**MT140: Introduction to Management**
This course provides an introductory overview of management theory, management functions, organizational structure, daily management responsibilities, ethics, and current management tools and resources. Theoretical concepts will be illustrated with practical application to real-world management problems and scenarios. Implications for managing change within the context of a global economy and other dynamic environmental forces are also examined.
Quarter Credit Hours: 5 | Prerequisite: None

**MT140M1: Solving Management Problems**
Describe solutions to management problems.
Quarter Credit Hours: 1 | Prerequisite: None

**MT140M2: Management Skills**
Explain the four functions of management.
Quarter Credit Hours: 1 | Prerequisite: None

**MT140M3: Change Management**
Discuss the steps to manage change.
Quarter Credit Hours: 1 | Prerequisite: None

**MT140M4: Global Management Skills**
Identify the implications of competitiveness and collaboration in a global economy.
Quarter Credit Hours: 1 | Prerequisite: None

**MT140M5: Ethics in Management**
Discuss the purpose of corporate social responsibility and ethics.
Quarter Credit Hours: 1 | Prerequisite: None

**MT203: Human Resource Management**
This course provides an examination of the processes involved in human resources from a managerial perspective. An overview and application of the basic responsibility areas of human resource management are provided, including job analysis, staffing, performance appraisal, training and development, compensation, labor relations, and legal compliance.
Quarter Credit Hours: 5 | Prerequisite: None

**MT203M1: Employment Laws**
Identify the laws of employment practices that managers follow.
Quarter Credit Hours: 1 | Prerequisite: None

**MT203M2: Recruiting and Selecting Employees**
Examine the recruitment and selection process.
Quarter Credit Hours: 1 | Prerequisite: None

**MT203M3: Linking Compensation to Strategy**
Explain how companies link compensation and evaluation to organizational objectives.
Quarter Credit Hours: 1 | Prerequisite: None

**MT203M4: Training Methods for Improving Performance**
Describe training methods for improving employee performance.
Quarter Credit Hours: 1 | Prerequisite: None

**MT203M5: Cultural Literacy**
Apply cultural literacy in personal and professional environments.
Quarter Credit Hours: 1 | Prerequisite: None

**MT209: Small Business Management**
This course is an introduction to the fundamental considerations of establishing and managing a small business. You will be presented with a practical understanding of small business management principles, including operational planning, marketing, financing, human resource management, and ethical decision-making.
Quarter Credit Hours: 5 | Prerequisite: MT140

**MT217: Finance**
This course covers basic financial concepts, principles, and techniques used in making corporate financial planning decisions. It provides students with the tools necessary for analyzing the time value of money, financial analysis and planning, the capital budgeting process and decisions, and long-term financing, and introduces international capital markets.
Quarter Credit Hours: 5 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT217M1: Overview - Financial Management**
Explain how financial managers use financial calculators, Microsoft Excel, and financial statements to measure the financial performance of a business entity.
Quarter Credit Hours: 1 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT217M2: Financial Ratios**
Analyze financial statement ratios used to measure the financial performance of a business entity.
Quarter Credit Hours: 1 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT217M3: Basic Time Value of Money Applications**
Apply the Time Value of Money (TVM) concept to business decisions.
Quarter Credit Hours: 1 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT217M4: Time Value of Money**
Use the Time Value of Money (TVM) concepts to assess amortization, annuities, and perpetuities.
Quarter Credit Hours: 1 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT217M5: Stocks and Bonds Valuation**
Apply the costs of debt and equity to stock and bond valuation.
Quarter Credit Hours: 1 | Prerequisite: AC113 or AC114, and MM255 or equivalent

**MT219: Marketing**
This is an introductory course emphasizing key concepts and issues underlying the modern practice of marketing. The use of marketing by an organization and the effects of marketing on society will be examined. Course content includes an overview of the general nature and role of marketing in the global environment, the marketing concept, buyer behavior, target marketing, and the internal environment in which marketing operates. The marketing mix is studied through the four main decision areas of products and services, distribution, promotion, and pricing.
Quarter Credit Hours: 5 | Prerequisite: BU224, CM220, and MT140

