

BUSINESS MANAGEMENT (BM)

BM-198 Special Topics in Management Credits: 1-3

Course Type(s): None

An intensive study of a particular subject or problem in management to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

BM-200 Introduction to Business Credits: 3

Term Offered: All Terms

Course Type(s): None

An interdisciplinary view of the theory and practices of the components in business functions as they are contingent for the owner's success to seek out opportunities and avoid pitfalls. For non-Business majors only.

BM-201 Survey of Management and Marketing Credits: 3

Prerequisite(s): BM-200

Term Offered: Spring Term

Course Type(s): None

An overview of the theories and practices of Management and Marketing and how they relate to businesses, the business environment, customers, employees, the global village, and compliance with rules, regulations and the law. For non-Business majors only.

BM-210 A Survey of Entrepreneurship Credits: 3

Prerequisite(s): BA-200, BE-200, BF-200 BL-200 and BM-200

Course Type(s): None

An overview of the theories and practices that focus on the tasks and activities of the small business owner, from the concept to the reality of researching venture feasibility, financing the business, launching the business, and managing growth. For non-Business majors only.

BM-225 Business Writing and Communication Credits: 3

Prerequisite(s): EN-101 and EN-102, or permission of the instructor

Term Offered: All Terms

Course Type(s): RD, WT

Designed for the future business professional. It introduces students to a variety of technical and business writing theories and practices relevant to business communications in the real world. The course will cover oral and written communication and how to make communication more effective.

BM-250 Principles of Management and Organizational Behavior Credits: 3

Term Offered: All Terms

Course Type(s): None

Management functions, including planning, organizing, staffing, directing, and controlling; the theory and practice as they are contingent on the behavior of people in organizations and on the organizational environment. Students must have a Sophomore or higher standing to take this course.

BM-311 Management Data Analytics Credits: 3

Prerequisite(s): BM-250 passed with a grade of C or better; IT-100 or IT-150; BE-251

Term Offered: All Terms

Course Type(s): None

The course provides an overview of data analytics and its use in supporting the decision making process for managers. The course emphasizes database management, data analytics, and data visualization processes and applications.

BM-327 Ethics, Diversity, and Social Responsibility Credits: 3

Prerequisite(s): BM-250, BK-250, Junior standing and EN-101 and EN-102 or permission of the instructor

Co-requisite(s): BF-301

Term Offered: All Terms

Course Type(s): SJL, WT

Explores and applies alternative ethical and justice viewpoints to economic, political, and social problems inherent in contemporary business practice. Presents a focus on management with an increasingly diverse workforce and increasingly complex criteria for measuring organizational performance.

BM-350 Operations Management Credits: 3

Prerequisite(s): BM-250

Co-requisite(s): BE-251

Term Offered: All Terms

Course Type(s): None

This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is placed on managerial processes for effective operations in both goods-producing and service-rendering organization with a specific focus on operations management applications to other functional business areas, such as finance, accounting, marketing and real estate. Topics include operations strategy, goods and service design, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, resource management, supply chain management, quality assurance, and project management.

BM-351 Renewable Energy Credits: 3

Prerequisite(s): BM-250 or Permission of Instructor

Term Offered: All Terms

Course Type(s): None

Students will become acquainted with the promise of renewable energy to replace a significant portion of fossil fuels. Each renewable energy source (biomass, solar, wind, hydro, geothermal, ocean currents and waves, and nuclear) will be examined for their mutual advantages and disadvantages, their future role in satisfying energy needs of a modern society and in promoting sustainability in corporations.

BM-388 Cooperative Education: Management Concentration Credits: 3

Prerequisite(s): BM-250, a minimum G.P.A. of 2.00 and completion of thirty credits, fifteen of which are earned at Monmouth University

Term Offered: Spring Term

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. May be repeated for credit. Departmental approval is required to take this course.

