, Thomas Family Center

The International Business track focuses on management issues facing business leaders in the rapidly evolving global marketplace. It prepares students to manage issues in the increasing globalization of business and the United States economy. Courses expose students to a variety of business areas including economics, finance, marketing, and management. The curriculum enables a student to develop an understanding of how markets, governments, and social systems interact to affect businesses. An approved international study experience is required for all students in the IB track. Students can prepare themselves for careers as global business leaders and develop strategies for improved organizational performance. Employment opportunities include multinational companies in the U.S. and abroad, numerous governmental agencies such as the Department of Commerce, the State Department, and U.S. Customs, as well as the international trade offices of individual states.

The Management track is designed to develop a student's understanding of the general principles, processes, and practices that are integral to leading and managing an organization and its employees. Courses provide students with an opportunity to develop and strengthen their skills in leadership, interpersonal relations, human resource management, small business management, international business, and strategic management. Graduates have a wide variety of career options that include human resource management, small business ownership, retailing, manufacturing, health care, state and federal government, banking, hospitality, and other service industries, as well as university and college administration.

The Marketing track develops the general skills necessary to work successfully in consumer and business-to-business markets. Students develop marketing strategies and effectively manage operations focusing on customers, competitive challenges, and the opportunities for new products, services, and markets. Courses provide an opportunity to prepare for marketing functions that include research, product planning, and consumer behavior, as well as advertising and promotion. Graduates work in a broad range of organizations and have careers in fields that include distribution management, advertising, public relations, corporate marketing, sales and sales management, retailing, and non-profit organizations, as well as in government.

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Requirements for a Bachelor of Science in Business Administration	Sem. Hrs.
Freshman Seminar	1
General Education, including: MAT 1070 and 2150 or 2210; ECN 2020, 2030	44
BSBA Common Body of Knowledge	45
BUS 1001-1006, DSC 2090, BLAW 2150; ACC 2270, 2280; DSC 3130, 3140; MGT 3030, 3060; MKT 3120, FIN 3100; ECN 3010 or ECN/FIN 3040; ITM 3010; MGT 4410, 4660; and ONE of the following six courses to satisfy the School's international requirement: BLAW 3160, ECN 2410, ECN 4400, FIN 4210, MGT 3150, or MKT 3130*	
Track** (see below): choose one—International Business, Management, Marketing	12

Business Electives (3000 or 4000 level)	6
General Electives	12
	<b>Total:120</b>

\*A study-abroad program approved by the department chair and the dean/assistant dean may replace this requirement. MGT track students may not use MGT 3150 to fulfill this requirement. MKT track students may not use MKT 3130 to fulfill this requirement.

### **\*\*B.S. in Business Administration Track Option Course Requirements**

<b>Track</b>	<b>Sem. Hrs.</b>
<b>International Business</b>	<b>18</b>
MGT 3150, FIN 4210, MKT 3130, ECN 4400; 6 semester hours of foreign language; and two courses (6 semester hours) from among the courses listed below: BLAW 3160; HST 3320, 3440, 3450, 3720, 3730, 3740, 3750, 3860, 4170, 4210, 4270, 4330; PLS 2000, 2510, 3750, 3800; GGY 1020, 2000, 2060. All BSBA students with a concentration in International Business must take a minimum of 3 credit hours of International Study Abroad, approved by the department chair and the dean/assistant dean, prior to graduation; International Students are exempt from this requirement.	
<b>Management (MGT)</b>	<b>12</b>
MGT 3090, 3150, 4080, and 4100	
<b>Marketing (MKT)</b>	<b>12</b>
MKT 4300, 4500, 4800; and either MKT 3130, 3200, 4050, 4200 or MKTS 4xxx	

### **Minor in Management**

The minor in management offers non-business majors the opportunity to learn fundamentals of management practices. It provides an overall understanding of the field of business administration through the Introduction to Business course. Managing complex organizations, leadership practices and issues in human resource management will also be introduced. Finally, principles of international management in the current global business environment will be discussed. The minor in management is attractive to students in all majors who plan to enter the field of management in their respective areas of interest.

<b>Requirements for a Minor in Management</b>	<b>Sem. Hrs.</b>
Required Courses: BUS 2000, MGT 3030, 3060, 3090, 3150, 4080	
	<b>Total: 18</b>

### **Minor in Marketing**

The minor in marketing provides non-business majors with a thorough understanding of the fundamental concepts of marketing and how to apply these concepts through case studies and company and non-profit organization projects. Students also gain an understanding of consumer behavior, along with the knowledge and tools needed to coordinate marketing elements into integrated campaigns.

<b>Requirements for a Minor in Marketing</b>	<b>Sem. Hrs.</b>
Required Courses BUS 2000, MKT 3120, 3200, 4300, 4800	15
Choose one course from: MKT 3130, 4050, MKT 4200, 4500*, 4800, 4850, MKTS 4xxx	3
	<b>Total: 18</b>

ECN 2030 is recommended as a general education course.

MKT 3120 (with a grade of C or better) is the prerequisite for other marketing courses.

