

# 2010-2011 Course Catalog

The University Of Montana

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## Department of Management and Marketing

**Klaus Uhlenbruck, Chair**

The Department of Management and Marketing offers three majors within the Bachelor of Science in Business Administration: International Business, Management, and Marketing.

### International Business Major

The international business major provides students with the opportunity to focus on the managerial, economic, cultural, political and social dimensions that will prepare them for functioning in a global business community.

#### Basic Requirements for International Business Major

| Required                                                     | Credits |
|--------------------------------------------------------------|---------|
| MGMT 368 International Business                              | 3       |
| MGMT 480 Cross-Cultural Management                           | 3       |
| FIN 473 Multinational Financial<br>Management and Accounting | 3       |
| And one of the following:                                    |         |
| MGMT 465 World Trade and<br>Commerce                         | 3       |
| MGMT 485 Seminar in Contemporary<br>International Issues     | 3       |

Plus the completion of all of the requirements for at least one other functional major area within the School of Business Administration (Accounting, Finance, Management Information Systems, Management, or Marketing).

Plus 6 credits, approved by the business school's international business advisor, and selected from internationally-focused courses, an international exchange, an international internship, or a study abroad program. Students should consider an area/cultural focus, such as China, Europe, India, Japan, Russia, South America.

Plus four semesters or the equivalent (as determined by the Department of Modern and Classical Languages and Literatures) of any one foreign language is required. It is recommended that students complete the foreign language by the end of their junior year.

### Management Major

The management major is designed to provide students with the interpretative, analytical, and integrative skills required in managerial positions in a variety of business

and nonprofit organizations, including human resource management or starting up their own business.

**Basic Requirements for Management Major**

| Required                           | Credits |
|------------------------------------|---------|
| MGMT 344 Human Resource Management | 3       |
| MGMT 348 Entrepreneurship          | 3       |
| MGMT 368 International Business    | 3       |
| MGMT 420 Leadership and Motivation | 3       |
| MGMT 444 Management Communication  | 3       |

Plus three (3) courses from the following:

|                                                       |        |
|-------------------------------------------------------|--------|
| MGMT 401 Event Management                             | 3      |
| MGMT 402 Principle of Entertainment Management I      | 3      |
| MGMT 403 Principle of Entertainment Management II     | 3      |
| MGMT 430 Business Negotiations                        | 3      |
| MGMT 320E Business Ethics                             | 3      |
| MGMT 449 Business Plan Implementation                 | 3      |
| MGMT 458 Advanced Entrepreneurship Seminar            | 3      |
| MGMT 465 World Trade and Commerce                     | 3      |
| MGMT 480 Cross-Cultural Management                    | 3      |
| MGMT 485 Seminar in Contemporary International Issues | 3      |
| MGMT 495 Special Topics                               | 3      |
| MGMT 498 Management Internship                        | 3 only |

Courses recommended outside of Business:

|                                           |   |
|-------------------------------------------|---|
| PSYX 360S (PSYC 350S) Social Psychology*  | 3 |
| ECNS 312 (ECON 323) Labor Economics*      | 3 |
| ECNS 324 (ECON 324) Industrial Relations* | 3 |

\*Check course descriptions for prerequisites.

**U Certificate in Entrepreneurship and Small Business Management**

This certificate program is design for students who are interested in launching their own business venture or working in a small-to medium-size business upon graduation. The requirements to earn a Certificate in Entrepreneurship at the undergraduate level are

listed under the general School of Business Administration's Certificates section of the catalog.

### **U Certificate in Entertainment Management**

This specialized certificate is designed to allow students to learn and demonstrate advanced skills in specific areas related to careers in the business of entertainment.

The requirements to earn a Certificate in Entertainment Management at the undergraduate level are listed under the general School of Business Administration Certificate section of this catalog.

### **G Certificate in Entrepreneurship**

This certificate includes courses for the innovative student looking to turn an idea into a successful business venture. To earn a Certificate Entrepreneurship, students must complete all MBA degree requirements and certain other courses.

| MBA Degree Requirements,<br>Offered Fall Semester                       |     | Credits |
|-------------------------------------------------------------------------|-----|---------|
| MBA 601 Career & Leadership Skills Seminar                              | 1   |         |
| ACTG 605 Administrative Controls                                        | 2   |         |
| MGMT 604 Competitive Strategy                                           | 1   |         |
| MGMT 640 Organizational Behavior                                        | 2   |         |
| MIS 574 Management of Information Systems                               | 2   |         |
| MKTG 660 Marketing Management                                           | 2   |         |
| MBA Degree Requirements,<br>Offered Spring Semester                     |     | Credits |
| MBA 603 MBA Integrated Project                                          | 1   |         |
| FIN 681 Financial Management                                            | 2   |         |
| MGMT 665 Strategic Management Seminar                                   | 2   |         |
| MGMT 685 International Business                                         | 2   |         |
| MIS 650 Quantitative Analysis                                           | 2   |         |
| At least two (2) credits<br>each from the following:                    |     | Credits |
| MBA 645 Interpersonal Perspective Seminar (at least 2 credits required) | 1-2 |         |
| MBA 655 Technology Perspective Seminar (at least 2 credits required)    | 1-2 |         |

