

Core Management Studies (Required)

All Endicott Students take part in general education courses to ensure a solid foundation for their learning, and provide ongoing support through graduation.

MGMT 101	Introduction to Management	3 Credits
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This is a core unit in management studies. This unit will provide students with a solid framework required for further studies in management.

The unit provides the students with the nature of managerial work in organizations, historical development of management theories, contemporary issues and practices relating to managing organizations effectively and efficiently. Students will be able to develop foundational knowledge and skills required by the managers in organizations to perform their roles and functions in order to achieve organizational goals. On successful completion of this unit students will be able to describe how planning, organizing, leading and controlling can be managed in organizations for effective decision making. These insights will enable students to identify their role as future managers to critically analyze the individual or organizational operations in the light of making contributions to creating value at both an individual and organizational level.

MGMT 201	Foundations of Finance	3 Credits
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This course provides a brief introduction to the foundations of finance, emphasizing their application to a wide variety of real-world situations spanning personal finance, corporate decision-making, and financial intermediation. Key concepts and applications include: time value of money, risk-return tradeoff, cost of capital, interest rates, retirement savings, mortgage financing, auto leasing, capital budgeting, asset valuation, discounted cash flow (DCF) analysis, net present value, internal rate of return, hurdle rate, payback period.

MGMT 202	Global Leadership and Organizational Behavior	3 Credits
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Students will explore the theory and practice of intercultural leadership and organizational behavior, and identify concrete steps to enhance global leadership competence and address common leadership challenges.

MGMT 203 Introduction to Economics 3 Credits

The general aim of this course is to provide students with a challenging and interesting introduction to the economics. Students will explore basic economic concepts and employ elementary analytical skills by analyzing the choices of consumers, firms and government. Students will also learn how to determine demand and supply of commodities, as well as the derivation of equilibrium in the market and its effect on price.

MGMT 301 High Impact Professional Communications 2 Credits

Good leaders have the ability to win hearts and minds and drive everyone towards achieving common goals and objectives. This course helps leaders find their own story through personal branding, develop storytelling success with all constituencies, and initiate an effective voice in crisis or a social setting.

MGMT 302 Introduction to Accounting 3 Credits

This course is an introduction to the basic concepts and standards underlying financial accounting systems. The course emphasizes the construction of the basic financial statements - the income statement, balance sheet, and cash flow statement - as well as their interpretation. By the end of the course, students are expected to identify the role of the accounting function in an enterprise, to use the concepts of the accrual basis of accounting and to use accounting techniques for service and merchandising.

MGMT 303 Principles of Marketing 3 Credits

This course is designed to provide the students with the basic marketing concepts and practices. In this unit students will learn how customer value and customer engagement drive every good marketing strategy. The focus of this course is to make student understand why marketers share a common goal of putting the customer at the heart of marketing. The unit explores basic marketing principles and examines contemporary issues relevant to our changing world. Its emphasis is based on creating customer value and engagement in a fast-changing, increasingly digital and social marketplace. Thus on successful completion of this unit, students will be able to apply what they learn from the study of the basic marketing concepts and practices for product planning, market research, pricing, selling, communication, distribution of goods and services in the global market-place.

MGMT 304	Strategic Management	3 Credits
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Strategic management involves the formulation and implementation of the major goals and initiatives taken by a company's top management, based on consideration of resources and an assessment of the internal and external environments in which the organization competes.

This course is designed to undertake a study into Strategic Management concepts and techniques which are based on the tools of strategic analysis, business-level strategies and corporate-level Strategies.

These concepts and techniques will help students to gain knowledge which is essential for managers operating in current dynamic professional environment to successfully perform their day-to-day management responsibilities in order to achieve their organizational goals.

MGMT 305	Operations Management	3 Credits
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The preliminary aim of this course is to provide students with the basic skills of analyzing and improving management processes. This can applied both in services and manufacturing. Another key aspect of the course is increasing productivity tools, along with delivering higher quality standards. After successfully completing this course, students will be familiar with such concepts as (but not limited to) process analysis, bottlenecks, flows rates, and inventory levels to a real-world professional challenge.

MGMT 401	Smart Manufacturing: Connectivity, Autonomy, and Production	3 Credits
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This course aims to introduce students on the power of digital manufacturing and design technologies, particularly how product data can seamlessly transfer through the entire lifecycle of a manufactured product.