BM-389 Internship in Management Credits: 1-3

Prerequisite(s): Junior standing, BM-250, BK-250, and a minimum G.P.A. of 2.00

Term Offered: Fall Term

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine credits of internship electives. Repeatable twice for credit.

- BM-398 Special Topics in Management (300 Level) Credits: 1-3**
 Course Type(s): None
 An intensive study of a particular subject or problem in management, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.
- BM-399 Independent Study in Management Credits: 3**
 Term Offered: All Terms
 Course Type(s): None
 Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.
- BM-402 Business Modeling and Analysis Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher and BM-350
 Term Offered: All Terms
 Course Type(s): None
 Decision-making within a business/management science framework; modeling of business systems/problems and the application of quantitative, statistical, and computer analyses.
- BM-403 Management of Technology Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher
 Term Offered: Spring Term
 Course Type(s): None
 The application of management to technology, response to technological organizational structure, and management's role to assess innovations and conflicts of change that affect society and business. Analysis of technical systems and understanding uses of technology.
- BM-404 Human Resources Management Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher
 Term Offered: All Terms
 Course Type(s): None
 Employment planning; job analyses, job descriptions, employee evaluations, and legal compliance; staffing and selection process; performance ratings; training and development; compensation and benefits; equal rights; and labor relations and topics relative to the management of human resources.
- BM-408 Logistics and Supply Management Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher and BM-350
 Term Offered: All Terms
 Course Type(s): None
 Logistics is an integrative activity uniting suppliers, providers of goods and services, and customers. It is also a global activity where the suppliers, providers, and customers may be located all over the world. In order to emphasize the global aspects of logistics and the impact of geopolitics on logistical systems, the course will focus on the logistics of energy transportation: primarily oil plus liquefied petroleum gases. This course will cover the differing perspectives of users (oil companies) and providers (tanker owning companies) and financial institutions that support providers. International efforts to deal with oil pollution and other forms of pollution from ships will be investigated. The role of trucks, railroads, airlines, and pipelines in domestic logistics will be described along with the role of containerization and intermodalism in global logistics. Supply chain management as practiced by a number of different companies will be covered via lecture and student presentations.
- BM-411 Business Data Management Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher, BE-251, BM-311, and Junior standing
 Term Offered: Fall Term
 Course Type(s): TPS
 The objective of Business Data Management (BDM) is to engage the students with a broad introduction to and a basic understanding of the data lifecycle, from its generation, transformation, use, and retirement as a vital capability for conducting any profitable business operation. Emphasis is placed on gaining the ability to organize, process, distribute, and sift through high levels of data in order to make informed, timely, and accurate decisions. Outcomes are assessed through a series of analysis, design, and implementation of digital information systems, encompassing design/modeling, storage, retrieval, and visualization at a fundamental level.
- BM-423 Human Relations in Management Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher
 Term Offered: Spring Term
 Course Type(s): None
 Study of human relations in organizations with particular emphasis on leadership, changing work values, cross-cultural relations, legal compliance for conflict resolution, labor legislation.
- BM-424 Conflict Resolution and Negotiations Credits: 3**
 Prerequisite(s): BM-250 passed with a grade of C or higher, BL-201, and Junior standing
 Term Offered: Spring Term
 Course Type(s): None
 Designed to help students learn the fundamentals of negotiation processes. The course will be taught based upon weekly experiential cases whereby students will assume a role in a negotiation and negotiate with a partner.
- BM-427 Sustainability for Business Credits: 3**
 Prerequisite(s): BM-250 or Permission of Instructor
 Term Offered: All Terms
 Course Type(s): None
 This course looks at the important area of sustainability and why it must be driven by businesses in order to have any chance of success. Many people believe sustainability to be a synonym for 'green' and that it only focuses on the environment. This is not accurate as true business sustainability also includes societal and economic factors, or what was called the "Triple Bottom Line" by John Elkington. Colloquially known as the 3 Ps or people, planet, and profit, business sustainability includes impact on societal stakeholders (consumer and employees), as well as profit which is necessary for a business to continue.
- BM-431 Behavioral Decision Making in Business Credits: 3**
 Prerequisite(s): BE-201 or BE-202, BE-251, BF-301, BM-250, BK-250; or permission of instructor.
 Term Offered: All Terms
 Course Type(s): None
 Students are introduced to the increasingly relevant concept of behavioral economics and behavioral decision making. The course will cover normative, descriptive, and prescriptive decision making models and their relevance to management. Also discussed will be application of topics to business disciplines such as accounting, marketing, and finance.

