LATN 202  INTERMEDIATE LATIN II (3) Prerequisite: LATN 201. The course focuses on the reading of classical Latin prose and poetry, with attention to comprehension, interpretation, and accurate translation into coherent English, with an introduction to manuscript studies, the contexts in which the classical authors were preserved.

LATN 203  MEDIEVAL LATIN (3) Prerequisite: LATN 201. This course is designed to provide a recertification credit opportunity for Latin teachers in middle and high schools. It is also open to interested college and university students and faculty. Building on the classical tradition, this course shows how the Latin language and genres of writing such as legends, biographies, letters, and poetry, including drama, were influenced by and expanded upon classical Latin sources during the Middle Ages, following the fall of Rome in 476 A.D. Thus it provides continuity from the study of ancient Roman culture, prose, and poetry, which spread throughout the empire, was preserved in manuscripts and printed books, and developed in new forms.

LATN 208  CLASSICAL LATIN LITERATURE IN ENGLISH TRANSLATION (3) This course focuses on selected works from classical Latin literature, from the Early Republic to the High Empire of Rome, c. 240 B.C. - 200 A.D. Genres include epic, comedy and tragedy, lyric, elegiac and pastoral poetry, history, biography, orations, and letters.

LATN 397  INDEPENDENT STUDY IN LATIN (1-3) Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing. This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

LATN 398  SPECIAL TOPICS IN LATIN (1-3) [credit depends on topic] Prerequisite: A background of work in the discipline. This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

MANAGEMENT COURSES (MGMT)

MGMT 101  FRESHMAN SEMINAR IN MANAGEMENT (3) Prerequisite: Freshman standing only. This theme-based course gives students exposure to management early in their college career. Designed around the interests of the instructor, the course will provide students with the opportunity to use management principles to explore an issue from multiple perspectives. Through in-depth study of a specific topic (e.g., productivity through people and team development), students will be introduced to basic management concepts as they develop critical thinking and communication skills.

MGMT 244  OPERATIONS MANAGEMENT (3) Prerequisite: BUAD 241. This course introduces production and operations functions in business. Topics include forecasting, plant location, transportation models, inventory models, scheduling techniques, just-in-time, and other application uses for quantitative methodology.

MGMT 260  PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOR (3) This course studies the common activities of managers and includes planning, problem solving, organizational theory and application, direction of personnel utilizing organizational behavior theories, and control principles and their application.

MGMT 262  HUMAN RESOURCE MANAGEMENT (3) This introduction to human resource management includes human resource planning, workforce planning, employment law, recruiting and hiring personnel, training and developing employees, motivating and compensating employees, and evaluating and rewarding employees.

MGMT 300  CRISIS MANAGEMENT (1) Prerequisite: MGMT 260; Corequisites: MGMT 301 and 302. This course provides students with the analytical and practical foundations to anticipate, manage, recover, and learn from possible crises. This case-analytic course is stakeholder-focused in orientation and studies historical and current-day organizational crises.
MGMT 301  CHANGE MANAGEMENT (1)  Prerequisite: MGMT 260; Corequisites: MGMT 300 and 302. This course analyzes the strategies that lead to effective and lasting change and focuses upon implementation of change initiatives.

MGMT 302  CROSS-CULTURAL MANAGEMENT (1)  Prerequisite: MGMT 260; Corequisites: MGMT 300 and 301. This course prepares students to manage in more diverse and multinational environments. The student’s “cultural intelligence” will be honed through the exploration of similarities and differences among organizations in varied national cultures.

MGMT 310  MANAGEMENT INFORMATION SYSTEMS (3)  Prerequisite: MGMT 260. This course examines information systems from a management perspective and surveys key topics of information systems including: computer software, hardware, communications, examples of applications, and information systems planning.

MGMT 321  GROWING TALENT: TRAINING AND DEVELOPMENT (3)  This course is designed to focus on critical issues within the field of training and development. First, students in this course will learn how to design, implement, and evaluate effective training programs. In the second half of the course, students will explore how to diagnose organizational problems and implement change.

MGMT 350  NEGOTIATION AND RELATIONSHIP MANAGEMENT (3)  Prerequisite: MGMT 260. This course will explore effective negotiation and professional relationship management. The student will learn to identify the variables in negotiations, develop sound negotiation techniques, and develop an understanding of various strategies and tactics to use in conflict resolution. The student will also increase awareness and understanding of ethical principles and stakeholder considerations that influence interpersonal transactions and relationships.

MGMT 360  PROJECT MANAGEMENT (3)  This course introduces established norms, methods, processes, and practices in project management. Students learn to plan a project, create a project schedule, assign resources and costs, track projects, and share information across projects, applications, and the World Wide Web.