MGMT 402	Human Resources Management	2 Credits
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With a focus on emerging industry this course is designed to undertake a study into modern human resource management concepts and techniques in general. The unit assists to identify a range of essential Human Resource Management tools and skills. They are not only essential for managers operating in current dynamic professional environment to successfully perform their day-to-day management responsibilities but also to successfully achieve the organizational goals.

Upon completion of this course students will be able to critically analyze and identify how an effective manager should select, organize, assign tasks, motivate and reward employees to achieve optimal results for their organizations.

MGMT 403	Data Analytics for Management and Organization	3 Credits
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Organizations have access to greater amounts of data than ever before. This course familiarizes students with the methods and uses of data analytics for organizations. The focus of the course is data analytics applications for management, marketing, finance, and more.

MGMT 307	Persuasive Negotiations and Conflict Resolution	2 Credits
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By using innovative negotiation strategies leaders can improve working relationships, resolve seemingly intractable disputes and create win-win situation. This course aims to explore the relevance and importance of intercultural negotiation techniques in the post-globalization era, and to develop the skills necessary to navigate the complex process of negotiation with parties from diverse cultural, linguistic and national backgrounds. Students will become familiar with the universal and cross-cultural principles of negotiation and then move on develop the ability to negotiate in international professional settings. Emphasis is placed on increasing students' ability to use critical thinking required for the successful negotiation within a variety of situations and contexts.

Management Electives

MGMT 204A	Small and Medium Enterprises	3 Credits
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SMEs play a central role in many economies around the globe as their contribution to prosperity and job creation is very significant.

This subject examines the role and nature of small and medium enterprises (SMEs) in industrial economies, including types of ownership and structures and the types of people who own and manage them. On completion of this unit students will be able to explain the practical implications of maintaining SMEs' competitiveness to successfully operate and sustain them in the current dynamic professional environment.

MGMT 204B	Management in Asia	3 Credits
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Asia is a diverse and complex region. It has enjoyed robust economic growth during the past thirty years and it shows the prospects for further growth during the next thirty years.

The subject investigates the key elements and dynamics of the changing management environment in Asian countries. The unit pays attention to an understanding of how people are managed in Asia through the study of how local ethnic, gender, religious and kinship factors affect employees and managers in their work ethics, career strategies, leadership and decision-making styles. National contexts include Japan, Korea, Taiwan, China, Hong Kong, Vietnam, Philippines, Indonesia, Malaysia, Thailand and Singapore. On successful completion of this subject, students should be able to gain insight of the Asian economy and Identify key management issues in Asian countries in general and people management in particular from an economic, cultural and institutional perspective.

MGMT 204C	Consumer Psychology	3 Credits
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It is always important to be able to see things from the consumer's perspective. The ability to do so allows for better product and process design, and allows for difficulties to be anticipated before they arise. This course is about people and how they use products and services, and the impact it has on them and the world at large. It is about how people think and feel and why they do things. Consumer psychology is about understanding what people want and need in order to help them become your satisfied customer.

MGMT 204D	Management Information Systems	3 Credits
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The study of Management Information Systems (MISs) is, in large part, the study of the application of information and emerging technologies to management systems. The course is based on the description of the ways that information and emerging technologies affect management. Studying of this course will provide students with the integrated understanding of management and information and emerging technologies and can bring that understanding to bear on complicated management decisions. The course also provides the students with special career opportunities that will enable them to combine study of management and professional subjects with their interest in computer systems.

MGMT 305A	Special Topics: Management and Globalization	3 Credits
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Globalization challenges managers and employees to grapple with complex issues as they seek to gain competitiveness. This unit examines globalization and its implications for managing professional enterprise. It explores the difficulties that globalization creates for enterprises in both the emerging and developed world. On successful completion of this unit students should be able to identify major political, economic and regulatory forces that underpin the globalization process. They will also be able to evaluate how the globalization can become a source of competitive advantage for firms.

MGMT 305B	Legal Environment and Management	3 Credits
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This course is a study of the legal environment of management including elements of tort and contract law, product liability, employment law and discrimination, and the basics of the legal system. The thrust of this course is to introduce legal concepts and reasoning that the student can apply in a professional context.

MGMT 305C	Technology Foresight and Forecasting for Commerce	3 Credits
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This course examines the methods used in forecasting technological advances and assessing their applicability in the commercial world. The course will focus on trend spotting and market research techniques from a management perspective.

