MANAGEMENT (MGMT)

MGMT 3010  Organizational Behavior (3 Credit Hours)
MGMT 3010 applies concepts from psychology and social psychology to organizational problems that managers face. Topics such as perception, communication, attitudes, motivation, influence, group dynamics, and organizational change are covered in a lecture, discussion, and problem-solving framework. Prerequisites: ECON 1010, ECON 1020, MCOM 3010 (Students admitted fall 2014 and later); sophomore standing or above. This course includes a writing intensive component; Pre- or Co-requisites: CDMA 1201

Prerequisite(s): (ECON 1010, 1010, 1010 or 1010) and (ECON 1020, 1020, 1020, 1020, 1040, 1040, 1040 or 1040) and MCOM 3010 and CDMA 1201*. May be taken concurrently.

MGMT 3380  Business Ethics (3 Credit Hours)
This course considers the ethical responsibilities of managers and corporations. Specific objectives of the course include fostering an understanding of the ethical responsibilities in becoming a manager; improving individual and group skills in identifying and analyzing ethical issues in the contexts they arise, developing action plans based upon those analyses, and providing a safe setting in which to critically examine the assumptions and values people bring to complex business decisions that raise ethical issues. Class sessions will entail case discussions, exercises, and presentations of theoretical frameworks for interpreting business ethics. Prerequisite: MGMT 3010

MGMT 4001  Hospitality Seminar (3 Credit Hours)
The hospitality industry fuels the global economy and is a major contributor to growth in both developing and developed countries. Globally the industry contributes $7.6 trillion to GDP. In New Orleans alone, the industry provides almost 90,000 jobs, and visitors to our city spent $7.4 Billion in 2016. Today hospitality is more important than ever before and it has become a critical source of innovation for companies in all industries. Hospitality is a mechanism to create and capture customer value through experience, and has become important in many industries including technology, healthcare, financial services and education. From Apple to Walmart, from Amazon to Wells Fargo, companies are increasingly focused on hospitality as a mechanism to create market differentiation, build customer value, and provide a sustainable competitive advantage. This course takes a deep dive into entrepreneurial hospitality and examine how hospitality is driving customer experience in a wide variety of companies. The course provides a hands-on opportunity to learn from experts, entrepreneurs, and industry leaders.

MGMT 4010  Strategic Management (3 Credit Hours)
MGMT 4010 must be taken concurrently with MGMT 4900. Together, these courses serve as the Business Capstone Experience. In this course, students will integrate the knowledge and skills acquired from the BSM core curriculum to identify and diagnose the strategic issues that companies face in complex and competitive environments. Strategic Management encompasses a series of interrelated steps by which managers conduct analyses at the industry, business, and corporate levels; decide on strategies to enhance firm competitiveness; put those strategies into action; and constantly evaluate and modify those strategies, as needed. This case-based course helps students develop skills in conducting industry analyses, identifying the firm’s resources and capabilities, and addressing problems in strategy implementation. In MGMT 4010, students assume the role of the practicing general manager and develop a capacity to propose and implement sound, realistic, and specific solutions for the firm’s strategic problems. Prerequisites: All 3000-level BSM core courses, enrollment limited to students with senior standing, with priority given to graduating seniors.

Prerequisite(s): ACCN 3010 or ACCT 3010 and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3010 or 3520) and (INFO 3010 or ISPM 3010) or MGSC 3010 and (LGST 3010 or PERS 3210) and (MHSC 3010, OBHR 3310 or MGMT 3010) and (MCOM 3010, MOCO 3010 or MCOM 3350).

MGMT 4100  Entrepreneurial Mgmt (3 Credit Hours)
This course considers the ethical responsibilities of managers and corporations. Specific objectives of the course include fostering an understanding of the ethical responsibilities in becoming a manager; improving individual and group skills in identifying and analyzing ethical issues in the contexts they arise, developing action plans based upon those analyses, and providing a safe setting in which to critically examine the assumptions and values people bring to complex business decisions that raise ethical issues. Class sessions will entail case discussions, exercises, and presentations of theoretical frameworks for interpreting business ethics.

Prerequisite(s): MGMT 3010.