**MT219M1: Marketing Strategy**
Summarize the basic components of a marketing strategy.
Quarter Credit Hours: 1 | Prerequisite: BU224, CM220, and MT140

**MT219M2: Global Interconnectedness**
Examine global interconnectedness as it applies to marketing.
Quarter Credit Hours: 1 | Prerequisite: BU224, CM220, and MT140
MT219M3: Target Marketing
Describe market segmentation and target marketing in a case scenario.
Quarter Credit Hours: 1 | Prerequisite: BU224, CM220, and MT140

MT219M4: Product and Channel Strategy
Apply product and place Marketing Mix elements to a product or service.
Quarter Credit Hours: 1 | Prerequisite: BU224, CM220, and MT140

MT219M5: Promotion and Price Strategy
Apply promotion and price Marketing Mix elements to a product or service.
Quarter Credit Hours: 1 | Prerequisite: BU224, CM220, and MT140

MT220: Global Business
This course gives students an overview of global business. Students receive an introduction to the differences in political, economic, legal, and cultural systems across different nations and the risks and opportunities they represent to a global and international business. This course serves as an introduction to the factors involved in making strategic and ethical decisions in a global business environment. Hypothetical case scenarios are used to illustrate the reality of doing business globally.
Quarter Credit Hours: 5 | Prerequisite: MT219

MT300: Management of Information Systems
This course provides students with an understanding of the role of computer-based information systems in business organizations. It emphasizes management and the technical concepts essential to business application and management control of information systems.
The course emphasizes the use of information systems to solve business problems and gain a competitive advantage. Students learn the planning, procedures, and controls used to secure and mitigate risks to information systems.
Quarter Credit Hours: 6 | Prerequisite: 100/200-level business course

MT300M1: Information Systems in Organizations
Illustrate how businesses use information systems and information technology (IS/IT) within organizations for operations, to solve problems, and to gain a competitive advantage.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT300M2: Business Analytics and Knowledge Management
Analyze the importance of Data Management, Knowledge Management, and Business Analytics to business organizations.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT300M3: Information Systems Acquisition
Choose the best method for organizations to acquire information systems.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT300M4: Cybersecurity, Ethics, and Privacy
Examine the importance of cybersecurity, ethics, and privacy in the global business environment.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT300M5: Social Media and Intelligent Systems
Examine the role of social media and intelligent systems in today’s business.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT300M6: Networks and the Internet of Things
Synthesize telecommunications, networks, mobile computing, and the IoT (Internet of Things) in business organizations.
Quarter Credit Hours: 1 | Prerequisite: 100/200-level business course

MT302: Organizational Behavior
This course explores human behavior in organizations. You will examine individual behavior, attitudes, personality, values, perception, and emotions and how these affect organization outcomes. The course also examines the theories, concepts, and application of motivation as well as the importance of stress management, professional ethics, and organizational culture. You will gain an understanding and appreciation for communication processes, channels, and styles. You will also gain a set of organizational design tools.
Quarter Credit Hours: 6 | Prerequisite: MT140

MT302M1: Define How Behavior Impacts Outcomes
Describe the impact of individual behavior on business outcomes.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT302M2: See Personality Theory in a Workplace
Apply personality theory within a business environment.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT302M3: Explore How Motivation Impacts Performance
Analyze theories of motivation to improve employee performance.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT302M4: Use Teamwork to Solve Problems
Apply teamwork concepts to an organizational problem.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT302M5: Understand Communications Roles
Examine the role of the communication and leadership process in relationship to employee effectiveness.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT302M6: Investigate Structure and Culture
Analyze organizational structure and culture in an organization.
Quarter Credit Hours: 1 | Prerequisite: MT140

