

★LITERATURE IN TRANSLATION 270 (3)—

Modern Italian Literature in Translation

A critical study of classical modern and contemporary Italian theater, narrative and poetry. Verga, Pirandello, Svevo, Montale, Carlo and Primo Levi, Moravia, Vittorini, Pavese and Calvino are examples of authors whose work has been studied. *Youngblood*.

Winter

★[LITERATURE IN TRANSLATION 274 (3)—

Contemporary Literature: Modern European Literature in Translation]

(Winter 1999 and alternate years)

Prerequisite: Sophomore standing. A course focusing on 20th-century European literature, primarily prose; although the works studied will vary, a representative list of authors might include Kafka, Malraux, Grass, Mann, Nabokov, and Camus. *Stuart*.

★LITERATURE IN TRANSLATION 295 (3)—

Special Topics in Literature in Translation

(Offered with interest is expressed and departmental resources permit.) *Prerequisite: Permission of the instructor.* A selected topic focusing on a particular author, genre, motif or period in translation. The specific topic is determined by the interests of the individual instructor. May be repeated for degree credit with permission and if the topics are different. *Staff*.

★LITERATURE IN TRANSLATION 363 (3)—

Russian Literature in Translation (Seminar)

An intensive study of a single Russian novelist to be selected. All readings and discussions in English. *Brodsky*.

Spring

★LITERATURE IN TRANSLATION 395 (3)—

Literature in Translation Seminar

(Offered with interest is expressed and departmental resources permit.) *Prerequisite: Two 200-level or higher literature courses or permission of the instructor.* A seminar focusing on a particular author, genre, motif, or period of translation. The specific topic is determined by the interests of the individual instructor. May be repeated for degree credit with permission and if the topics are different. *Staff*.

MANAGEMENT

PROFESSORS CLINE, DEAN, DeVOGT,
GOLDSTEN, LAMONT
ASSOCIATE PROFESSOR PIRKLE
ASSISTANT PROFESSOR HOLLIDAY

MAJOR

A major in **business administration** leading to a Bachelor of Science with Special Attainments in Commerce requires 36 credits, as follows:

1. Management 203, 205, 211, 217, 221, 375
2. At least nine credits from management courses numbered 300 or above
3. At least nine credits from accounting courses above 202 and/or from economics courses above 203

A major in **business administration and accounting** leading to a Bachelor of Science with Special Attainments in Commerce requires 36 credits, as follows:

1. Management 203, 205, 211, 217, 221, 375
2. 18 credits from among Accounting 211, 320, 321, 330, 340, 355, 360, 395, 396

See Business Administration Group (Page 105).

Note: All candidates for the degree of Bachelor of Science with Special Attainments in Commerce must take Accounting 201, 202 and Economics 101, 102 as background work.

HONORS: An Honors Program in business administration is offered for qualified students; see department head for details.

[MANAGEMENT 101 (3)—Business in a Changing World]

(Not offered in 1997-98)

Prerequisite: Permission of the instructor. This course provides an overview of the field of management and its relationship to the changing business environment. Topics include financial analysis, marketing, production/operations, human resource management, business ethics, leadership and managerial psychology, and personal career management. *Staff*.

MANAGEMENT 201 (Economics 201) (3)—**Elementary Applied Statistics**

Not open to those with credit for Mathematics 118. An introduction to statistical inference procedures. Topics covered are descriptive statistics, probability, discrete and continuous sampling distributions, estimation, hypothesis testing and statistical quality control. *DeVogt, Lamont, Pirkle*.

