

BMGT - BUSINESS AND MANAGEMENT

BMGT110 Introduction to the Business Value Chain (3 Credits)

Students are provided with an introduction to the business value chain with an emphasis on inter-organizational and intra-organizational coordination of core business processes. Emphasis is on cross-functional integration and the efficient and effective management of core processes with an emphasis on marketing, operations and supply chain management.

BMGT160 The Intentional Self (3 Credits)

As you navigate adulthood, you will constantly be making decisions that impact your personal and professional well being and success. Making these life choices with intention and a perspective of your whole self will increase your life satisfaction. In this course, you will examine who have been, who you are, and who you want to become. We will be exploring the six pillars of the whole self including purpose/character, relationships, wellness, community, prosperity, and nature and creating a vision for your future self.

Credit Only Granted for: BMGT160, BMGT198A, or BMGT198B.

BMGT161 Creative Problem Solving (3 Credits)

Examines the concept of creative problem solving as it applies in today's and tomorrow's complex business environment. Students will develop an understanding of the creative problem solving process with its distinctive cognitive steps of Divergent Thinking, Emergent Thinking and Convergent Thinking. Topics include creativity techniques for groups and individuals, creativity as a foundation to recognize business opportunities and develop innovative products and services, selecting ideas and making them stick, mental and organizational obstacles to creativity as well as an overview of electronic tools to increase creative capability.

BMGT190 Introduction to Design and Quality (4 Credits)

QUEST students learn and apply design practices to design new products and services. Working in multidisciplinary teams, students use quality and process improvement methods to identify, analyze, and recommend solutions to real-world problems.

Restriction: Must be in the Quest program. Cross-listed with: ENES190.

Credit Only Granted for: BMGT190 or ENES190.

BMGT198 Special Topics in Business and Management (1-3 Credits)

Introductory special topics in business and management.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Repeatable to: 6 credits if content differs.

BMGT207 Technology, Society and the Future of Humanity (3 Credits)

New emerging and converging technologies (such as blockchain, AI, and synthetic biology) are disrupting business-as-usual in fields as diverse as finance, supply chain, medicine and the creative industries. This course deals with the question of how we should use technology to create ethical economic and social systems that reflect the kind of world we want to exist in 25, 50, 100 years from now. Our ideas of what humanity considers to be a "good life" will influence and govern how disruptive technologies can either contribute to it or lead to a dystrophic future.

BMGT210 Foundations of Accounting for Non Business Majors (3 Credits)

Provides an understanding of the common statements that report a company's profitability and financial health, and are useful to all economic agents who are engaged with the firm. Students will also recognize and understand managerial accounting as a system for accumulating and modeling information to support decision-making. **Restriction:** Must not have completed BMGT221; and must not be in a major in the R.H. Smith School of Business.

Credit Only Granted for: (BMGT220 and BMGT221) or BMGT210.

Additional Information: Does not apply to a Smith School degree. Students pursuing a Smith School minor who have completed both BMGT220 and BMGT221 may substitute these courses for BMGT210. Credit will not be given for both BMGT210 and the combination of BMGT220 and BMGT221.

BMGT220 Principles of Accounting I (3 Credits)

Basic theory and techniques of contemporary financial accounting. Includes the accounting cycle and the preparation of financial statements for single owner and partnership forms of business organizations operating as service companies or merchandisers.

BMGT221 Principles of Accounting II (3 Credits)

Basic theory and techniques of accounting for managerial decision making. Involves the introduction of the corporation and manufacturing operations. Includes cost-volume-profit analysis and capital budgeting. Introduces the topics of income taxation and international accounting.

Prerequisite: BMGT220.

BMGT230 Business Statistics (3 Credits)

Introductory course in probabilistic and statistical concepts including descriptive statistics, set-theoretic development of probability, the properties of discrete and continuous random variables, sampling theory, estimation, hypothesis testing, regression and decision theory and the application of these concepts to problem solving in business and management.

Prerequisite: MATH113 or MATH115; or must have math eligibility of MATH120 or higher.

Restriction: Must not have completed ENCE302, ENME392, STAT400, BMGT231, or ENEE324.

BMGT289A Social Enterprise: Changing the World through Innovation and Transformative Action (3 Credits)

In this course, students will hear from real-life social entrepreneurs, explore current day social issues of sustainability, climate change, leadership, disruptive innovations, and create or blueprint business plans to generate positive social change. This class will focus on innovative thinking skills, personal narratives, and social interaction strategies and plans.

BMGT289B How Do Innovators Think? (3 Credits)

In this course, students will learn about: a) the innovation process and the role of the individual in generating innovations and b) the attributes, habits, and skills of individuals who have successfully started innovative new businesses or significantly added value to an existing company.

BMGT289D Frauds, Scams, and Thefts: What, How and Why? (3 Credits)

The primary objective of this course is for students to gain a conceptual understanding of how fraud occurs, how it can be prevented, and how fraud can be detected through practical application of skills and tools. This course provides general background relating to fraud (e.g. history, prevalence, psychology), and it delves into the myriad types of fraud, scams and theft. This course also examines the trends in fraud detection and investigation; and introduces and explores with students the constant tension between public order and civil liberties in white collar crime, forensics, and hacking.

BMGT289E Entrepreneurial Thinking for Non-Business Majors: How Not to Miss Great Opportunities Your Life Throws at You (3 Credits)

In this course, students learn how to analyze the world around them and then notice and define new trends, emerging problems, impending gaps, and how to turn these into exciting opportunities by providing creative solutions. Students will have a chance to not only sharpen their critical thinking skills, but also learn how to take initiative, develop a working solution, identify and resolve conflicts, and be confident and persistent, yet flexible enough to respond to changes. Student teams identify a compelling problem in present day life and then propose a creative solution taking into account possible difficulties in implementation. In addition, students will also be given problems on a much smaller scale and asked to create and present a workable solution. Students will be exposed to how a visionary's mind works and the creative solution process. In addition, students will also learn how entrepreneurial thinking can improve their day-to-day life.