MT330: International Marketing
This course gives students an overview of international marketing. Students receive an introduction to the cultural, political/economic, and market differences encountered in the international marketplace. Students will become familiar with the governmental, nongovernmental, and quasigovernmental entities encountered in the international arena. Case studies and real-world scenarios will illustrate the nuances of marketing and the ethics involved on an international scale.
Quarter Credit Hours: 6 | Prerequisite: MT219

MT340: Conflict Management and Team Dynamics
This course addresses team dynamics of organizations in an increasingly complex work environment. Group behavior, team building, and decision making are examined. Theories and issues of leadership as well as the implications of power, politics, and conflict in the workplace are discussed. There is an emphasis on the development of a better understanding of individual and group interactions and the components and styles of effective negotiation. A greater appreciation of organizational culture and diversity, and an understanding of managing change is applied to real-world scenarios.
Quarter Credit Hours: 6 | Prerequisite: MT302

MT340M1: Team Strengths and Weaknesses
Examine the strengths and weaknesses of a team in various situations.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT340M2: Team Process
Recommend a process for building an effective team.
Quarter Credit Hours: 1 | Prerequisite: MT302
MT340M3: The Diverse Team
Explain how diversity benefits a working team.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT340M4: Problem Solving
Develop team problem-solving procedures.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT340M5: Creative and Critical Thinking
Develop creative and critical thinking in teams.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT340M6: Conflict and Negotiation
Apply conflict management, negotiation, and leadership principles to issues of professional practice.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT355: Marketing Research
This course explores how an organization collects and interprets information about the marketplace to develop effective strategies. It covers the use of statistical and analytical techniques used to measure and predict consumer behavior, assist product and service development, guide sales or service management decisions, and evaluate marketing initiatives. The use of the Internet in marketing research is an integral part of the course.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval

MT355M1: Research Problems
Explore a research problem.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT355M2: Research Designs
Discover an appropriate research design to address a market problem.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT355M3: Data Collection Methods
Design appropriate data collection methods.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT355M4: Data-Based Solutions
Prepare a business solution based on data analysis and interpretation.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT355M5: Research Reports
Break down a research report.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT355M6: Global Competitiveness and Collaboration
Understand competitiveness and collaboration in a global economy.
Quarter Credit Hours: 1 | Prerequisite: MT219 or Department Chair approval

MT357: Digital Marketing
This course provides an in-depth look at the way the Internet is changing the landscape for marketing goods and services in the global environment. You will learn about the theory and practice of such concepts as "the cloud," search engine algorithms, social media impact, developing a successful digital marketing strategy, and cybersecurity and the ethical considerations associated with digital marketing.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval

MT358: Social Media Marketing
This course builds on e-marketing concepts focusing on social media marketing. It covers the rapid growth of social media as a tool for marketing in the global environment. You will learn about key social media websites including Facebook, Twitter, LinkedIn®, and others. Also, you will learn about the theory and practice of using social media as part of the B2B and B2C marketing strategies as well as ethical considerations associated with social media marketing.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval

MT359: Advertising, Promotion, PR - Integrated Marketing Communication Strategies
This course looks at integrated marketing communications through a comprehensive plan that evaluates the strategic roles of general advertising, direct response, sales promotion, and public relations. It examines both established advertising media (print, radio, and television) and alternative and emerging medias (the Internet and beyond), focusing on how they influence communication strategies to manage demand and to sell products and services.
Quarter Credit Hours: 6 | Prerequisite: MT219 or equivalent

MT361: Foundations of Real Estate Practice
This course will address the foundational concepts necessary to prepare the business student for real estate specialization. Such topics as the real estate market environment, the sales process, product market analysis, legal and ethical considerations, industry customer service, and real estate appraisal and documentation will be examined. This course assists in preparing you for the national real estate or broker license exam. Please note this course does not meet or contribute to any state's educational requirements to obtain a real estate license.
Quarter Credit Hours: 6 | Prerequisite: None