MGMT 4110  Cases In Entrepreneurship (3 Credit Hours)
MGMT 4110 reviews thirteen actual business cases. A visiting CEO (or other top executive) and the professor teach each case jointly. The class explores problems and opportunities encountered in the search, evaluation, and acquisition of new, as well as ongoing, ventures. Students will further develop analytical skills in finance, accounting, business analysis, management, and marketing that they have acquired in other courses. Brainstorming sessions will challenge and improve innovative thinking while assignments and presentations hone business communication skills. Discussion of entrepreneurship, family business, and small business management gives the student an overview of the alternatives to traditional corporate employment. Most importantly, students interact with top-level executives who are role models from whom they can learn how to be successful entrepreneurs. Prerequisites: Sophomore standing or above
MGMT 4120 Corporate & Cooptrv Strategy (3 Credit Hours)
In MGMT 4120, students integrate knowledge from the different functional areas and evaluate strategic decisions in a corporate context. This case-based course emphasizes the analysis of the drivers of value creation and value destruction in such corporate tools as mergers and acquisitions, alliances, and informal interorganizational networks. Students will learn to apply a set of tools that help them to make better corporate-level decisions addressing diversification, integration, and internal development issues facing modern multibusiness firms. The coursework includes a team project. Prerequisites: All 3000-level BSM core courses; junior standing or above
Prerequisite(s): (ACCN 3010 or ACCT 3010) and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3520 or 3010) and (LGST 3010 or PERS 3210) and (INFO 3010, ISPM 3010 or MGSC 3010) and (MGMT 3010, MHSC 3010 or OBHR 3310) and (MCOM 3010, MOCO 3010 or MCOM 3350).

MGMT 4130 Dimensions in HR Mgmt (3 Credit Hours)
MGMT 4130 introduces the major strategies and procedures for effectively managing human resources. Through readings, cases, and a series of experiential exercises, students learn about the legal environment of human resource management, analyzing jobs and work, staffing, performance management, training, compensation, and workplace safety. Prerequisites: MATH 1140, PSYC 1000; junior standing or above
Prerequisite(s): (MATH 1140 or 1230) and (PSYC 1000, 1000, 1000, 1010 or 1020).

MGMT 4140 Entrepreneurial Mgmt (3 Credit Hours)
MGMT 4140 consists of two parts. In the first part, class members team up to choose a business. The teams then create a business plan. By maintaining the books of the firm, students see the financial impact of their decisions. This format emphasizes how day-to-day decisions add to or detract from corporate liquidity and profits or losses. The second part of the course comes from the professor's many years of business experience. Topics include developing and recognizing business opportunities; using teamwork to organize a business; building a realistic business plan; raising capital and borrowing money; interviewing, hiring, and managing people; determining cost structure; analyzing margins; pricing; making decisions in groups; considering ethics; identifying industry characteristics; evaluating financial statements; negotiating; dealing with labor unions; creating a successful business partnership; understanding the banking system and how it works globally; and developing a philosophy of business. Prerequisites: Sophomore standing or above

MGMT 4150 Enviro, Society&Capitalm (3 Credit Hours)
This course takes a strategic planning perspective to investigate environmental management issues in the context of assessing and responding to competitive and social forces. This course examines a serious challenge to corporations competing in the global economy. How to maximize profitability and production in such a way that will allow the planet to support operations indefinitely. Emphasis will be on the company's ability to use both traditional management concepts and new sustainability practices to build and sustain a competitive advantage. Students will learn how an enterprise can meet sustainability goals while still fulfilling its financial and market objectives. Prerequisites: All 3000-level BSM core courses; junior standing or above
Prerequisite(s): (ACCN 3010 or ACCT 3010) and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3520 or 3010) and (INFO 3010, MGSC 3010 or ISPM 3010) and (LGST 3010 or PERS 3210) and (MGMT 3010, MHSC 3010 or OBHR 3310) and (MCOM 3010, 3350 or MOCO 3010).