BMGT289I Why Good Managers Make Bad Decisions (3 Credits)

This course provides an overview of the concepts, approaches, and vocabulary of evidence-based management (EBM) and provides an understanding of how experts in many disciplines can employ evidenced based decision making. EBM is an emerging movement in business to explicitly use the current best information in management decision making with special emphasis on relevant scientific findings and unbiased organizational facts. The course stresses how individuals practicing EBM learn how to rethink their approaches to data and knowledge in order to make more effective decisions.

BMGT289L The Proper Role of Government in a Free Enterprise System (3 Credits)

This course examines the proper role of the government in overseeing, promoting, or regulating various business activities in a free market system. Areas that warrant government involvement are identified and appropriate government responses are evaluated. The course identifies causes of market failure and discusses when, how and to what extent the government should act to remedy those failures. Finally, varieties of capitalism and the role of the government in other free enterprise countries are evaluated.

BMGT289M European Debt Crisis: More Integration or Withering of a Dream? (3 Credits)

This course explores the developments and events that led to the formation of the Economic and Monetary Union (EMU) and analyzes the causes for the eruption of the debt crisis. In addition, the course evaluates the policy steps taken to stabilize the crisis (monetary, banking, fiscal and institutional measures), and it discuss policy options to overcome in a lasting manner the design flaws and strengthen the governance of the EMU, so as to improve its overall economic growth performance.

BMGT298 Special Topics in Business and Management (1-3 Credits)

Introductory special topics in business and management.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Repeatable to: 6 credits if content differs.

BMGT299 Student Initiated Special Topics (1 Credit)

Student initiated special topics in business and management.

Repeatable to: 3 credits if content differs.

BMGT301 Introduction to Information Systems (3 Credits)

Comprehensive overview of information systems (IS), which explores the strategic and tactical nature of IS. The basic concepts in analyzing and designing information systems for business applications will be presented. Aspects of data management such as databases, data warehousing, data analysis, and data mining will be analyzed, and the basics of web page and web site design will be outlined. Students will also be introduced to modern information systems infrastructure such as telecommunications, networks, and information systems security. Knowledge of Excel or a similar spreadsheet tool.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Additional Information: CMSC majors will not receive credit for this course towards their upper level concentration in their CMSC major. All BMGT majors, including students who are a double major in CMSC, must complete BMGT301 for their BMGT degree.

BMGT302 Essential Programming Skills for Business Analytics (3 Credits)

The course introduces structured and object-oriented programming and its applications in business functions and analytics. Students will apply problem-solving skills to create software solutions using programming logic and data structures. The course especially emphasizes learning by doing exercises using a modern, high-level programming language and industry standard software.

Prerequisite: BMGT301; or permission of BMGT-Robert H. Smith School of Business.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business; and must not be in the Computer Science major.

BMGT310 Intermediate Accounting I (3 Credits)

Comprehensive analysis of financial accounting topics related to financial statement preparation and external reporting.

Prerequisite: BMGT221.

BMGT311 Intermediate Accounting II (3 Credits)

Continuation of BMGT310.

Prerequisite: BMGT310.

BMGT313 Financial Statement Analysis (3 Credits)

Provides students with the tools to conduct a financial statement analysis, which is part of an overall business analysis. Involves understanding and using the information that financial statements are communicating to users.

Prerequisite: BMGT221.

BMGT321 Managerial Accounting (3 Credits)

A study of the basic concepts of product costing and cost analysis for management planning and control. Emphasis is placed on the role of the accountant in organizational management, analysis of cost behavior, standard cost budgeting, responsibility accounting and relevant costs for decision-making.

Prerequisite: BMGT221.

BMGT323 Taxation of Individuals (3 Credits)

Federal taxation of individuals focusing on income, exclusions, deductions, depreciation, credits and capital transactions. Property coverage includes the tax consequences of sales and dispositions of investment and business assets. Both tax planning and compliance issues are covered.

Prerequisite: BMGT221.

BMGT326 Accounting Systems (3 Credits)

A study of accounting systems and computer and communications technology.

Prerequisite: BMGT221; and (BMGT201 or BMGT301).

BMGT332 Quantitative Models for Management Decisions (3 Credits)

The aim of this course is to introduce management science techniques for informed decision-making that can be applied in spreadsheet models to assist in the decision-analysis process. Models include Linear Programming, Transportation and Assignment problems, network flow models, Integer and non-linear programming, Simulation and Decision Trees.

Prerequisite: BMGT231 or BMGT230; or students who have taken courses with comparable content may contact the department.

BMGT340 Business Finance (3 Credits)

Topics include: the principles and practices involved in the organization, financing and rehabilitation of business enterprises; the various types of securities and their use in raising funds, apportioning income, risk and control; intercorporate relations; and new developments. Emphasis on solution of problems of financial policy faced by management.

Prerequisite: BMGT220; and (BMGT231 or BMGT230).

BMGT341 Financial Markets (3 Credits)

Shows the interconnectedness of the markets. The role of the Central bank and monetary policy is included in this context. Students develop an understanding of: (i) the determination of interest rates; (ii) financial instruments, markets and institutions; (iii) the impact of monetary policy on institutions; and (iv) how financial innovations create markets.

Prerequisite: Must have completed or be concurrently enrolled in BMGT340.

Formerly: BMGT498G.

BMGT342 Wall Street Finance (3 Credits)

Using concepts and tools of finance, students will examine a wide range of business problems and explore possible solutions. The course is designed to improve a student's problem solving capabilities, business writing and communication skills, teamwork, and planning skills. Students will also gain experience in analyzing issues frequently faced by financial decision-makers.

Prerequisite: BMGT340.

Credit Only Granted for: BMGT448F or BMGT342.

Formerly: BMGT448F.

BMGT343 Investments (3 Credits)

An introduction to financial investments. Topics include: securities and securities markets; investment risks, returns and constraints; portfolio policies; and institutional investment policies.