MT400: Business Process Management
This course examines Business Process Management (BPM) based on the 7FE model developed by Jeston and Nellis. The 7FE model proposes a comprehensive approach to BPM, starting from a strategic analysis of the effort and continuing through focused process analysis, improvement, implementation, and sustainability of the benefits. Inputs, deliverables, critical steps, and risks are examined throughout the course.
Quarter Credit Hours: 6 | Prerequisite: MM255 or equivalent 200-level math course

MT400M1: Develop Strategic BPM Plans
Assess the role of a business process within the strategic structure of an organization.
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course

MT400M2: Measure Success Effectively
Analyze the role of planning and metrics in a successful Business Process Management (BPM) project.
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course

MT400M3: Innovate Solutions Leveraging Your Employees
Analyze methods of innovation and the role of people management in Business Process Management (BPM).
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course
MT400M4: Use BPM for Global Competitiveness
Analyze how Business Process Management (BPM) can increase competitiveness and collaboration in a global economy.
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course

MT400M5: Develop Effective Implementation Plans
Evaluate methods to implement and deliver benefits from a Business Process Management (BPM) project.
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course

MT400M6: Ensure Sustained Success With BPM
Evaluate methods to sustain benefits from a Business Process Management (BPM) project.
Quarter Credit Hours: 1 | Prerequisite: MM255 or equivalent 200-level math course

MT421: Financial Planning
This course will review and evaluate various techniques, strategies, and concepts used in personal financial planning. You will learn how to identify financial planning needs, given life situations, and set a strategy using personal financial planning products available via the industry’s offerings. You will learn to create a personal financial plan to include strategies for investment, insurance, retirement, and estate planning. You will learn attributes of personal tax preparation, personal credit and loans, and mortgage loan products. This course includes content that will assist those interested in pursuing a career in financial planning.
Quarter Credit Hours: 6 | Prerequisite: MT483

MT422: Portfolio Management
This course examines methods of constructing and managing an investment portfolio of assets, including common stocks, corporate and government bonds, and alternative investments. You will learn how to evaluate and select assets to include in the portfolio based on capital market expectations as well as how to use diversification and derivatives strategies to maintain portfolio risk within desired bounds.
Quarter Credit Hours: 6 | Prerequisite: MT480 and MT483

MT423: Asset Allocation and Risk Management
This course will provide you with the tools and knowledge to analyze asset allocation models to optimize returns and quantify risks. The course further investigates the large universe of indirect and direct investing, internal structures, and management of various types of investment portfolios. Various risk metrics and analysis models will be discussed and utilized to evaluate asset allocation, and market performance. You will gain a stronger understanding of the importance of asset allocation for investment returns, risk mitigation, and the role mutual funds play in the universe of investment products marketed to institutions and consumers. This course goes beyond the general investment or portfolio management course to focus more on investments and asset allocation methodology.
Quarter Credit Hours: 6 | Prerequisite: MT480 and MT483

MT424: Introduction to Derivatives and Risk Management
This course provides students with an introduction to derivatives and risk management. Students will learn to identify risk and evaluate risk management techniques. The use of derivatives and risk management plans will also be covered. The course will also cover applicable regulations and limitation of mitigating risk.
Quarter Credit Hours: 6 | Prerequisite: MT480 and MT483

MT426: Principles of Risk Management and Insurance
This course is a study of managing risk of individuals and companies. Risk management is a process that identifies loss exposure faced by individuals and organizations; you will understand how to select the most appropriate techniques for treating such exposures through the study of risk management principles and insurance, analyzing risk in society, and an introduction to insurance and risk, risk management, financial operations of insurers, government regulations of insurance, insurance contracts, life insurance contractual provisions, buying life insurance, and social insurance.
Quarter Credit Hours: 6 | Prerequisite: MT453