Fall, Winter

**MANAGEMENT 203 (Economics 203) (3)—
Quantitative Models for Management
and Economics**

Prerequisites: Management/Economics 201 or permission of the instructor. Topics include survey samples; decision analysis; covariance and correlation analysis; bivariate regression analysis; multiple regression analysis; time series analysis and forecasting. *Anderson, Cline, DeVogt.*

Fall, Winter

MANAGEMENT 205 (3)—Private Law in a Market Economy

Prerequisite: Junior standing. This course studies the law governing the relations between individuals in day-to-day commerce. The emphasis is on how individuals and firms organize their voluntary agreements in markets, a process governed by the law of contracts. The course covers this process ranging from the sale of goods, through the securing and payment of debt, to the creation of large corporations. Both the Common Law and the Uniform Commercial Code are analyzed. The course accents procedural and managerial techniques, and stresses economic and ethical issues. Writing assignments apply legal theories to literary masterworks and hypothetical situations. *Holliday.*

Fall, Winter

MANAGEMENT 211 (3)—Marketing

Prerequisites: Economics 101, 102, Accounting 201, Management/Economics 201 or equivalent, and junior standing. A study of principles, concepts and programs involved in marketing products and services to consumers and organizational buyers. Emphasis is on marketing strategy including product, pricing, distribution and promotion concepts. Classroom exercises on marketing problems are also included. *Lamont.*

Fall, Winter

MANAGEMENT 217 (3)—Organizational Behavior

Prerequisite: Junior standing. A study of the practice of management in modern organizations. Emphasis is on the principles of human behavior including motivation, individual differences, group dynamics, business ethics, power, leadership, job design, and organizational structures. This is a theory-based course with practical implications. *Dean.*

Fall, Winter

MANAGEMENT 221 (3)—Managerial Finance

Prerequisites: Economics 101, 102, Accounting 201, Management/Economics 201 or equivalent, and junior standing. A study of finance with a managerial perspective relating to other functions of the firm and the basic goal of stockholder wealth maximization. Emphasis is on decisions relating to the acquisition of assets and funds and internal management—financial analysis, planning and control, working capital management, capital budgeting, sources and forms of long-term financing, financial structure and the cost of capital, and valuation. *Goldsten.*

Fall, Winter

MANAGEMENT 230 (Politics 230) (3)—Public Administration

Prerequisite: Politics 100. A study of American governmental administration, primarily at the national level, as a central feature of modern government. Emphasis is on the differing values, concerns, and organizational implications of the political, managerial, and legal approaches to public administration. Policy issues and case studies are used as illustrations. *John.*

Winter

SEMINARS IN MANAGEMENT—The following courses are offered from time to time when there is interest expressed and departmental resources permit. *All courses in this series require the permission of the instructor and are open only to juniors and seniors.* Any additional prerequisites are indicated.

[MANAGEMENT 301 (3)—Seminar in Organizational Behavior]

Prerequisite: Management 217.

[MANAGEMENT 302 (3)—Seminar in Finance]

Prerequisite: Management 221.

[MANAGEMENT 303 (3)—Seminar in Marketing]

Prerequisite: Management 211.

[MANAGEMENT 304 (3)—Seminar in Management]

[MANAGEMENT 305 (3)—Seminar in International Management]

MANAGEMENT 306 (3)—Seminar in Management Information Systems

Prerequisite: Computer Science/Management 310.

MANAGEMENT 310 (Computer Science 310) (3)—Management Information Systems

Prerequisite: Junior standing. The objective is to build an understanding of the value and uses of information systems for business operations, management decision making, and strategic advantage. Topics include basic systems concepts and major roles of information systems; computer, telecommunications, and database management concepts; management issues in the implementation of information systems including international, security, and ethical considerations. *Cline.*

Fall, Winter

MANAGEMENT 330 (3)—Human Resource Management

Prerequisites: Management 217 or permission of the instructor. Although grounded in theory, this is a practical course, examining the various functions of human resource management. Traditionally called “Personnel Management,” the course is concerned with the acquisition, development, use, and output of the people resource of organizations. Topics include staffing the organization, corporate culture, career planning, salary administration, and labor unions. In addition, the legal constraints on human resource management are examined, including equal employment opportunity, affirmative action, sexual harassment, labor law, and occupational safety and health. *Dean.*