Prerequisite: BMGT340.

Credit Only Granted for: BMGT343 or ECON435.

Additional Information: This course cannot be used to fulfill any requirements for majors in Economics.

BMGT345 Foundations of Financial Management for Non Business Majors (3 Credits)

Provides students an overview of financial management. Students will understand how a business allocates financial resources in an uncertain environment to maximize shareholder value. In addition students will learn the following: how to apply accounting principles to corporate finance; how to value assets, projects, companies and investment securities; understand the relationship between risk and return and how it impacts investment and corporate decisions; how to calculate a company's cost of capital, and develop an intuitive comprehension of financial concepts and analysis.

Prerequisite: BMGT210 or BMGT220.

Restriction: Must not have completed BMGT340; and must not be a major in the R.H. Smith School of Business.

Credit Only Granted for: BMGT345 or BMGT340.

Additional Information: Course does not apply to a Smith School degree. BMGT340 may substitute for BMGT345.

BMGT347 Quantitative Financial Analysis (3 Credits)

Introduces students to data science for financial applications using an industry-standard programming language. Students will use tools ranging from regression models to machine learning to investigate questions across a variety of areas within finance including asset management, corporate finance and FinTech. The course will illustrate how big data and data analytics can improve financial decision-making by focusing on problems facing finance professionals.

Prerequisite: BMGT340; must have completed or be concurrently enrolled in BMGT343.

Credit Only Granted for: BMGT347 or BMGT448G.

Formerly: BMGT448G.

BMGT349 Private Equity and Venture Capital (3 Credits)

The New Markets Private Equity/Venture Capital Clinic allows students to gain professional experience commensurate with that of an Associate in a Venture Capital Firm. Students are trained to buy, own, actively manage and sell high growth technology companies in private transactions. The class format includes: lectures; presentations from guest speakers, including the regions leading CEOs, private equity and service providers; and a series of facilitated exercises that simulate buying, owning and selling businesses. The course exposes students to real life activities covering the entire deal process from market research, diligence, selection, negotiation valuing, and structuring an investment, as well as management, growth and exit of portfolio companies.

Prerequisite: Must have completed or be concurrently enrolled in BMGT313 and BMGT340.

Repeatable to: 6 credits.

Formerly: BMGT448B.

BMGT350 Marketing Principles and Organization (3 Credits)

An introduction to the concepts and principles of marketing including the marketing of service and nonprofit organizations. Provides an overview of all the concepts in marketing including relationship marketing, product development, pricing, promotion, marketing research, consumer behavior, international marketing, distribution and internal marketing to employees.

Recommended: ECON200.

BMGT351 Marketing Research Methods (3 Credits)

Focuses on aiding marketing decision-making through exploratory, descriptive and causal research. Develops student skills in designing market research studies, including selection of data collection method, development of data collection instrument, sample design, collection and statistical analysis of data and reporting the results, including data visualization.

Prerequisite: BMGT230; and must have completed or be concurrently enrolled in BMGT350.

Credit Only Granted for: BMGT351 or BMGT452.

Formerly: BMGT452.

BMGT352 Customer-Centric Innovation (3 Credits)

Addresses the management of new products and services with a focus on the innovation process, specifically the development and launching of new products or services: Opportunity Identification, Concept Generation, Design, Testing and Launch.

Prerequisite: BMGT350.

Credit Only Granted for: BMGT352, BMGT382 or BMGT456.

Formerly: BMGT352.

BMGT353 Retail Management (3 Credits)

Planning and implementing retail marketing strategy. Application to store and non-store (catalog, internet) retailing. Evaluation of how environmental trends in the consumer market, competition, the economy and technology affect retail strategy in the U.S. and global market.

Prerequisite: BMGT220 and BMGT350.

Credit Only Granted for: BMGT353 or BMGT453.

Formerly: BMGT353.

BMGT354 Consumer Analysis (3 Credits)

Identifying buyer behavior concepts relevant to a specific marketing problem so that appropriate marketing decisions can be made. Conceptual frameworks are drawn from psychology, sociology, economics, and other social sciences to aid in understanding the behavior of ultimate and industrial buyers.

Prerequisite: BMGT350.

Credit Only Granted for: BMGT354 or BMGT451.

Formerly: BMGT451.

BMGT355 Foundations of Marketing for Non Business Majors (3 Credits)

Introduces the concepts and principles of marketing. Provides an overview of all the concepts in marketing including relationship marketing, product development, pricing, promotion, marketing research, consumer behavior, international marketing, distribution and internal marketing to employees.

Restriction: Must not have completed BMGT350; and must not be a major in the R.H. Smith School of Business.

Credit Only Granted for: BMGT355 or BMGT350.

Additional Information: Course does not apply to a Smith School degree. BMGT350 may substitute for BMGT355.

BMGT357 Marketing Internship (3-6 Credits)

Supervised work experience with a firm engaged in marketing goods or services. Students apply concepts learned in marketing classes and analyze the firm's organizational structure, environment and marketing strategy.

Prerequisite: BMGT350.

Restriction: Permission of BMGT-Robert H. Smith School of Business; and must be in a major in BMGT-Robert H. Smith School of Business.

BMGT360 Strategic Management of Human Capital (3 Credits)

Provides students with the basic knowledge needed to help organizations attract, select, develop, engage, evaluate, and retain talent. Topics covered may include strategic HRM, the role of globalization, legal issues in HRM, work analysis, HR planning, recruitment, personnel selection, performance management and appraisal, training and development, career development, compensation systems, motivating and rewarding performance, labor relations, and employee health and safety.

BMGT361 Entrepreneurship: Starting and Managing the Entrepreneurial Venture (3 Credits)

Focuses on the early development of a new venture. Topics include: idea-getting, opportunity recognition, feasibility studies, new venture financing and startup. Guest speakers and practicing entrepreneurs offer real world guidance. Restricted to students admitted to the Smith Entrepreneurship Fellows Program.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business; and must be in the Smith Entrepreneurship Fellows Program; and must not have completed BMGT461.

