### MANAGEMENT (BSMT)

**BSMT 1940** Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSMT discipline in BSLS Programs (1000 Level).

**BSMT 2250** Business Communications (3 Credit Hours)
In today's business environment, it is important to understand how to strategically use business communication channels. Business Communications provides basic concepts and skill-building exercises necessary for you to communicate effectively and professionally. This course will help you improve your business writing and communication skills by using business language clearly, concisely, and correctly; analyzing each audience to target and tailor messages appropriately; and, using critical thinking and a problem-solving approach to analyze business issues. These skills will help you communicate effectively in a variety of business settings.

**BSMT 2310** Principles of Management (3 Credit Hours)
This course reviews and analyzes basic management processes such as planning, organization, coordination, and control. The course will survey various schools of management thought with emphasis on the process, human behavior and quantitative schools of management. No prerequisites are required.

**BSMT 2750** Intro to Franchising (3 Credit Hours)
The course will examine franchising as a business form. During the semester, students will study franchising from the perspective of both the franchisor and the franchisee covering all relevant issues, including franchising agreements and related documents, financing, site selection, marketing, financial management, and operations. The course will examine the franchisee/franchisor relationship, contractual requirements, trademarks, territorial rights, compliance issues, legal considerations, and current issues in franchising.

**BSMT 2910** Special Topics in Management (1-3 Credit Hours)
Special Topics in Management.

**BSMT 2940** Transfer Coursework (3 Credit Hours)
Transfer Coursework for BSMT discipline in BSLS Programs (2000 Level).

**BSMT 3250** Business Statistics (3 Credit Hours)
A survey of some of the more important concepts and techniques of statistics. Examples are drawn from the business world; in particular, time series analysis and index numbers are introduced. Students are introduced to computer implementation of statistical procedures. Student should have a background in high school algebra. The course meets math proficiency requirement for Bachelor of Arts degree only.

**BSMT 3340** Managing Org Behavior (3 Credit Hours)
This course is an introduction to how organizations function. The student will develop abilities to diagnose and respond more flexibly in organizations they participate in and explore and reflect critically on key themes in modern organizations. Major emphasis is placed on teams, globalization and diversity, interpersonal and group communication, organizational cultures, and negotiating the fit between the individual and the organization.

**BSMT 3380** Business Ethics (3 Credit Hours)
A theoretical critique and case-oriented analysis of the moral, ethical, and value issues that challenge business, industry, and corporate life. Students will discover ethical principles and strategies applicable to the management process.

**BSMT 3600** Entrepreneurship (3 Credit Hours)
This course introduces students to entrepreneurship, discusses the personality traits common to many entrepreneurs, and explores ways to analyze new venture opportunities from marketing, production, and organizational perspectives. The course also emphasizes the legal considerations involved in starting a business and protecting a new idea and how to finance the venture.

**BSMT 3650** Developing a Small Business (3 Credit Hours)
This course is designed to introduce students to the essentials of small business start-up and management. This course will teach students how to locate and to analyze opportunity, set up the operating structure, develop marketing and financial plans, and utilize financial reports for effective management of a developing small business.

**BSMT 3700** Global Business (3 Credit Hours)
This course introduces the student to the fundamentals of international trade and the global business environment. The course covers policies and laws that affect small and large businesses engaged in international trade and the impact of globalization on people, the environment, national employment, and national competitiveness. The students will learn how small and large companies enter and engage in global business. The course includes the study of ethics and corporate citizenship.

**BSMT 4910** Independent Studies (1-3 Credit Hours)
Independent Study in the BSMT discipline for the BSLS Programs.