MT431: Real Estate Finance and Ethics
This course provides an overview of the financial and ethical considerations involved in real estate transactions. The financial markets and institutions currently supporting the industry are explored. Credit instruments and loan documentation will be reviewed along with the government’s control of the financial markets. Identification of the correct financing vehicle for specific real estate transactions will be practiced to assist in preparing you for the national real estate exam or broker license exam. Please note this course does not meet or contribute to any state’s educational requirements to obtain a real estate license.
Quarter Credit Hours: 6 | Prerequisite: MT361

MT432: Real Estate Law
Through review of the various legal responsibilities of the real estate practitioner, contracts, and ethics, you will explore the legal foundations of real estate and brokerage ownership. Broker and sales agent liabilities, warranties, and appropriate documentation required for compliance in the field of real estate sales are stressed to assist in preparing students for the national real estate or broker license exam. Please note this course does not meet or contribute to any state’s educational requirements to obtain a real estate license.
Quarter Credit Hours: 6 | Prerequisite: MT361

MT433: Global Supply Chain Management
With the continuing globalization of industry, the practice of supply chain management has become a strategic and indispensable component for all firms, regardless of size. Even the smallest companies can contract with suppliers across the world to improve their standing in the crowded global marketplace. This course offers an overview of issues that surround global supply chain management. Topics include issues in supply and operations, integration, performance measurement, and use of technology in the supply chain.
Quarter Credit Hours: 6 | Prerequisite: MT302

MT434: Logistics and Distribution Management
Success within the global supply chain depends on logistics and distribution management. Utilizing alignment with business strategy, logistics, and distribution professionals ensure customer value within the global pipeline. This course covers concepts of strategy, customer value, performance measures, risk management, and information flow within the logistics and distribution business professions.
Quarter Credit Hours: 6 | Prerequisite: MT302

MT435: Operations Management
This course focuses on the importance of the operations function in organizations. You will examine the fundamental issues of facilities location, output planning, inventory control, scheduling, and quality control. The course emphasizes quality and its impact in securing a strategic advantage for manufacturing and service entities.
Quarter Credit Hours: 6 | Prerequisite: MT302
MT435M1: Understand Quality and Lean
Examine the business concepts of quality management and lean systems.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT435M2: Implement Design Concepts
Create a product design and a service design within an operations management environment.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT435M3: Relate Fields of Business
Compare human resource management and project management principles to those of operations management.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT435M4: The Role of Supply Chain in Operations
Examine supply chain management and global supply chain concepts supportive of operations management efforts.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT435M5: Utilize Forecasting and Inventory Data
Evaluate the purpose of forecasting and inventory management within operations management.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT435M6: Create a Facility Design
Create a facility design within an operations management environment.
Quarter Credit Hours: 1 | Prerequisite: MT302

MT436: Purchasing and Vendor Management
The key to successful supply chain management is suppliers. This course focuses on the purchasing function and goes into detail regarding issues surrounding vendor management. Discussion begins with the purchasing process, procedures, and the strategic role of purchasing within the company. The course addresses supplier selection, supplier quality management, and worldwide procurement, concluding with topics surrounding strategic considerations.
Quarter Credit Hours: 6 | Prerequisite: MT302

MT437: Strategic Warehouse Management
The modern supply chain relies on effective and efficient strategic warehouse management. Successful warehouse management leadership understands the complex constraints of the supply chain. This course covers concepts of inventory, transportation, sustainability, risk management, packaging and handling, and operations analysis within the operational warehousing environment of business.
Quarter Credit Hours: 6 | Prerequisite: MT434

MT445: Managerial Economics
This course examines the major economic factors that affect business decision making. This course will focus on microeconomics, macroeconomics, and international trade. You will learn applications of economic principles.
Quarter Credit Hours: 6 | Prerequisite: BU204 or equivalent