Credit Only Granted for: BMGT261, BMGT361, or BMGT461.

Formerly: BMGT261.

BMGT362 Negotiations (3 Credits)

By using a variety of assessment tools, feedback sources, skill-building exercises, and exercise debriefings, this experiential course is designed to enhance students' negotiating self-confidence and improve students' analytical skills, interpersonal skills, creativity and persuasive abilities.

Restriction: Must not have completed COMM425.

Credit Only Granted for: BMGT362 or COMM425.

BMGT363 Leadership and Teamwork in Organizations (3 Credits)

Provides a comprehensive understanding of fundamental leadership concepts, theories, and skills in organizations and applies to assessing and developing effective leadership practices in organizations.

BMGT364 Managing People and Organizations (3 Credits)

An introduction to selected aspects of human behavior in organizations generally known as organizational behavior (OB). This course is designed to help students develop systematic and fundamental understanding of people and their behaviors in organizations, as well as useful abilities and skills required to effectively and ethically manage various individual, interpersonal, group, and organization-level processes.

BMGT365 Entrepreneurial Finance and Private Equity (3 Credits)

Studies venture capital and private equity using a combination of cases, lectures and guest speakers. Addresses how venture capitalists provide capital to start-up firms in growing industries and how private equity markets provide capital to help established medium-sized firms (often family businesses) grow and restructure. Focuses on how financial, legal, and economic issues are dealt with in the financial contracts between venture capitalists and their limited partners and between capitalists (or other private equity investors) and the firms in which they invest.

Prerequisite: BMGT461 or BMGT361.

Restriction: Junior standing or higher.

Credit Only Granted for: BMGT365, ENES466, SMLP471 or HLMN471.

BMGT366 Growth Strategies for Emerging Companies (3 Credits)

Offers practical management tools that are needed to build a new venture into a significant enterprise. The competencies, strategies and structures of successful high performance businesses are studied through cases, videos and guest lecturers. Topics include leadership, internal growth strategies, merger, acquisition and franchising.

Prerequisite: BMGT461 or BMGT361.

Restriction: Junior standing or higher.

BMGT367 Career Search Strategies in Business (1 Credit)

An overview and opportunity to practice job search skills critical to obtaining internships and full-time positions. Course will cover strategies for exploring career options, preparing job search materials, development of job search skills such as interviewing and networking. Students are encouraged to take this course in the sophomore or junior year.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

BMGT369 Experiential Learning in Business Innovation and Entrepreneurship (1-3 Credits)

Selected experiential learning opportunities in business innovation and entrepreneurship

Repeatable to: 15 credits if content differs.

Additional Information: Priority will be given to students enrolled in the Management Major, Innovation and Entrepreneurship Minor, and the General Business Minor.

BMGT370 Introduction to Transportation (3 Credits)

An overview of the transportation field with an emphasis on freight movements from the perspective of both providers of capacity and users of freight services. Examines the characteristics of the freight modes and the role of each mode as a major component of logistics and supply chain management. Explores the economics, energy use, and finances of each mode as well as the impact of government policies on each mode's future. Discussion of infrastructure and capacity needs of the transportation system and its ability to support the economy.

BMGT372 Introduction to Logistics and Supply Chain Management (3 Credits)

Supply chain management involves the coordination of suppliers, manufacturers, distributors, and retailers to ensure that products and services are available to the final consumer in a timely and cost-effective fashion. Logistics management is the subset of supply chain management dealing with the physical flows of product and includes such activities as transportation management, warehousing, materials handling, inventory management, and order fulfillment. Attention is paid to the logistics cost trade-offs within the firm and between members of the supply chain.

Credit Only Granted for: BMGT375 or BMGT372.

BMGT373 Supply Chain Management Internship (3-6 Credits)

Involves supervised work experience in supply chain management, logistics and/or transportation. Students will be expected to relate course material to work experience in an analysis of a firm's operations.

Prerequisite: BMGT370 or BMGT372.

Restriction: Permission of BMGT-Robert H. Smith School of Business.

BMGT374 Supply Chain Risk Management (3 Credits)

Since supply chain risk is increasingly more recognized as an organizational threat, and therefore a critical part of corporate strategy; this course examines a wide range of supply chain risk and develops a process to identify, assess, and prioritize this risk. Through a series of readings and case studies, the course focuses on factors that contribute to supply chain risk within the firm as well as the supply chain. Strategies to mitigate risk are explored.

Credit Only Granted for: BMGT478C or BMGT374.

Formerly: BMGT478C.

BMGT375 Supply Chain Management for Non Business Majors (3 Credits)

Examines management decision-making in the design, implementation and coordination of a firm's supply chain activities. Topics include transportation management, warehousing, materials handling, inventory management, and order fulfillment.

Restriction: Must not have completed BMGT372; and must not be a major in the Robert H. Smith School of Business.

Credit Only Granted for: BMGT375 or BMGT372.

BMGT380 Business Law I (3 Credits)

Legal aspects of business relationships. Examination of torts and business crimes, contracts and agency. The law of personal property and bailment relationships. Survey of public policy issues.

BMGT381 Business Law II (3 Credits)

The Uniform Commercial Code, including sales, commercial paper, secured transactions, bulk sales and documents of title. The law of partnerships and corporations. Reorganization and liquidation under the bankruptcy laws. The law of real property, landlord and tenant relationships and decedents' estates.

Prerequisite: BMGT380; or permission of BMGT-Robert H. Smith School of Business.

BMGT382 Marketing and Innovation for Entrepreneurs (3 Credits)

Marketing and Innovation are two critically important activities that determine success in any business venture. This course will focus on understanding the fundamentals of marketing and innovation from the perspective of an entrepreneur. At a broad level, we will apply proven marketing frameworks (STP and 4Ps) to effectively deliver innovation in an entrepreneurial context.

Restriction: Must not have completed BMGT352.