MGMT 305D **Area Case Studies: Management in Emerging Economies** **3 Credits**

Emerging economies are the engine of growth opportunities in the world economy. This unit provides the general theory and management issues related to commerce in emerging economies. Topics include a brief introduction to management; managing the environment and international relations; comparisons of systems of commerce in a variety of emerging countries; and challenges in management in emerging economies. This course offers a framework for analyzing emerging markets in order to prepare professional leaders to make sense of the challenges and make the most of the opportunities of succeeding in a globalized world.

This course is intended to provide students with the skills required in exploring commercial opportunities and managerial decision making in organizations in the developing world.

MGMT 305E **Special Topics: International Trade Agreements and Organizations** **3 Credits**

This course is designed to provide students with the knowledge of how trade policy is formulated, negotiated and implemented; the economic, social and cultural implications of international trade rules; the relationship between trade policy and prosperity. The unit focuses on the GATT/WTO System and Bilateral and Regional Trade Agreements. Thus on successful completion of the unit students will be able to analyze and assess the advantages and limitations of bilateral, regional and multilateral trading systems in terms of their decision making processes and agreements.

Management Studies Concentrations

Leadership and Innovation

MGMT 306	Change Management: Transforming the Organization	2 Credits
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The marketplace requirements to compete are evolving so quickly that change management has become an interwoven part of the overall professional fabric. Every leader must also be a change agent, building a solid platform for change through personal advocacy, vision and drive.

MGMT 308	Executive Decision Making	2 Credits
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Leaders must deal with high levels of uncertainty and an ever-changing competitive landscape. Understanding the tools and techniques to lead complex decision-making processes will help make the right decisions under pressure especially with imperfect information at hand.

MGMT 309	International Commerce	3 Credits
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International commerce describes the exchange of products and services across national borders. Exchange can be through exporting, an entry strategy involving the sales of products or services to customers located abroad.

MGMT 310	Organization, Innovation, and Technology	2 Credits
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Every organization is a technology organization: Starbucks Coffee – from casual cafe to a leader in mobile payments; FedEx – from trucking and shipping to data analytics and powerhouse, and Amazon – from book seller to warehousing, cloud service, and media. In this course, students will explore the intersection of technology innovation and commerce to better serve the needs of the customers to gain competitive advantage.

MGMT 404	Project Management in Complex Environments	3 Credits
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Students will acquire further understanding of the responsibilities of leadership and become better prepared to apply appropriate planning techniques and tools to meet the project goals within time, cost and quality constraints.

MGMT 405 Strategies of Innovation Management 2 Credits

Innovating is no longer a choice but a professional imperative for organizations to gain a sustainable competitive advantage. Students will learn how firms decide which innovation model to follow, which innovation projects to select and manage, what new market products and services to market, and how innovation diffuses in a society

MGMT 406 Inspiring Leadership: Learning From Great Leaders 2 Credits

Good leaders have the ability to win hearts and minds and drive everyone towards achieving common goals and objectives. This course helps leaders find their own story through personal branding, develop storytelling success with all constituencies, and initiate an effective voice in crisis or a social setting.

MGMT 407 Intrapreneurship 3 Credits

As companies begin to invest in breakthrough innovation for competitive advantage, leadership strategies that create the right organizational culture to drive innovation will be the critical cornerstone for success. This course will examine aspects of corporate environment that support or work against innovative mindset, and how companies can support higher levels of innovation to beat the competition.

INTL 407 Geopolitics and Commerce 3 Credits

Intermediate level course in international relations field. Students will be able to differentiate various regional scenarios within the global order and relate the resultant economic impacts. The main goal is to use a categorical device provided by political science to the economic and commercial forces involved. Consideration of the causal effect relationship between commerce and the phenomena which currently define the political actors according to their geographical location and strategic importance. As a learning result, students will write analytical works about principal geopolitical problems and their relationship to global economics with the purpose of understanding the structure and operation of international order. Apart from that, students will make forecasts related to future scenarios in the world map.

Global Management

MGMT 310	Management Accounting	2 Credits
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Management accounting course is primarily concerned with the accumulation of product cost or the determination of the cost of a service. Management accounting is also involved with gathering, reporting and analyzing cost data. Management accounting is concerned with providing information to managers and other people inside the organization. It identifies, defines, reports and analyzes the various elements of direct and indirect cost associated with producing and marketing goods and services. This field of accounting also measures performance, product quality, and productivity. The main objective of management accounting is communicating both financial and nonfinancial information to management for planning, controlling and evaluating resources. The system supplies information that enables management to make more informed decisions.