MGMT 4160 Leadership (3 Credit Hours)
The purpose of this course is three-fold. First, students will develop a general understanding of leadership theories and an understanding of their own leadership traits. Second, students will use theories to help analyze real-world cases involving both successful and unsuccessful examples of leadership. Finally, students will practice their own leadership skills as they lead their teams in a variety of exercises and projects. Prerequisites: MGMT 3010, junior standing or above
Prerequisite(s): MGMT 3010, MHSC 3010 or OBHR 3010.

MGMT 4170 Negotiations (3 Credit Hours)
This course addresses the theoretical foundations and practical skills used in resolving differences and negotiating mutually satisfying outcomes. Students develop skills through simulated negotiations in a variety of contexts. Class topics include the nature of negotiations, different negotiating styles, distributive versus integrative bargaining, conflict, and intercultural bargaining. Self-reflection and giving and receiving feedback are key aspects in developing negotiation skills. Prerequisites: MGMT 3010, junior standing or above
Prerequisite(s): MGMT 3010, MHSC 3010 or OBHR 3310.

MGMT 4180 Mgmt of Tech & Innovatin (3 Credit Hours)
Technology, innovation, and entrepreneurship are among the most frequently used terms in today's business environment. We are bombarded by products and technologies that are changing the ways we live and work, but how do we analyze the processes that bring them to market? What exactly is technology? What forces shape its evolution? What roles do strategic alliances, standards, and intellectual property play in forecasting? How should we create product development teams? How should we create organizations that foster innovation? What is the role of creativity in the development of new technologies? These are some of the topics that are covered in this course. Prerequisites: All 3000-level BSM core courses; junior standing or above
Prerequisite(s): (ACCN 3010 or ACCT 3010) and (MGMT 3010, MHSC 3010 or OBHR 3310) and (MCOM 3010, 3350 or MOCO 3010) and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3520 or 3010) and (INFO 3010, ISPM 3010 or MGSC 3010) and (LGST 3010 or PERS 3210).
MGMT 4200 Student Venture Accelerator 1 (3 Credit Hours)
In this course, students will develop an understanding of the resources, strategies, and management skills required to launch a new business—and some students will have the opportunity to create viable ventures that they can pursue through Student Venture Accelerator 2 in a subsequent semester. Working out of the Lepage Center’s Student Venture Incubator, students will have the opportunity to take an idea from its earliest inception to analyze potential product-market fit. Throughout this course, student teams will work on their new ventures by developing a business model and business strategy; creating financial, marketing, sales, and hiring analyses; developing your founding documents and policies; setting up charts of accounts; and developing a new venture pitch. Prerequisites: All 3000-level BSM core courses

Prerequisite(s): (ACCN 3010 or ACCT 3010) and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3520 or 3010) and (LGST 3010 or PERS 3210) and (INFO 3010, ISPM 3010 or MGSC 3010) and (MGMT 3010, MHSC 3010 or OBHR 3310) and (MCOM 3010, MOCO 3010 or MCOM 3350) and MGMT 4201.

MGMT 4210 Student Venture Accelerator 2 (3 Credit Hours)
In this course, students will deepen their understanding of the resources, strategies, and management skills required to launch a new business—with a goal of creating a profitable venture that they can pursue well beyond the end of the course. Working out of the Lepage Center’s Student Venture Incubator, students will have the opportunity to take an idea to fruition by undertaking customer interviews to test your ideas, determine product-market fit, and obtain their first paying customers. Throughout this course, student teams will work on their new ventures by improving the business model and business strategy; developing financial, marketing, sales, and hiring plans; finalizing founding documents and policies; refining charts of accounts; and preparing for a board meeting simulation. To support the launch of each new venture, the professor, a team of mentors that includes entrepreneurs/executives-in-residence, and the Lepage Center’s expert network will provide coaching, referrals, and guidance that will be customized to the unique challenges facing each startup. Prerequisites: All 3000-level BSM core courses

Prerequisite(s): (ACCN 3010 or ACCT 3010) and (CBMA 3010, MKTG 3820 or 3010) and (FINE 3010, FINC 3520 or 3510) and (LGST 3010 or PERS 3210) and (INFO 3010, ISPM 3010 or MGSC 3010) and (MGMT 3010, MHSC 3010 or OBHR 3310) and (MCOM 3010, MOCO 3010 or MCOM 3350) and MGMT 4201.