Credit Only Granted for: BMGT352, BMGT382 or BMGT456.

BMGT385 Operations Management (3 Credits)

Studies the design, management and improvement of a firm's processes and systems for creation and delivery of products and services. Includes strategic and operational views of supply chain, product development, and capacity analysis, highlighting the competitive advantages that operations management can provide the firm.

Credit Only Granted for: BMGT385 or ENME426.

BMGT386 General Business Internship (3-6 Credits)

Supervised work experience in business. Students will be expected to relate course material to work experience in an analysis of a firm's operations.

Restriction: Permission of BMGT-Robert H. Smith School of Business; and must be in a major in BMGT-Robert H. Smith School of Business.

BMGT390 Designing Innovative Systems (3 Credits)

QUEST students develop an understanding of complex systems that incorporate elements of business and technical design and analyze how these systems evolve over time and may be shaped by technology disruptions, internal decisions, and external forces. Students apply these concepts to real-world complex systems in a team environment.

Prerequisite: ENES190 or BMGT190.

Restriction: Must be in the QUEST program. Cross-listed with: ENES390.

Credit Only Granted for: BMGT390 or ENES390.

BMGT392 Introduction to International Business Management (3 Credits)

A study of the domestic and foreign environmental factors affecting the international operations of U.S. business firms. The course also covers the administrative aspects of international marketing, finance and management.

Prerequisite: ECON200.

BMGT395 Principles of Management for Non Business Majors (3 Credits)

Introduces concepts related to organization behavior. Topics include leadership, team decision making and management, conflict resolution and negotiations, organizational culture, and organization change. Students will learn how to apply those concepts and theories to understanding and critically analyzing various individual, interpersonal, group, and organizational management processes.

Restriction: Must not have completed BMGT364; and must not be a major in the Robert H. Smith School of Business.

Credit Only Granted for: BMGT395 or BMGT364.

BMGT397 Mentoring Multidisciplinary Teams (3 Credits)

QUEST students practice essential skills for mentoring and coaching multidisciplinary teams. These include effective communications, facilitation, conflict resolution, and the ability to motivate. Students will practice these skills as mentors for student teams from BMGT/ENES 190H. In the process, they will strengthen their knowledge of design and quality techniques.

Restriction: Restricted to QUEST Program (TQMP) students. Cross-listed with: ENES397.

Credit Only Granted for: BMGT397 or ENES397.

BMGT398 Individual Study in Business and Management (1-3 Credits)

Restriction: Permission of BMGT-Robert H. Smith School of Business.

Repeatable to: 6 credits.

BMGT402 Database Systems (3 Credits)

The fundamentals of database management systems (DBMS), data models, query processing, and data warehouses, and their application in the development of business information systems will be covered. An important goal of this course is to understand the value of information resources and information management challenges within an organization.

Recommended: BMGT302.

Credit Only Granted for: INST327 or BMGT402.

BMGT403 Systems Analysis and Design (3 Credits)

Techniques and tools applicable to the analysis and design of computer-based information systems. System life cycle, requirements analysis, logical design of databases and performance evaluation. Emphasis on case studies. Project required that involves the design, analysis and implementation of an information system.

Prerequisite: BMGT301; or students who have taken courses with comparable content may contact the department.

Recommended: BMGT302.

BMGT404 Essential Data Skills for Business Analytics (3 Credits)

Building on prior programming knowledge, this course introduces principles of data science to collect, analyze, and visualize business data. Students will explore application of business analytics in areas such as finance, accounting, marketing, and operations. This course especially emphasizes learning by doing exercises using a modern, high-level programming language and industry standard software.

Prerequisite: BMGT302.

Credit Only Granted for: BMGT404 or CMSC320.

Additional Information: CMSC majors will not receive credit for this course towards their upper level concentration in their CMSC major.

BMGT406 Developing Applications for the Web and Social Media (3 Credits)

The design and development of Web applications and the underlying platforms and standards for Web application development will be covered. It will examine the phenomenon of social media, social networking and crowdsourcing and understand their use within organizations.

Prerequisite: BMGT402 and BMGT302.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Credit Only Granted for: INST377 or BMGT406.

BMGT407 Information Systems Projects (3 Credits)

Senior capstone course for the decision and information sciences major. Collected knowledge from the DIS courses and application to significant problems of size and complexity. State-of-the-art research ideas and current business and industrial practices in information systems.

Prerequisite: BMGT402 and BMGT403.

Restriction: Senior standing.

BMGT408 Emerging Topics in Information Systems (3 Credits)

Selected advanced topics covering emerging developments in the field of decision and information technologies.

Restriction: Permission of BMGT-Robert H. Smith School of Business.

Repeatable to: 9 credits if content differs.

BMGT410 Government Accounting (3 Credits)

An introduction to the theory and practice of accounting and financial reporting as applied in both federal and state/local governments, with a focus on generally accepted accounting principles applicable in each. Topics include analyzing transactions; recognizing transactions in the accounting cycles; and preparing and analyzing financial statements and the overall financial reports at both the federal and state/local government levels.

Prerequisite: BMGT221.

BMGT411 Ethics and Professionalism in Accounting (3 Credits)

Analysis and discussion of issues relating to ethics and professionalism in accounting.

Prerequisite: BMGT311.

Restriction: Must be in Accounting program.

BMGT417 Taxation of Corporations, Partnerships and Estates (3 Credits)

Federal taxation of corporations using the life-cycle approach-formation, operation, assessment, merger, reorganization and liquidation. Overviews of pass-through entities - partnerships and s-corporations -using the life-cycle approach, and the tax consequences of wealth transfers by individuals - gift and estate taxation. Both tax planning and compliance issues are addressed.

Prerequisite: BMGT221.

BMGT422 Auditing Theory and Practice (3 Credits)

A study of the independent accountant's attest function, generally accepted auditing standards, compliance and substantive tests and report forms and opinions.

Prerequisite: BMGT310; and must have completed or be concurrently enrolled in BMGT311.