MGMT 311	Management Statistics	2 Credits
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This is a course in the basic statistical concepts and methods common in management applications. The emphasis is on parametric techniques used to describe and compare samples and populations. The goal is to introduce students to a new way of thinking about data, and to help students gain an understanding of how to use, communicate, and interpret statistics. It is a foundation course of all management majors because statistics is an integral part of the structure and functions of organizations. The knowledge and skills students acquire will help students in advanced management courses and in their management career.

MGMT 309	International Commerce	2 Credits
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International commerce describes the exchange of products and services across national borders. Exchange can be through exporting, an entry strategy involving the sales of products or services to customers located abroad.

MGMT 310	Integrated Marketing Communication	2 Credits
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This subject provides industry accepted theoretical and practical applications of marketing communication to prepare integrated marketing communication [IMC] plans for organizations operating in a dynamic environment. Students will gain a clear insight into the marketing communications industry with the topics covered such as advertising, PR, personal selling, direct selling, Internet marketing, sponsorship, sales promotion, emerging technologies and their potential. It will provide them with how IMC allows organizations to connect with and influence their customers to achieve specific marketing and promotional goals. The knowledge of this subject will provide students with essential managerial skill to make choices regarding which marketing tools to use under a variety of dynamic environments.

MGMT 408	International Management	3 Credits
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Students will acquire further understanding of the responsibilities of leadership and become better prepared to apply appropriate planning techniques and tools to meet the project goals within time, cost and quality constraints.

MGMT 409	International Marketing	2 Credits
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This subject explores the application of marketing concepts and theories to the international environment. It provides a broad understanding of how economic, political, geographic, demographic, cultural and other international factors influence marketing strategy. Study of this unit will provide the students to gain insights into the relative value of alternative marketing strategies in different international markets. Students as future managers will be able to critically assess alternative marketing strategies in different international markets and formulate strategic marketing plans for international operations particularly for the Asia-Pacific region.

MGMT 410	Entrepreneurship	3 Credits
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In this course, students are introduced to the fundamentals of entrepreneurship. Students learn what entrepreneurship is; why entrepreneurship is important; why people become entrepreneurs; the personal qualities of entrepreneurs; the advantages and disadvantages of being an entrepreneur; how to become an entrepreneur; how to identify feasible commercial opportunities; how to start a company; how to prepare a professional plan and make financial projections; how to raise money and find investors; how to launch, manage and grow your firm; and how to do an I.P.O. Course elements include case discussions, guest speakers, topical readings, lectures, and team projects.

MGMT 411	Corporate Finance	2 Credits
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The objective of this course is to develop the analytical skills for making corporate investment with regards to financial decisions and risk analysis. This course examines various theories including the concept of present value, the opportunity cost of capital, discounted cash flow analysis, a consortium of valuation techniques, issues between short & long term financial management, risk and return, capital asset pricing model, capital budgeting, corporate capital structure and financing decisions, dividend policy, investment and financial decisions in the international context, including exchange rate/interest rate risk analysis, and issues of corporate governance and control. In essence, this course explores the very patterns of corporate finance.

MGMT 412	Supply Chain Management	3 Credits
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This course is designed to provide the students with the basic understanding of what global supply chain management is and the various issues that must be considered when designing, planning, or operating a supply chain for a firm. The knowledge provides in this unit will help the students to understand the significance of supply chain management decisions and supply chain performance decisions for the success of a firm. The primary aim of this course is for the students to learn the strategic importance of good supply chain design, planning, and operation for the success of every firm. Thus on successful completion of this unit, students as future managers will be able to judge how good supply chain management can be a competitive advantage, whereas weakness in the supply chain can hurt the performance of a firm.

MGMT 413	Global Trade	3 Credits
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Global trade is also known as international trade, is simply the import and export of goods and services across international boundaries. It is the exchange of goods and services among nations of the world. In most countries, such trade represents a significant share of gross domestic product (GDP). International trade has flourished over the years due to the many benefits it has offered to countries across the globe. International trade is also an important source of revenue for any country. Study of this unit provides the students with the knowledge of the patterns of trade and the gains from trade, preferential trade agreements, effect of various trade policies and the role of the World Trade Organization. On successful completion of this unit students gain the current state of knowledge in the field of international trade and they will be able critically evaluate the effects of various trade policies and explain why countries should engage more in international trade.