MGMT 4550 Management Internship (1 Credit Hour)
Freeman School majors may elect to do a Business Internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 120 minimum hours required for a BSM degree. The Internship must be related to one of the majors offered through the BSM program, and the Internship must apply (within an ongoing business organization) the intellectual capital obtained from first-through third-year Freeman School courses. To obtain approval of the Internship, the student must visit the Career Management Center for instructions. The final grade for the Internship is given on a Satisfactory/Unsatisfactory (S/U) basis when the student submits a paper/evaluation to the supervising faculty member in the Career Management Center. This course is normally offered during the summer and fulfills the “curricular practical training” option for students with F-1 visa status. Prerequisites: All 3000-level BSM core courses;

MGMT 4600 Strategic Consulting (3 Credit Hours)
A strategic management consultant provides strategic guidance, tactical advice, and implementation support to senior managers in industry and government. Students in this course will learn to make value propositions that reflect their clients’ goals and maximize their clients’ competitive potential. Topics include industry analysis, consulting skills development, consultant-client relationships, stages of consulting (contracting, data collection and diagnosis, feedback and the decision to act, developing client commitment, implementation, results, and accountability), ethics in consulting, and differences between internal and external consulting. Students will learn to understand resistance and manage meetings; they will study project management and the management of consulting firms. Pre- or Co-requisite: MGMT 4010; senior standing

Prerequisite(s): MGMT 4010* and ACCN 3010 and (CBMA 3010, MKTG 3820 or 3820) and FINE 3010 and INFO 3010 and (LGST 3010 or PERS 3210) and MGMT 3010 and (MCOM 3010 or 3350).
* May be taken concurrently.

MGMT 4610 Management of New Ventures (3 Credit Hours)
Entrepreneurs are concerned with the relentless pursuit of opportunities in the marketplace. This course explores the key characteristics of entrepreneurs and examines the entrepreneurial process. The course provides students with the concepts, techniques, and skills needed to manage the entrepreneurial process and face the challenges of entrepreneurial companies. By the conclusion of this class, students should understand their potential roles as entrepreneurs and should have gained a "real-world” orientation to the entrepreneurial process of conceiving and implementing an idea for a new venture. Pre- or Co-requisite: MGMT 4010; senior standing

Prerequisite(s): MGMT 4010*.
* May be taken concurrently.

MGMT 4890 Service Learning: MGMT 4180 (0-1 Credit Hours)
This course requires students to complete an Eco Challenge Project where they will develop a plan that utilizes the latest technologies to have the Metropolitan New Orleans area run on totally renewable energy. This public service experience will add to the students’ knowledge and experience by allowing them to see—firsthand— the needs of the community, and face the challenges in transforming the city to an area sustained entirely on renewable resources. Prerequisite: MGMT 3010; Corequisite: MGMT 4180; junior standing or above

Corequisite(s): MGMT 4180.
MGMT 4891  Service Learning: MGMT 4130 (0-1 Credit Hours)
Student teams will work with the partnering organization on an HR-related project relevant to the needs of that organization. The teams will work in close coordination with the organization and the professor. The semester-long project will result in end-of-semester team presentations, and individual teams submitting a written report. Prerequisite: MGMT 3010; Corequisite: MGMT 4130; junior standing or above

Corequisite(s): MGMT 4130.

MGMT 4896  Service Learning: MGMT 4160 (1 Credit Hour)
This course studies leadership and leadership development. At the center of the course is a service learning project that students will do in collaboration with the Center for Public Service. Each student will lead a team in doing a service project in the community. Students will be responsible for defining the mission, recruiting and motivating a team, formulating and executing a plan, and assessing the results of their efforts. In tandem with the service projects, class meetings will focus on various aspects of leadership. Students will analyze theories and receive practical advice about leadership. In addition, students will take several leadership assessments and receive feedback about their leadership styles. Students should leave the course with a sound understanding of the challenges of leadership, knowledge about research on leadership, practical experience doing leadership, and an increased awareness of their own leadership styles. Prerequisite: MGMT 3010; Corequisite: MGMT 4160; junior standing or above