BMGT423 Fraud Examination (3 Credits)

Covers fraud prevention, detection and investigation techniques. The traditional accounting areas of fraud-fraudulent financial accounting and misappropriation of assets as well as recent and historical cases of fraud will also be examined. Current fraud topics will be discussed.

Prerequisite: BMGT310.

BMGT424 Advanced Accounting (3 Credits)

Advanced accounting theory applied to specialized topics and current problems. Emphasis on consolidated statements and partnership accounting.

Prerequisite: BMGT311.

BMGT428 Special Topics in Accounting (3 Credits)

Selected advanced topics in Accounting.

Prerequisite: BMGT310.

Restriction: Must be in Accounting program.

Repeatable to: 9 credits if content differs.

BMGT430 Data Modeling in Business (3 Credits)

Explores the role of statistical models in business analytics to drive managerial decision-making and improve performance through the use of relevant data-motivated examples. Topics include regression models (both simple and multiple regression, as well as logistic regression for binary data), model validation, variable transformation, variable selection, discriminant analysis, and forecasting. These topics are modeled using state-of-the-art data analytics software.

Prerequisite: BMGT231 or BMGT230; or permission of BMGT-Robert H. Smith School of Business.

BMGT431 Data Analytics (3 Credits)

An introduction to the tools and techniques that are central to the analysis of abundant data that is being collected in many forms including web traffic, social network data, and reviews and comments on websites.

Prerequisite: BMGT430.

BMGT434 Analytics Consulting: Cases and Projects (3 Credits)

This course assumes that students have already been introduced to the concepts and techniques of operations research/business analytics (OR/BA). Published papers, short cases, and projects in OR/BA will be analyzed and discussed in a thoughtful way, taking into account the soft (people-related) issues and the hard (mathematical/optimization) issues.

Prerequisite: BMGT332 and BMGT385.

BMGT435 Business Process Simulation (3 Credits)

Covers the methods for computer simulation modeling and analysis of complex systems. Students are assumed to have been introduced to the basic techniques and applications in the field of operations management and business analytics. Course emphasis is on modeling of real-world systems (for example, inventory or queueing systems), implementing simulations in special purpose software, and analyzing simulation results.

Prerequisite: BMGT332 and BMGT385.

BMGT438 Special Topics in Operations Management (1-3 Credits)

Selected advanced topics in operations management.

Repeatable to: 6 credits if content differs.

BMGT440 Advanced Financial Management (3 Credits)

Analysis and discussion of cases and readings relating to financial decisions of the firm. The application of finance concepts to the solution of financial problems is emphasized.

Prerequisite: BMGT340.

BMGT441 Fixed Income (3 Credits)

Describes important financial instruments which have market values that are sensitive to interest rate movements. Develops tools to analyze interest rate sensitivity and value fixed income securities. Defines and explains the vocabulary of the bond management business.

Prerequisite: BMGT340.

Credit Only Granted for: BMGT448A or BMGT441.

Formerly: BMGT448A.

BMGT442 Advanced Portfolio Management (3 Credits)

An in-depth coverage of statistical methods for choosing stocks is provided. Financial markets data is used in the class. Students are also expected to learn and use an industry-standard programming language during the class to implement the concepts of the class.

Prerequisite: BMGT343 and BMGT347.

BMGT443 Applied Equity Analysis and Portfolio Management (3 Credits)

Study and application of the concepts, methods, models, and empirical findings to the analysis, valuation and selection of securities, especially common stock.

Prerequisite: BMGT343.

BMGT444 Futures and Options Contracts (3 Credits)

The institutional features and economic rationale underlying markets in futures and options. Hedging, speculation, structure of futures prices, interest rate futures, efficiency in futures markets and stock and commodity options.

Prerequisite: BMGT343.

Credit Only Granted for: BMGT444 or MATH424.

BMGT445 Banking and Financial Institutions (3 Credits)

Analysis and discussion of cases and readings in commercial bank management. The loan function is emphasized; also the management of liquidity reserves, investments for income and source of funds. Bank objectives, functions, policies, organization, structure, services and regulation are considered.

Prerequisite: BMGT340.

Recommended: ECON330 or BMGT341.

BMGT446 International Finance (3 Credits)

Financial management from the perspective of the multinational corporation. Topics covered include the organization and functions of foreign exchange and international capital markets, international capital budgeting, financing foreign trade and designing a global financing strategy. Emphasis of the course is on how to manage exchange and political risks while maximizing benefits from global opportunity sets faced by the firm.

Prerequisite: BMGT340.

BMGT448 Special Topics in Finance (1-3 Credits)

Selected advanced topics in finance.

Repeatable to: 9 credits if content differs.

BMGT449 Investment Fund Management: Lemma Senbet Fund (3 Credits)

The Lemma Senbet Fund is a year-long, advanced finance course available to undergraduate finance majors in their senior year. Ten to twelve students will be selected in the spring of their junior year to participate on the fund, two as portfolio managers and eight to ten as equity analysts. The course provides students with the opportunity to apply what they have learned in finance classes to actual investment decisions, through researching real companies and managing a portfolio of real money.

Prerequisite: BMGT343.

Corequisite: BMGT443.

Restriction: Permission of BMGT-Robert H. Smith School of Business.

Repeatable to: 6 credits if content differs.

BMGT450 Integrated Marketing Communications (3 Credits)

In-depth study of coordinated marketing activities including advertising, sales promotion, Internet marketing, direct marketing and personal selling. Emphasizes strategic planning to effectively use these promotional tools to communicate with customers and meet marketing goals. Blends theory and current practice to provide managerial orientation.

Prerequisite: BMGT350.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Credit Only Granted for: BMGT354 or BMGT450.

Formerly: BMGT354.

BMGT451 Consumer Analysis (3 Credits)

Identifying buyer behavior concepts relevant to a specific marketing problem so that appropriate marketing decisions can be made. Conceptual frameworks are drawn from psychology, sociology, economics, and other social sciences to aid in understanding the behavior of ultimate and industrial buyers.