MT445M1: Opportunity Costs and Economic Decisions
Evaluate opportunity costs in the business decision-making process.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT445M2: Changes in Market Equilibrium
Analyze the effects of changes in demand and supply on market equilibrium.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT445M3: Market Structures and Profit Maximization
Analyze the production decision in profit maximization for the four primary market structures.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT445M4: Economic Growth and Macroeconomic Indicators
Examine how U.S. macroeconomic indicators are used to gauge economic health.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT445M5: Fiscal and Monetary Policy
Examine how fiscal and monetary policies affect the U.S. economy.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT445M6: Impacts of Globalization on the U.S. Economy
Evaluate the effects of globalization and international trade on the U.S. economy.
Quarter Credit Hours: 1 | Prerequisite: BU204 or equivalent

MT450: Marketing Management
This course examines the concepts and principles involved in marketing analysis and implementation of the marketing strategy in consumer, industrial, and service organizations. It explains all the elements of the marketing mix, including product, price, promotion, and distribution. The social forces and international aspects of marketing are also examined.
Quarter Credit Hours: 6 | Prerequisite: MT219 or equivalent

MT450M1: Strategic Marketing Decisions
Examine how marketing strategies influence marketing decisions.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT450M2: Marketing Research Plan
Develop a marketing research plan for a product.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT450M3: Marketing Opportunities
Evaluate a firm's marketing opportunities.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT450M4: Marketing Mix Evaluation
Evaluate the Marketing Mix for a product.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT450M5: Customer Relationship Management Plan
Create a Customer Relationship Management Plan.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT450M6: Services Marketing Mix
Apply Marketing Mix principles to business or consumer services.
Quarter Credit Hours: 1 | Prerequisite: MT219 or equivalent

MT451: Managing Technological Innovation
In this course, you will observe how business leaders manage the adoption and/or application of technological innovation. You will be introduced to the technology adoption life cycle, several methods of technology forecasting, and the fostering/hindering effects of internal company culture. You will trace the technology life cycle of a specific technology of your choosing, discuss how the innovation has affected business, and prepare a projection of its use in an industry for the foreseeable future.
Quarter Credit Hours: 6 | Prerequisite: MT219 or equivalent

MT453: Professional Selling
This course covers the broad spectrum of the principles and practices of selling. You will learn about the theory and practice of concepts such as prospecting, probing, identifying client needs, negotiations, presenting and closing sales, and building relationships.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval
MT455: Salesforce Management
This course focuses on the management of an organization's personal selling function. Recruiting, developing, motivating, and retaining a talented salesforce are essential to an enterprise's ability to compete. Through readings and other educational activities, students learn the tactical issues and strategies for developing the salesforce into an effective sales team, the fundamentals of strategic planning, the customer relationship aspects of personal selling, and how to evaluate and control personal selling activities.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval

MT459: Consumer Behavior
This course provides an overview of consumer behavior and explains how it impacts marketing strategy. It covers consumer research, market segmentation, and motivation, focusing on individual personality, perceptions, attitudes, and learning, as well as the influence of groups on consumer behavior. The consumer decision-making process is highlighted.
Quarter Credit Hours: 6 | Prerequisite: MT219 or Department Chair approval

MT460: Management Policy and Strategy
This course demonstrates how to create a strategic business plan and the policies that support it. You will learn how to craft, communicate, implement, and monitor a strategic plan, reformulating it as the need arises.
Quarter Credit Hours: 6 | Prerequisite: Any 300- or 400-level Marketing course

MT460M1: Fundamentals of Business Strategy
Assess business strategy using a variety of seminal theories, principles, and concepts.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT460M2: Business Strategy Analysis
Use a variety of analytical tools to monitor and improve business strategy.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT460M3: Strategic Decision-Making
Formulate strategic business decisions from a management, leadership, and organizational design perspective.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT460M4: Strategic Planning for Competitive Advantage
Develop a strategic framework to increase the competitive advantage of a business.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT460M5: Implementing a Business Strategy
Design a plan to implement a business strategy throughout an organization.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT460M6: Strategic Business Policies
Compose business policies to enable implementation of a strategic plan.
Quarter Credit Hours: 1 | Prerequisite: Any 300- or 400-level Marketing course