MGMT 4900  Busn Integratn Capstone (1 Credit Hour)
In MGMT 4900, students will integrate the knowledge, skills, and concepts acquired from the core classes and majors in the Bachelor of Science in Management degree. Students will examine the problem of making strategic business decisions from functional area perspectives and a total organizational perspective. The professor will organize the class into teams, and the highlight of the course will be a final BSM Case Competition involving all students who are taking the Capstone course. The course requirements include an individual written case analysis, and a team case analysis and presentation. The professor will also grade students on class attendance and participation, and on their abilities to work effectively and contribute as team members. In this course, students will be required to take a comprehensive exam known as the ETS® Major Field Test for the Bachelor's Degree in Business, and this exam is part of the course grade. The exam contains 120 multiple-choice questions designed to measure a student's subject knowledge and ability to apply facts, concepts, theories, and analytical methods. Some questions are grouped in sets and based on diagrams, charts, and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels. The test covers the following areas (coverage): Accounting (~15%), Economics (~13%), Management (~15%), Quantitative Business Analysis (~11%), Information Systems (~10%), Finance (~13%), Marketing (~13%), Legal and Social Environment (~10%) and International Issues (overlapping and drawn from other content areas previously listed). Prerequisites: All 3000-level BSM core courses, enrollment limited to students with senior standing, with priority given to graduating seniors. Corequisite: MGMT 4010 MGMT 4900 must be taken concurrently with MGMT 4010. Together, these courses serve as the Business Capstone Experience.

MGMT 4910  Independent Studies (1-3 Credit Hours)
Freeman School seniors who demonstrate academic excellence are allowed to pursue an Independent Study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences with the supervising faculty, as needed. An Independent Study requires the approval of the supervising instructor and the Associate Dean for Undergraduate Education. The credit does not apply towards the Management major requirements for a BSM degree; the independent study counts as Business elective credit only. Interested students should contact the Office of Undergraduate Education at the Freeman School. Prerequisites: Minimum cumulative GPA of 3.333 or higher; senior standing

MGMT 4990  Management Honors Thesis (3 Credit Hours)
This course is for BSM students in the Tulane Honors Program. Students enrolled in this section will begin their Business Senior Honors Thesis. They will conclude their Business Senior Honors Thesis in MGMT 5000 in the spring semester.

Corequisite(s): MGMT 4010 and MGMT 4900.

MGMT 5000  Honors Thesis (3 Credit Hours)
This course is for BSM students in the Tulane Honors Program. Students enrolled in this section of the course will complete their Business Senior Honors theses. They will start the Business Senior Honors theses in MGMT 4990 in the fall semester.

Prerequisite(s): MGMT 4010 or STRE 3010.

MGMT 5380  Junior Year Abroad (1-20 Credit Hours)

MGMT 5390  Junior Year Abroad (1-20 Credit Hours)

MGMT 6030  Strategic Management (3 Credit Hours)
This course is designed to present strategic management from the point of view of the practicing general manager. It focuses on specific knowledge and skills that are required to understand strategy and the process by which it is developed in business organizations. It also provides information on the situation and context in which strategy is formed and implemented.
MGMT 6040 Business Ethics & Leadership (3 Credit Hours)
This course concerns the ethical foundations of leadership in business and society. Students will gain an understanding of various academic perspectives on leadership, real-world examples of effective and ineffective leadership, and insights into their own leadership capabilities. The emphasis on ethics will include some moral philosophy, but will also involve the application of common sense morality to business leadership. This means that active student participation is essential in this course. The classroom experience will include much conversation, debate, disagreement, and dissent in response to provocative case studies, class exercises, and group projects.

MGMT 6050 Operations Management (3 Credit Hours)

MGMT 6060 Human Resource Management (3 Credit Hours)
This course develops an understanding of how human resource management influences organizational success, how human resource strategy should align with the strategic goals of an organization, and the skills that general managers need in order to successfully manage human resources. This course will draw on economics, psychology, sociology, and legal issues to inform students about recruiting, selecting, training, placing, compensating, and managing employees in order to develop and maintain a highly committed and high performing workforce. Students will engage in a variety of exercises and projects which require the application of course material.