Prerequisite: BMGT350.

Credit Only Granted for: BMGT354 or BMGT451.

Formerly: BMGT451.

BMGT452 Marketing Research Methods (3 Credits)

Focuses on aiding marketing decision-making through exploratory, descriptive and causal research. Develops student skills in designing market research studies, including selection of data collection method, development of data collection instrument, sample design, collection and statistical analysis of data and reporting the results, including data visualization.

Prerequisite: BMGT230; and must have completed or be concurrently enrolled in BMGT350.

Credit Only Granted for: BMGT351 or BMGT452.

Formerly: BMGT452.

BMGT453 Retail Management (3 Credits)

Planning and implementing retail marketing strategy. Application to store and non-store (catalog, internet) retailing. Evaluation of how environmental trends in the consumer market, competition, the economy and technology affect retail strategy in the U.S. and global market.

Prerequisite: BMGT220 and BMGT350.

Credit Only Granted for: BMGT353 or BMGT453.

Formerly: BMGT353.

BMGT454 Global Marketing (3 Credits)

Marketing functions from the global executive's viewpoint, including coverage of global marketing policies relating to product adaptation, data collection and analysis, channels of distribution, pricing, communications and cost analysis. Consideration is given to the cultural, legal, financial and organizational aspects of global marketing.

Prerequisite: BMGT350.

BMGT455 Sales Management (3 Credits)

The roles of the sales executive as a planner, manager of resources and marketing functions and recruiter, trainer, motivator and leader of field sales personnel. Techniques and sequence of problem analysis for selling and sales management decisions and to the practical framework in which these decisions take place. Teaching vehicles feature strong classroom interactions, cases, journal articles, research findings, guest sales managers, debates, and modern company practices.

Prerequisite: BMGT350.

BMGT456 Customer-Centric Innovation (3 Credits)

Addresses the management of new products and services with a focus on the innovation process, specifically the development and launching of new products or services: Opportunity Identification, Concept Generation, Design, Testing and Launch.

Prerequisite: BMGT350.

Credit Only Granted for: BMGT352, BMGT382 or BMGT456.

Formerly: BMGT352.

BMGT457 Marketing Policies and Strategies (3 Credits)

This capstone course ties together various marketing concepts using the fundamentals of strategic market planning as the framework. Application of these principles is accomplished by analyzing and discussing cases and by playing a marketing strategy computer simulation game. Analysis of current business articles to understand the link between theory and real-world problem solving.

Prerequisite: BMGT350.

BMGT458 Special Topics in Marketing (1-3 Credits)

Selected advanced topics in marketing.

Repeatable to: 6 credits if content differs.

BMGT461 Entrepreneurship (3 Credits)

Process of creating new ventures, including evaluating the entrepreneurial team, the opportunity and the financing requirements. Skills, concepts, mental attitudes and knowledge relevant for starting a new business.

Restriction: Must not have completed BMGT361.

Credit Only Granted for: BMGT261, BMGT361, BMGT461, ENES460, SMLP470 or HLMN470.

BMGT463 Cross-cultural Challenges in Business (3 Credits)

Examines in depth the nature of international cultural value-differences and their behavioral-related effects in the workplace. Topics include decision-making and leadership styles and reactions to various work assignments and reward structures.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

BMGT465 Business Plan For The New Venture (3 Credits)

Each student focuses on the production of a business plan that will be accepted for an annual business plan competition. Business plans of sufficient quality may be submitted to attract financing. Topics include a deep review of business construction and its derivative short forms.

Prerequisite: BMGT461 or BMGT361.

BMGT466 Global Business Strategy (3 Credits)

Focuses on the strategic challenges that directly result from and are associated with the globalization of industries and companies. Topics include drivers of industry globalization, difference between global and multi-domestic industry, global expansion strategies, sources of competitive advantage in a global context, and coordination of a company across a global network.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

BMGT467 Strategic Innovation and Entrepreneurship (3 Credits)

Provides an understanding of how innovation affects the competitive dynamics of markets, how firms can strategically manage innovation, and how firms can create and implement strategies to maximize their likelihood of success.

Credit Only Granted for: BMGT467, ENES463 or HLMN472.

BMGT468 Special Topics in Management and Organization (1-3 Credits)

Selected advanced topics in management and organization.

Repeatable to: 6 credits if content differs.

BMGT469 Management and Organization Short-term Study Abroad (3 Credits)

Selected short-term study abroad topics in management and organization.

Repeatable to: 9 credits if content differs.

BMGT471 Supply Chain Consulting Fellows I (3 Credits)

Prepares students for a career in Intermodal/Logistics/and Supply Chain Management. Designed to enhance student analytical skills in tackling issues of direct relevance to the operating efficiency and profitability of individual firms. Student will have direct exchanges with executive leaders in this field through participation in national conferences and in-class visits. Students will participate in a national student case competition that focuses on a critical issue facing the industry leaders. Under the direction of the instructor, students conduct academic research on key topics that represent real-world consulting engagements designed to address critical issues faced by the individual companies and result in research-based solutions to these current challenges.

Prerequisite: BMGT372.

BMGT472 Purchasing and Inbound Logistics (3 Credits)

Analysis of the resupply activities of logistics management, including purchasing policies, transportation planning, and inventory control. Attention is directed toward total cost minimization and the establishment of a sustainable competitive advantage based on procurement.

Prerequisite: BMGT372.

BMGT473 Supply Chain Consulting Fellows II (3 Credits)

This second course of the Supply Chain Consulting Fellows program is designed to build upon the skills and concepts learned in the initial course to produce polished, skilled consultants who can build a consulting project from its initial stages and carry it through to a set of actionable initiatives and conclusive results. The initial component of this course will be to enhance and complete the started projects in the previous semester's course so that each research project can be formally presented to the project sponsor, i.e., the Board of Advisors for the Intermodal Association of North America. Student teams will serve as project consultants and tackle a real-world problem presented by a designated firm. Students will also participate in a national conference devoted to Intermodal/Logistics/Supply Chain issues. The conference will involve individual academic sessions and reports by the students based on the content provided. The class will also include several Executive Leader sessions.