MT475: Quality Management
You will learn about the important field of quality management as an element of the professional business world. The course reviews various quality methodologies valuable to the success of an organization. Continuous improvement and the concept of processes as supporting elements of a quality program will be explored. Leadership, teamwork, performance measures, and quality tools will be applied to supply chain management, connecting quality management to another key area of business.
Quarter Credit Hours: 6 | Prerequisite: MT302

MT480: Corporate Finance
Corporate Finance is an upper-level finance course designed to provide a framework for understanding and analyzing investment and financial decisions of corporations. A basic understanding of how financial assets are priced is necessary to understand how to make a good decision for the corporation.
Quarter Credit Hours: 6 | Prerequisite: MT217

MT480M1: Financial Statement Analysis
Analyze financial statements to measure the financial performance of a business entity.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT480M2: Time Value of Money
Apply Time Value of Money concepts to assess those business decisions involving sets of cash flows.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT480M3: Cost of Debt and Equity
Calculate the cost of debt and equity to determine capital structure policy.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT480M4: Assess Investment Options
Assess investment options based upon cost of capital and expected returns.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT480M5: Foreign Exchange
Compute financial transactions based upon foreign exchange rates.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT480M6: Cost of Capital Models
Incorporate the combined attributes of debt and equity given a cost of capital model.
Quarter Credit Hours: 1 | Prerequisite: MT217

MT481: Financial Markets
This course examines the various types of securities and the factors that influence their value, as well as the markets in which they are traded. You will focus on how these markets work with the corporate finance function.
Quarter Credit Hours: 6 | Prerequisite: BU204 or MT220, and MT217

MT482: Financial Statement Analysis
Financial Statement Analysis is designed to prepare you to analyze and utilize financial statements and valuation models to assess the value of a firm. The four key components of this course are: (1) financial ratio and cash flow analysis, (2) accounting analysis and valuation, (3) business strategy and valuation analysis, and (4) forecasting and risk analysis.
Quarter Credit Hours: 6 | Prerequisite: MT217 or equivalent

MT482M1: Examine the Financial Performance of a Company
Examine the financial performance of a company using its financial statements.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent
MT482M2: Assess the Nature of Assets, Debt, and Equity
Assess the principle characteristics of liabilities (debt), equity, and assets.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent

MT482M3: Analyze Cash Flow
Analyze cash flow measures for insight into all business activities.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent

MT482M4: Examine Company Performance Through Rates of Return
Examine the usefulness of return measures in financial statement analysis.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent

MT482M5: Project Financial Statements
Project financial statements, including the income statement, balance sheet, and statement of cash flows, for an organization.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent

MT482M6: Determine the Value of a Company
Determine the value of a company through conducting effective earnings forecasts and analysis.
Quarter Credit Hours: 1 | Prerequisite: MT217 or equivalent

MT483: Investments
This course examines the principles and methods of investing in equity, fixed-income instruments, and derivatives. Students study types of investments, perform analysis of markets, and learn the mechanics of trading.
Quarter Credit Hours: 6 | Prerequisite: MT217

MT490: Bachelor's Internship in Management
This course will provide you with practical work experience in a real-world environment. You will arrange an onsite internship working as a professional for a cooperating employer or a virtual internship with a participating organization. Both the onsite internship and virtual internship environments will provide practical, real-world experiences and mentoring from experienced professionals. This experience will help you develop professional competencies that are desirable in the career marketplace.
Quarter Credit Hours: 6 | Prerequisite: Last term or permission from the Dean

MT499: Bachelor's Capstone in Management
This capstone course builds on the concepts of all the courses taken within the Bachelor of Science in Business Administration and provides students with an opportunity to integrate their previous coursework in a meaningful review of their learning and to assess their level of mastery of the stated outcomes of their degree program.
Quarter Credit Hours: 6 | Prerequisite: Last term or permission from the Dean