MGMT 6070 Strategic Consult Organization (3 Credit Hours)
Strategic consulting aims to prepare students for internal and external management consulting positions. Topics include industry analysis, consulting skills development, consultant-client relationships, stages of consulting (contracting, data collection and diagnosis, feedback and the decision to act, developing client commitment, implementation, results, and accountability), ethics of consulting, differences between internal and external consulting, understanding resistance, managing meetings, project management, and management of consulting firms.

MGMT 6080 Managing People in Orgs (3 Credit Hours)
This course provides students with knowledge of the elements of individual, group, and organizational influences on behavior in organizations and the impact that behavior has on individual, group, and firm outcomes. It covers a range of issues and challenges including creating an environment for success, managing diversity, managing performance, motivating workers, understanding group processes, and making decisions. In doing so, this course exposes students to current thinking, strategies, and evidence-based best practices by incorporating perspectives of leading practitioners, consultants, and researchers in the field.

MGMT 6110 Managing People (1.5-3.75 Credit Hours)

MGMT 6140 Leadership & Ethics (2-3 Credit Hours)

MGMT 6150 Global Business Projects (3 Credit Hours)
This course provides an overview and some in-depth study of management at the executive level in Asia. With a conceptual base in books, current articles and brief lectures, it tackles the most important issues and current situations for top level management doing business in China, India, Japan, Korea, and Southeast Asia. Direct experience for the students is provided through a team project developing and presenting a strategy for an Asian client.

MGMT 6160 New Venture Planning (3 Credit Hours)
The primary objective of this elective course is to teach students to apply the skills learned in their functional area courses toward the goal of understanding entrepreneurship, becoming an entrepreneur, and launching a new venture. Working in teams, students learn to assess, plan, finance, launch, manage, and harvest a scalable, high-growth new venture.

MGMT 6270 Internship Studies (1-3 Credit Hours)
In this course, students will apply the intellectual capital obtained from coursework to a real business organization. The objectives of the course are to help the student integrate the concepts presented in separate functional area courses, to allow the student to experience how academic concepts are adapted to fit the realities of a particular business context, and to help the student understand how his or her academic training can help the organization. Note: MGMT 6270 does not count toward degree completion.

MGMT 6510 Global Leadership I (2 Credit Hours)
This course provides an overview of the world economy and the patterns of global interaction among countries. It develops the foundations of aggregate demand and aggregate supply in an open economy. The emphasis is on open economy macroeconomic issues for managerial decisions. Topics include the determination of interest rates, inflation, wage levels, real output growth, exchange rates, foreign investment, and international trade patterns in the world economy. Issues of government policy, such as government debt, and external balances of trade are also considered.
Competing internationally is no longer limited to large multinational corporations. The globalization of production and markets, the decline in barriers to trade, and the development of the internet, world wide web, and transportation technologies have allowed even small companies access to global markets and supply chains. The objective of this course is to examine ways to design a strategy for competing efficiently in global markets. In a given industry, what are the mechanisms for market entry? How can international opportunities be evaluated and understood? What are the factors underpinning the success of global competitors in a given industry? How do you redesign the value chain of the firm across the globe? How do you successfully enter foreign markets? This course has a regional focus on Asia and includes an international business consulting project and an immersion experience in Asia.

Leaders in business organizations increasingly work globally and in multicultural environments. You may work regularly with customers, suppliers, and partners abroad, or as part of a globally dispersed cross-functional team, or as a manager on an international assignment. In all of these contexts, your effectiveness as a leader depends on how well you understand and are able to manage in a global context. This course has a regional focus on the European Union and includes an international business consulting project and an immersion experience in a major Western European city.

This course provides a basis for understanding the Latin American external business environment from a social, cultural, economic, and political perspective, as well as its effect on managerial decisions. General international business theory is covered with lectures, case studies, and readings focused primarily on the countries of Argentina, Brazil, Colombia, Mexico, and Venezuela. Effective people management is a key to organizational functioning and success in that region. Therefore, individual competencies required to be an effective manager in Latin America are also identified. Those managerial competencies are studied within four categories: leadership, attitudinal, motivational, and cross-cultural. A direct experience for students is also provided through an international business consulting project, and a trip to a major Latin American city.