\*DSC 3140 (with a grade of C or better) is the prerequisite for Marketing 4500.

## COURSES

### MANAGEMENT (MGT)

#### **MGT 2000. Success in Organizations (3 credits)**

This course is an overview of workplaces in contemporary society, with individual, social, and ethical perspectives germane for both business and non-business majors. Topics will address areas such as how your employer obtains revenue to pay your salary, how your employer can stay competitive in the marketplace, and how you can remain employable in your field. Current issues will also be analyzed, including personal strategies for success in organizational life.

#### **MGT 3010. Organizational Crisis Management (3 credits)**

Crisis management focuses on helping decision makers address low probability, high impact events that may occur to their organizations. Such events include, but are not limited to, workplace violence, fires, severe weather damage, consumer boycotts, terrorist attacks, product sabotage, or industrial accidents. This course follows a four stage approach to a comprehensive crisis management program: landscape survey, strategic planning, crisis management, and organizational learning. PREREQ: junior or senior standing.

#### **MGT 3030. Business Communications (3 credits)**

Development of skill in the fundamentals of oral and written communication skills. In addition to studying the concepts of communication, students are required to make both oral and written presentations. The importance of effective communication within the business context is emphasized. PREREQ: A "C" or better in ENG 1060.

#### **MGT 3060. Organization and Management (3 credits)**

Introductory study of management processes within profit and non-profit organizations. Emphasis on behavioral issues as applied to organizations, such as motivation, teams, perception, and organizational development.

#### **MGT 3090. Organizational Leadership (3 credits)**

A survey of theoretical and contemporary approaches to leadership in organizations. Issues such as decision-making, change, power, strategy, and social responsibility are also addressed as they relate to leader effectiveness. PREREQ: MGT 3060.

#### **MGT 3150. International Management (3 credits)**

An introduction to and an overview of the essential elements of international management. Emphasis on the application of behavioral and strategic management practices to global business environments. PREREQ: MGT 3060.

#### **MGT 3810, 3820, 3830, 3840. Students in Free Enterprise I, II, III, IV (1 credit each)**

Educational experience planning and implementing outreach projects and hands-on learning as part of Students in Free Enterprise (SIFE), a nonprofit organization. Students will be required to complete a minimum of 50 hours of project work in addition to other requirements set by the instructor. PREREQ: permission of the instructor.

#### **MGT 4010. Fundamentals of Project Management (3 credits)**

This course introduces new and emerging topics, tools, and techniques that are used in Project Management. It introduces students to project planning and organization, budgeting and control, and project life cycles. Topics include organizational workflow, the staffing process, project planning elements, and project communications. Students will also learn basic project scheduling techniques, resource constrained scheduling, and software applications for project management. PREREQ: MGT 3060 and 3090.

#### **MGT 4050. American Indian Business (3 credits)**

This course will address topics in American Indian business, management, and leadership, including American Indian entrepreneurship. Topics include the impact of culture on human resource management and business strategy, American Indian leadership characteristics, tribal values and economic development, as well as the relationship between spirituality and American Indian business. PREREQ: MGT 3060.

**MGT 4070. Organization Theory (3 credits)**

An examination of contemporary organizations from a theoretical perspective. Topics include but are not limited to organizational structure and design, organizational lifecycle, culture, ethics and social responsibility, strategy, technology, innovation and change, conflict, power, and politics. PREREQ: MGT 3060 or 3070.

**MGT 4080. Human Resource Management (3 credits)**

Application of behavioral science concepts in the development of hiring, training, and compensation policies relevant to the management of people at work. PREREQ: MGT 3060.

**MGT 4100. Small Business Management (3 credits)**

Consideration of opportunities and obstacles involved in starting and operating a small business. Emphasis is placed on integrating major concepts from finance, marketing, operations, and accounting as they apply to owning and operating a small business. PREREQ: MGT 3060, MKT 3120, FIN 3100.

**MGT 4110. Small Business Institute Problems (3 credits)**

Project-oriented course in which teams, under the supervision of the instructor, provide consulting assistance to individuals who are starting a new business or currently operating a small business. Emphasis is placed on integration and application of business concepts to actual business situations. Limited enrollment. PREREQ: MGT 3060, MKT 3120, FIN 3100 (MGT 4100 desirable, but not required).

**MGT 4300. Business Ethics and Social Responsibility (3 credits)**

This course examines the areas of business ethics and corporate social responsibility using a stakeholder approach. The areas examined include the company's relationships with its local community, society, shareholders, suppliers, creditors, employees, management, consumers, the physical environment, and the government. PREREQ: MGT 3060, ECON 2020 or 2030, and ACC 2270.

**MGT 4310. Sustainability and Corporate Social Responsibility (3 credits)**

This course combines two increasingly important streams of management responsibilities: sustainability and social responsibility. It requires students to examine the challenges of implementing sustainability in a variety of contexts from the perspectives of climate change, energy use, natural resource use, and ecosystems/land use, as well as introduces them to the concepts of corporate social responsibility, which expands corporate focus from serving stockholders to considering the impact of the firm's activities on diverse stakeholders.