- BM-432 Hospitality Management and Marketing** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher and BK-250
Course Type(s): None
The goal of this course is to provide the student with an introduction into the hospitality industry and the basics of its many components. We will examine industry trends, the corporate profiles of industry leaders, and the various and diverse schools of thought that exist in the strategic management of hospitality, and, finally, detail all the opportunities that the hospitality industry affords graduates of secondary institutions.
- BM-451 Entrepreneurship** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher and BK-250
Term Offered: All Terms
Course Type(s): None
The course builds the practical skills and knowledge needed to create and manage an entrepreneurial venture. Specifically the course develops students' capabilities to create a novel business concept, research venture feasibility, finance entrepreneurial ventures, and provides them with practical experience regarding the process of a formal launch of a venture.
- BM-456 Franchising** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher
Term Offered: Spring Term
Course Type(s): None
Explores the practical skills and knowledge needed to create and/or manage a franchise business from the perspective of both a franchisor and a franchisee. Specifically the course develops student capabilities to identify franchising opportunities, to plan and marshal the resources to operate a successful franchise, and to generate value through a franchise platform.
- BM-471 Global Management** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher, BK-250, and EN-101 and EN-102 or permission of the instructor
Term Offered: All Terms
Course Type(s): WT
Management activities, processes, and procedures in directing an enterprise on a global basis, including the interplay of diverse, cultural environments.
- BM-481 Leadership and Team Development** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher
Term Offered: Fall Term
Course Type(s): None
Designed to help students understand the basics of team functioning, when to use group and individual decision making, and how to manage teams effectively as an influential leader.
- BM-482 Small Business Management/Marketing** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher and BK-250
Term Offered: All Terms
Course Type(s): None
Examines the various approaches to running a business that has either been started previously by the Entrepreneurship class or been submitted to us for development and council.
- BM-483 Project Management** Credits: 3
Prerequisite(s): BM-250 passed with a grade of C or higher
Term Offered: Spring Term
Course Type(s): None
Project management is introduced from an applied managerial perspective with an emphasis on the behaviors, tools, and topics that managers will encounter throughout the life cycle of a project. The overall project phases of initiating, planning and design, executing, monitoring and controlling, and closing projects will be covered.
- BM-488 Cooperative Education: Management Concentration** Credits: 3
Prerequisite(s): BM-250, a minimum G.P.A. of 2.00, and completion of thirty credits, fifteen of which are earned at Monmouth University
Course Type(s): None
An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course.
- BM-489 Internship in Management** Credits: 3
Prerequisite(s): Junior standing, BM-250, BK-250, and a minimum G.P.A. of 2.00
Term Offered: All Terms
Course Type(s): None
An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine credits of internship electives. Repeatable twice for credit.
- BM-490 Strategic Management** Credits: 3
Prerequisite(s): BA-252, BE-202, BF-301, and BM-350
Co-requisite(s): BM-327
Term Offered: All Terms
Course Type(s): EX5
Integrates all disciplines of undergraduate study in business administration; emphasizes analysis of real-world organizational problems and opportunities in the total enterprise; capstone approach to executive development.
- BM-498 Special Topics in Management (400 Level)** Credits: 1-3
Term Offered: All Terms
Course Type(s): None
An intensive study of a particular subject or problem in management to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.
- BM-499 Independent Study in Management** Credits: 3
Term Offered: All Terms
Course Type(s): None
Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.