This multidisciplinary course is the experiential core of the Fast-Track MBA program. It challenges students to identify, create, and evaluate business opportunities for an existing company. This experience is tailored to the students’ career objectives. Students conduct a comprehensive assessment of a company’s strategy including the customer value proposition; product and service offerings; product innovation; new product development process; organizational structure; finance; marketing, including customer segmentation; supply chain management and operations, including distribution channels; and corporate strategy, including alliances, acquisitions, and divestitures. The assessment will also include an evaluation of the industry, including value chain, competitive dynamics, and elements of the macro environment relevant to business strategy. This course is team-taught by faculty from different disciplines within the Freeman School. Students will also engage with industry practitioners throughout the course.

This course is designed to develop students’ knowledge of the process and tools of organizational research, and students’ critical thinking and skills in regard to the conduct of such research. Importantly, this course will provide students with hands-on experience in planning research, analyzing individual level and organizational level data, and disseminating information and insights to possible decision-makers. The course will cover a range of topics including but not limited to ethics in organizational research, clarifying research questions and hypotheses, research design and sampling, measurement issues and survey design, data analysis and presentation, report writing, and research communication strategies. Learning in relation to these topics will be facilitated through lecture and discussion, case studies, experiential exercises/workshops, group projects, and student presentations.

Prerequisite(s): STAT 6020.

This capstone course integrates and summarizes fast-track MBA course work. The material is developed at an advanced MBA level with the goal of utilizing the collective experience of the students to enhance the learning experience. The course utilizes Glo-Bus, an online global simulation that focuses on competitive global business strategy. Glo-Bus allows students to run an action camera and drone company in head-to-head competition against companies run by other class members. Company operations parallel those of actual action camera and drone companies. Just as in the real world, companies compete in a global market arena, selling digital cameras in four geographic regions—Europe-Africa, North America, Asia-Pacific, and Latin America. Students make decisions relating to R&D, component usage, camera and drone performance, product line breadth, production operations, workforce compensation, outsourcing, pricing, sales and marketing, and finance. The challenge is to craft and execute a competitive global strategy that results in a respected brand image, keeps your company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on investment, stock price appreciation, and credit rating. All aspects of the global business strategy simulation parallel the functioning of the actual action camera and drone market, thus allowing students (1) to think rationally and logically in deciding what to do and (2) to get valuable practice in making a variety of different business decisions under circumstances that mirror real-world competitive conditions.
MGMT 7100 Corporate & Coop Strategy (3 Credit Hours)
This case-based course prepares students to make sound corporate strategy decisions. Corporate strategy involves defining the firm's scope in terms of geography, markets, technology, and levels of integration. The desired changes in the scope can be achieved through several important tools of corporate strategy, including acquisitions, alliances, and internal development. The course takes an in-depth look at the strategic decisions that can maximize the value-creation potential of the M&A, alliances, and interorganizational networks. The course requirements include a term project that allows each student to focus on the aspects of corporate strategy that interest him or her the most.

Prerequisite(s): MGMT 6030.

MGMT 7110 Negotiations (3 Credit Hours)
The behavioral processes and phenomena that are inherent in virtually all types of negotiations are explored. Emphasis is on systematic preparation of a negotiating strategy. In-class exercises, role plays, and simulations are used by students to test their strategies and tactics.

Prerequisite(s): MGMT 6210 or 6030.

MGMT 7120 Competition & Strategy (2-3 Credit Hours)
Analytical tools are presented for formulating competitive strategies. In-depth analysis of several industries and competitors is undertaken to help predict competitors' behavior and future industry evolution. Additional considerations include how government, technology, and other environmental factors affect competition. This course also provides analytical approaches to examine the corporate strategies of diversified firms. The principal focus will be on high technology industries and services.

Prerequisite(s): MGMT 6030.