The remaining nine (9) elective credits may be chosen from management, marketing, accounting, finance or management information system within the business school, including seminars, independent studies, and internships. Up to six (6) credits of 400-level courses may be taken for graduate credit with the approval of the MBA program director.

| Additional Certificate Requirements,<br>Offered Fall Semester   |   | Credits |
|-----------------------------------------------------------------|---|---------|
| MBA 694 Entrepreneurship 1                                      | 1 |         |
| MBA 694 Business Plan Workshop                                  | 1 |         |
| Additional Certificate Requirements,<br>Offered Spring Semester |   | Credits |
| MBA 694 Entrepreneurship II                                     | 1 |         |
| MBA 694 Financing New Ventures                                  | 1 |         |
| MBA 655 High-Tech and Legal Issues                              | 1 |         |
| MBA 694 Growing & Marketing Small<br>Business                   | 1 |         |
| Additional Certificate Requirements,<br>Offered Summer Semester |   | Credits |
| Internship                                                      | 3 |         |

### **G Certificate in Entertainment Management**

Classes are taught by industry professionals dedicated to providing education and opportunities for students to learn about the entertainment industry.

Students must complete all requirements for the MBA degree, listed under the graduate Certification in Entrepreneurship, plus the following:

| Required Courses                                     |   | Credits |
|------------------------------------------------------|---|---------|
| MGMT 401 Event Management                            | 3 |         |
| MGMT 402 Principles of Entertainment<br>Management 1 | 3 |         |
| MGMT 403 Principles of Entertainment<br>Management 2 | 3 |         |

### **Marketing Major**

The marketing major provides students with knowledge and skills required in the process of marketing products, services, or ideas. The contemporary role of marketing in society is treated from various perspectives, including functional and institutional analysis, along with the application of decision making tools.

#### **Basic Requirements for Marketing Major**

| Required                             |     | Credits |
|--------------------------------------|-----|---------|
| MGMT 368 International Business      | 3   |         |
| MKTG 362** Consumer Behavior         | 3   |         |
| MKTG 363** Marketing Communication   | 3   |         |
| MKTG 366** Marketing Research        | 3   |         |
| MKTG 461 Marketing Management        | 3   |         |
| Nine (9) credits from the following: |     |         |
| MKTG 369 Advertising Competition     | 3-6 |         |
| MKTG 410 Marketing Channels          | 3   |         |

|                                                                |        |
|----------------------------------------------------------------|--------|
| MKTG 411 Services and Relationship Marketing                   | 3      |
| MKTG 412 Nonprofit Marketing                                   | 3      |
| MKTG 450 Marketing Connections                                 | 3      |
| MKTG 460 Marketing of High-Technology Products and Innovations | 3      |
| MKTG 495 Special Topics                                        | 3      |
| MKTG 498 Marketing Internship                                  | 3 only |
| MGMT 444 Management Communication                              | 3      |

Courses recommended outside of Business:

|                                                        |   |
|--------------------------------------------------------|---|
| PSYX 360S (PSYC 350S) Social Psychology*               | 3 |
| RECM 483 Commercial Recreation, Marketing and Tourism* | 3 |
| MAR 111A Fundamentals of Media Arts Production         | 3 |
| CS 181 Electronic Publishing on the World Wide Web     | 3 |

\*Please check course descriptions for prerequisites.

\*\*MKTG 362, 363, and 366 are prerequisites for MKTG 461.

## Suggested Course of Study

### For all business majors:

| First Year                                         | A | S |
|----------------------------------------------------|---|---|
| MIS 100S Introduction to Business                  | 3 | - |
| COMM 111A Introduction to Public Speaking          | - | 3 |
| CSCI 172 (CS 172) Computer Modeling                | - | 3 |
| ECNS 201S (ECON 111S) Principles of Microeconomics | 3 | - |
| ECNS 202S (ECON 112S) Principles of Macroeconomics | - | 3 |
| WRIT 101 (ENEX 101) Composition                    | 3 | - |
| M 115 (MATH 117) Probability and Linear Math       | 3 | - |

|                                                           |       |   |    |   |
|-----------------------------------------------------------|-------|---|----|---|
| OR for Finance majors, M 162 (MATH 150), Applied Calculus | 4     |   | -  |   |
| Electives or General Education                            | 3     |   | 6  |   |
|                                                           | 15-16 |   | 15 |   |
| Second Year                                               |       | A |    | S |
| ACTG 201 (ACCT 201) Principles of Financial Accounting    | 3     |   | -  |   |
| ACTG 202 (ACCT 202) Principles of Managerial Accounting   | -     |   | 3  |   |
| STAT 216 (MATH 241) Introduction Statistics               | 4     |   | -  |   |
| MIS 257 Business Law                                      | -     |   | 3  |   |
| MIS 270 Management Information Systems                    | -     |   | 3  |   |
| Electives and General Education                           | 8     |   | 6  |   |
|                                                           | 15    |   | 15 |   |

Individual programs may differ from the suggested course of study to better accomplish the needs of the particular student.