MGMT 363  MANAGING DIVERSITY WITHIN ORGANIZATIONS (3)  This course introduces students to diversity in organizations, focusing on three levels of analysis: organizational, team, and individual. The intent is to assist students, as future managers, to lead a diverse workforce and to manage diversity as a business strategy. The course is designed to develop both individual and organizational competencies for managing diversity through the medium of different theories, approaches, and images. Students will survey theory, research, and practices associated with diversity. The course will supplement assigned readings with exercises, case studies, debates, and simulations to improve student’s analytical and reasoning skills.

MGMT 364  ACQUIRING TALENT: WORKFORCE PLANNING AND STAFFING (3)  This course examines how organizations plan for their workforce needs, develop their recruitment strategies, and design and implement their hiring policies and protocols.

MGMT 377  STUDY ABROAD: INTERNATIONAL MANAGEMENT (3)  Prerequisite: MGMT 260. This course offers students the opportunity to study management challenges associated with business activity in foreign settings. It aims to provide students with knowledge, understanding, and skills that will help them manage more effectively in an international environment.

MGMT 397  INDEPENDENT STUDY IN MANAGEMENT (1-3)  Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing. This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

MGMT 398  SPECIAL TOPICS IN MANAGEMENT (1-3)  [credit depends on topic]  Prerequisite: A background of work in the discipline. This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.
MGMT 399  INTERNSHIP IN MANAGEMENT (1-12)  
Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator and supervising faculty prior to registration. Internships are offered in cooperation with a member of the management faculty who is responsible for holding a weekly class meeting and assigning the final course grade. Student interns may or may not be paid for their work. (See “Internships.”)

MGMT 422  KEEPING TALENT: PERFORMANCE APPRAISALS, COMPENSATION AND EMPLOYEE/ LABOR RELATIONS (3)  
Prerequisite: MGMT 262. This course provides a broad understanding of performance appraisals, compensation, and employee-labor relations. Topics covered include: designing and implementing performance appraisals, setting and administrating pay structures, incentive and traditional pay, employee benefits, labor relations, employee-employer relationships, and flexible work arrangements.

MGMT 472  THE ART OF STRATEGY (3)  
Prerequisites: ACCT 202, FIN 317, MGMT 244, 262, 300, 301, 302. This integrative course uses the case method to hone student ability to analyze and evaluate organizational strategic decisions. Written and oral communication skills for a variety of organizational business problems are exercised. Students also enhance their skills in strategy and policy formulation and implementation.

MGMT 475  STRATEGIC HUMAN RESOURCE MANAGEMENT (3)  
Prerequisites: MGMT 262, 321. This course provides a capstone experience where students integrate principles of business strategic management and strategic human resource management. Topics covered include strategic management, HRM planning, HRM audit, HRM metrics, measuring HRM effectiveness, and HRM alignment.

MARKETING COURSES (MKTG)

MKTG 101  FRESHMAN SEMINAR IN MARKETING (3)  
This theme-based course gives students exposure to marketing early in their college career. Designed around the interests of the instructor, the course will provide students with the opportunity to use marketing principles to explore an issue from multiple perspectives. Through in-depth study of a specific topic (e.g., social media marketing, consumer privacy rights, cross-cultural branding, and videogame marketing), students will be introduced to basic marketing concepts as they develop their critical thinking and communication skills.

MKTG 200  SOCIAL MEDIA MARKETING (3)  
This interactive course will focus on how to design, strategize, implement and evaluate a digital marketing strategy for small and mid-size organizations. An understanding of the opportunities and challenges of the Digital Media Revolution will be developed through readings, case studies, and hands-on activities. Students will learn how to use and optimize basic social media tools [Blogs, Facebook, Twitter, YouTube, and LinkedIn] with traditional marketing efforts. Teams will launch a Digital Marketing Strategy.

MKTG 209  PRINCIPLES OF MARKETING (3)  
This course provides a comprehensive study of the structure and function of marketing systems in the firm, the economy, and society. The course develops the analysis of target markets, the assessment of the firm’s external environments, and the management of marketing practices both domestically and internationally.

MKTG 371  MARKET RESEARCH (3)  
Prerequisites: BUAD 241, MKTG 209. This quantitative course provides students with the tools and knowledge required to acquire data in product development or product management situations, to analyze the data appropriately, and to generate useful recommendations on the basis of their analysis.

MKTG 372  SALES AND SALES MANAGEMENT (3)  
Prerequisite: MKTG 209. This course examines direct sales environments with an emphasis on industrial goods selling. Students develop personal selling skills in concert with an understanding of buyer needs and requirements as expressed in the buying motion. Other topics include sales strategy development, organizational design, performance evaluation, compensation, and territory administration.

MKTG 374  RETAILING AND MERCHANDISING (3)  
Prerequisite: MKTG 209. This study of distribution systems management emphasizes retail store management. Topics include location decisions, layout, service, strategy, product mix, pricing, purchasing and stocking, and local advertising.