MGMT 7140 New Prod Dev-Hospitality Ind (3 Credit Hours)
This course teaches students the fundamentals of new product development and provides first-hand experiences through application. It provides an understanding of the design innovation process and a set of tools and experiences in finding and developing innovative solutions to address strategic business problems in any industry. Students explore creativity from an individual and team perspective as they identify innovation opportunities and develop and prototype potential solutions. Students examine the key concepts of the design innovation process and apply these concepts in a systematic way to the problem of crafting compelling and competitive offerings. The format of the course is a mixture of lecture, exercises, activities, guest speakers, and field work, drawing from the wealth of examples found in New Orleans and specifically in the New Orleans hospitality industry. The course incorporates a group project in which students design an innovative prototype or proof of concept for a new product or service.

MGMT 7170 Healthcare Policy & Reform (3 Credit Hours)
This elective will benefit students by giving them a foundation of knowledge in three key areas of focus on the United States healthcare system: access to care, cost of care, and quality of care. Students will gain an understanding of how the insurance industry, Medicare, and Medicaid evolved into what it is today, their purpose, and their role in the three key areas of the healthcare system. Students will also learn about the government's role in healthcare and the history of healthcare reform. Finally, students will be able to see how these lessons apply in the real world through a series of guest lectures from hospital administrators, insurance company executives, experienced physicians, and ex-government employees.

MGMT 7180 Innovation Tech Commercial (3 Credit Hours)
This course is designed to teach students to develop models of innovation and apply innovation theory and practices from across a range of commercial size-scales—from small startup companies to intrapreneurial units within large, established companies. The twin poles of theory and practice are balanced through classroom lectures and experiential training. Weekly lectures furnish students with effective and portable theoretical frameworks for identifying, selecting, and executing opportunities for technological innovations in healthcare, energy, water, and the environment. In the experiential training component, students will apply their classroom learning to develop targeted, formal innovation and entrepreneurship business models. Completion of this course will supply students with intellectual groundwork and practical experience in advancing inventive technological ideas toward commercialization and ultimately public benefit. This course builds on the frameworks and case method teaching utilized in MGMT 7210 Management of Technology and Innovation, which is a recommended prerequisite.

MGMT 7210 Mgmt of Tech & Innovation (3 Credit Hours)
Maintaining or creating a competitive advantage requires innovation in process and product technologies. In many industries, top companies in one decade are struggling or absent in the next due to an inability to deal effectively with innovation development. In many cases, top companies fade from prominence due to an inability to anticipate or adjust to the introduction of disruptive technologies by other firms. In this course, frameworks and tools for managing technology advancement are introduced.

Prerequisite(s): MGMT 6030.
MGMT 7250  Strategic Human Res Mgmt  (3 Credit Hours)  
This course develops an understanding of how human resource management influences organizational success, how human resource strategy should align with the strategic goals of an organization, and how general managers acquire the skills needed in order to successfully manage human resources. This course will draw on economics, psychology, sociology, and legal issues to inform students about recruiting, selecting, training, placing, compensating, and managing employees in order to develop and maintain a highly committed and high performing workforce. Students will engage in a variety of exercises and projects which require the application of course material.  
Prerequisite(s): MGMT 6030, 6080 or 6210.  

MGMT 7320  Executive Leadership  (1.25-3 Credit Hours)  
This course provides an opportunity to explore leadership from the point of view of a senior business executive. The starting point will be a set of leadership challenges that are currently faced by business executives. Examples include responding to a business crisis, leading an integration following a merger or acquisition, making a highly consequential strategic decision, implementing a workforce reduction, finding value from diversity and inclusiveness, creating a change in operating culture, accessing a new foreign market, and negotiating the sale of a company. Students will work in teams to develop a response to their assigned challenge. Students will present their response to the class and receive feedback from the professor, their peers, and executive leaders who have actually faced that specific situation. In addition, throughout the course, perspectives on leadership from research and academic frameworks are analyzed. This approach puts students “in the trenches” and develops a practical understanding of the functions of executive leaders.  
Prerequisite(s): MGMT 6210 or 6030.  

MGMT 7910  Independent Study  (1-3 Credit Hours)  
Independent study: General Management.