Winter, Spring

MANAGEMENT 340 (3)—Entrepreneurship and Small Business Management

Prerequisites: Management 211 and 221 or permission of the instructor. A study of entrepreneurs, creation of new ventures, and the management of smaller enterprises. Emphasis is on the characteristics of successful entrepreneurs, identification and analysis of opportunities for new ventures, special legal and tax considerations, acquisition of capital, and the traditional requirements of successful management as they apply to smaller enterprises. Extensive use is made of case studies and a major research/case analysis project involving a potential or actual business is required. *Pirkle.*

Spring

MANAGEMENT 345 (Interdepartmental 345) (3)—Business Ethics

Prerequisite: Permission of the instructor. An examination of the moral and ethical issues associated with management policy and executive decisions. The course examines the basic approaches to moral reasoning, macro-moral issues concerning the justice of economic systems, and micro-moral issues such as the following: conflict of interest, whistle blowing, discrimination in employment, product safety, environment, and advertising. *DeVogt.*

Spring

[MANAGEMENT 354 (3)—Advanced Business Law]

Prerequisites: Management 205 and senior standing. A survey of specialized legal relationships such as negotiable instruments and corporations, and an introduction to legal thought at the philosophical and policy level.

MANAGEMENT 359 (3)—Production/Operations Management

Prerequisites: Management/Economics 201 or equivalent and junior standing. A study of the production/operations function in manufacturing and services with emphasis on management decision systems. Topics include forecasting, total quality management, just-in-time methodology, theory of constraints, project management, inventory management, capacity management, and resource scheduling. *DeVogt.*

Fall

MANAGEMENT 364 (3)—International Marketing Management

Prerequisite: Management 211. A study of marketing management in a global setting, with coverage of marketing theory and practice. Emphasis is placed on marketing vision in international firms, assessment of foreign and domestic markets, designing marketing strategy in complex organizations for product/service markets, organizational design for promotion and customer service, and strategy assessment and continuous improvement. Students analyze global marketing cases, prepare written and oral case discussions and participate in group presentations to develop knowledge and skills. *Lamont.*

Spring

MANAGEMENT 365 (3)—Investments

Prerequisites: Management/Economics 203 and Management 221 or permission of the instructor. A study of investments and investment management from a practical and theoretical point of view including the institutional and economic environment relevant to common stocks, preferred stocks, bonds, puts, calls, and commodity future contracts. These assets are studied in terms of the markets in which they are traded, governing regulations, taxes, valuation, risk, characteristic line, and construction of a portfolio. Capital market theory and the Markowitz portfolio model are explored. Text, readings and projects. *Goldsten.*

Fall, Winter

MANAGEMENT 375 (3)—Strategic Management

Prerequisites: Accounting 202, Management 203, 211, 217, and 221. A capstone course designed to expose students to a strategic perspective on global issues that impact the firm. Integrative in that it draws on concepts from functional disciplines (e.g. finance, marketing, accounting) in the diagnosis, analysis, and resolution of complex business situations. Pressing issues such as demographic diversity in hiring practices and the environmental impact/cost of business strategies will be explored. Practical problem-solving skills are emphasized. Case analysis and computer simulation are used extensively in oral presentations and written cases. *Pirkle.*

Fall, Winter

MANAGEMENT 401 (1), 402 (2)—Directed Individual Study

The objective is to permit students to follow a course of directed study in some field of management not presented in other courses or to emphasize a particular field of interest. Credits may not be used toward the major requirements in business administration. *Staff.*

MANAGEMENT 403 (3), 406 (6)—Directed Individual Study

Prerequisites: Senior standing and permission of the instructor. The objective is to permit students to follow a course of directed study in some field of management not presented in other courses or to emphasize a particular field of interest.

MANAGEMENT 493 (3-3)—Honors Thesis

Fall-Winter