**MGT 4410. Operations Management (3 credits)**

Operations management is responsible for systems that create goods and/or provide services. The course examines the techniques required to operate the system and points out potential problems. Global systems, with emphasis on Japan, are discussed. PREREQ: DSC 3140, MGT 3060.

**MGT 4420. Supply Chain Management (DSC 4420) (3 credits)**

Introduces students to new and emerging topics, tools, and techniques in operations and supply chain management. The course emphasizes coordination, integration, and decision making regarding the interaction of the firm with its suppliers and customers, where planning, design, and control of all aspects of supply chains including design and control of material and information systems, supplier development, supplier selection, customer relationship management and quality issues such as outsourcing in supply chain are discussed. PREREQ: ECN 2020 and 2030, DSC 3130, MAT 1070, ITM 3010

**MGT 4500. Ethics and Free Enterprise (3 credits)**

An examination of the moral, philosophical, and economic foundations of capitalism. Topics include both foundational works and contemporary issues.

**MGT 4660. Business Strategy (3 credits)**

A capstone course integrating knowledge from functional areas through analysis of complex business problems. Case approach requires student involvement in decision making. PREREQ: ACC 3310 or MGT 4410, MGT 3030, and a “C” or better in MGT 3060, MKT 3120 and FIN 3100.

**MGT 4800. Management Internship (3 credits)**

A work experience in an operating business where the student, under academic and employer supervision, participates in actual managerial functions (40 work hours per semester credit hour). Student must keep extensive diary of work experiences and submit frequent reports to academic supervisor. All internships, practica, and other external learning experiences are supervised by UNC Pembroke faculty, who also assign grades in the courses. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

**MGT 4990. Directed Studies in Management (1-3 credits)**

Independent study in an area of management of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: MGT 3060 and permission of the Department.

**MGTs 4xxx. Special Topics in Management (3 credits)**

The study of a particular topic of special importance, relevance, and currency in the field of management. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: MGT 3060.

**MARKETING (MKT)****MKT 3120. Principles of Marketing (3 credits)**

An introductory course in basic marketing principles is viewed from the perspective of a marketing manager. Topics covered include the marketing concept, product analysis, consumer behavior, channels of distribution, pricing, promotion, international marketing, and marketing's role in society.

**MKT 3130. International Marketing (3 credits)**

This course examines the role of marketing in international arenas. Will be concerned with societal, cultural, as well as economic aspects of marketing in different countries. PREREQ: MKT 3120.

**MKT 3200. Consumer Behavior (3 credits)**

Examination of the consumer decision-making process, including searching for, purchasing, using, evaluating, and disposing of products and services. Emphasis on how marketing mix, social-cultural factors, inner characteristics, and lifestyle affect consumer behavior. Discussion of current examples and public policy issues. PREREQ: A “C” or better in MKT 3120.

**MKT 4050. Retail Management (3 credits)**

Study of retail structure and organization. Analysis of major store functions including buying, selling, pricing, advertising, and inventory control. PREREQ: “C” or better in MKT 3120.

**MKT 4200. Personal Selling and Sales Management (3 credits)**

An overview of skills and knowledge involved in personal selling management of sales programs. Emphasis on learning the different techniques for developing personal selling presentations, prospecting for customers, managing customer accounts, and sales management theories and their applications. PREREQ: A “C” or better in MKT 3120.

**MKT 4300. Integrated Marketing Communications (3 credits)**

A study of advertising planning and strategy. Topics include economics and social aspects, types of advertising, advertising objectives, development of advertising messages, media selection and evaluation, and advertising research. PREREQ: A “C” or better in MKT 3120.

**MKT 4500. Marketing Research (3 credits)**

A study of the application of research methods, both quantitative and qualitative, in the collection of marketing information and the development of marketing strategy. Applied marketing research studies are examined from the perspectives of planning, designing, executing, and interpreting. PREREQ: A “C” or better in MKT 3120 and DSC 3140.

**MKT 4800. Marketing Strategy (3 credits)**

Integration of marketing elements in a strategic planning framework. Topics include demand analysis, formulating marketing strategies, establishing marketing policies and procedures, coordinating marketing actions, and evaluating performance of marketing functions. PREREQ: A “C” or better in MKT 3120.

**MKT 4850. Marketing Internship (3 credits)**

A work experience in an operating business where the student, under academic and employer supervision, participates in actual managerial functions (40 work hours per semester credit hour). Student must keep extensive diary of work experiences and submit frequent reports to academic supervisor. All internships, practica, and other external learning experiences are supervised by UNC Pembroke faculty, who also assign grades in the courses. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

**MKT 4990. Directed Studies in Marketing (1-3 credits)**

Independent study in an area of marketing of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: A “C” or better in MKT 3120 and permission of the Department.

**MKTS 4xxx. Special Topics in Marketing (3 credits)**

The study of a particular topic of special importance, relevance, and currency in the field of marketing. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: A “C” or better in MKT 3120 or permission of the instructor.