Prerequisite: BMGT370, BMGT372 and BMGT471.

Credit Only Granted for: BMGT478D or BMGT473.

Formerly: BMGT478D.

BMGT475 Supply Chain Strategy and Network Design (3 Credits)

Analysis of the strategic aspects of supply chain management. Emphasis on the creation of end-user value through supply chain cost reductions, service improvements or both. Attention is directed toward the enabling role of technology in support of strategy evaluation and implementation.

Prerequisite: BMGT372.

BMGT476 Technology Applications in Supply Chain Management (3 Credits)

An understanding of the role of technology in managing the supply chain. Provides students with hands-on experience in advanced software systems that build on top of enterprise resource planning systems. Major emphasis is placed on demonstrating that these systems result in supply chain cost reductions and service improvements.

Prerequisite: BMGT372.

BMGT477 International Supply Chain Management (3 Credits)

The study of the importance of the supply chain management within a global context. Topics covered include: the structure, service, pricing and competitive relationships among international carriers and transport intermediaries as well as documentation, location decisions, international sourcing/distribution and management of inventory throughout the international supply chain.

BMGT478 Special Topics in Supply Chain Management (3 Credits)

Selected advanced topics in supply chain management.

Repeatable to: 9 credits if content differs.

Additional Information: Course prerequisites will vary depending on the topic. A maximum of 3 credits of BMGT478 course work can fulfill Supply Chain Management major requirements.

BMGT484 Digital Marketing (3 Credits)

Examines the process of developing, implementing, and analyzing strategies for successfully marketing a variety of existing and potential products and services through digital means, including the web, social media, and mobile apps. Both the development and analysis of digital media for marketing will be discussed.

Prerequisite: BMGT350.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

BMGT485 Project Management (3 Credits)

Modern project management techniques that are used by modern practicing professionals will be covered. Particular attention is given to the management of technology based systems and projects in a business enterprise. The topics covered include: defining project scope, alignment of projects with enterprise strategy, managing project cost, time and risks using tools such as CPM/PERT, and measuring project performance.

Prerequisite: BMGT231 or BMGT230; or students who have taken courses with comparable content may contact the department.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Credit Only Granted for: BMGT485, ENCE320, ENCE325, INST4080 or INST453.

BMGT487 Six Sigma Innovation (3 Credits)

Enhances the overall understanding of Six Sigma Strategy, Tools and Methods to positively influence the performance of a business process, a product or service. Highlights the application of Define-Measure-Analyze-Improve-Control (DMAIC), Design For Six Sigma (DFSS), and the pursuit of Critical to Quality criteria (CTQ's) in a collaborative perspective, one that recognizes a balance between efficiency, and effectiveness and between statistical analysis and statistical thinking.

Prerequisite: STAT400, BMGT231, BMGT230, or ENME392.

BMGT488 Special Topics in Logistics, Business, and Public Policy (1-3 Credits)

Selected advanced topics in logistics, business and public policy.

Repeatable to: 6 credits if content differs.

BMGT490 QUEST Capstone Professional Practicum (4 Credits)

The capstone course for the QUEST Honors Program provides students with an opportunity to learn in multidisciplinary teams of business, engineering, and science students in a real-world setting. Companies engage teams of QUEST students with real organizational challenges and dedicate resources to help students address these problems. Student teams must enhance their skills in quality management, process improvement, and systems design and will apply these to add value to a client. In the process, students will improve their teamwork skills.

Prerequisite: ENES390 or BMGT390. Cross-listed with: ENES490.

Credit Only Granted for: BMGT490 or ENES490.

BMGT491 Scoping Experiential Learning Projects (3 Credits)

QUEST students cultivate relationships with new and current corporate partners and prepare project scopes for QUEST's introductory course, BMGT/ENES 190H, and capstone course, BMGT/ENES 490H. Requires independent work communicating with clients and class visits to a variety of potential project sites.

Prerequisite: BMGT190 or ENES190.

Restriction: Restricted to QUEST Program (TQMP) students. Cross-listed with: ENES491.

Credit Only Granted for: BMGT491 or ENES491.

BMGT493 Honors Study (3 Credits)

First semester of the senior year. The course is designed for honors students who have elected to conduct intensive study (independent or group). The student will work under the direct guidance of a faculty advisor and the Assistant Dean of Undergraduate Studies. They shall determine that the area of study is of a scope and intensity deserving of a candidate's attention. Formal written and/or oral reports on the study may be required by the faculty advisor.

Restriction: Permission of BMGT-Robert H. Smith School of Business.

BMGT494 Honors Study (3 Credits)

Second semester of the senior year. The student shall continue and complete the research initiated in BMGT 493, additional reports may be required at the discretion of the faculty advisor and Assistant Dean of Undergraduate Studies.

Prerequisite: BMGT493.

Restriction: Permission of BMGT-Robert H. Smith School of Business; and must be in the Smith School Honors Fellows program.

BMGT495 Strategic Management (3 Credits)

A case-based course where students learn to play the role of the "strategic manager" who defines the scope of its business operations and, within the chosen scope, how the firm will compete against rivals. This course focuses on how a firm can both formulate effective business-level and corporate-level strategies to achieve competitive advantage and earn above average profits.

BMGT496 Business Ethics and Society (3 Credits)

A study of the standards of business conduct, morals and values as well as the role of business in society with consideration of the sometimes conflicting interests of and claims on the firm and its objectives. Emphasizes a strategic approach by business to the management of its external environment.

Prerequisite: 1 course in BMGT; or permission of BMGT-Robert H. Smith School of Business.

BMGT498 Special Topics in Business and Management (3 Credits)

Special topics in business and management designed to meet the changing needs and interests of students and faculty.

Restriction: Permission of BMGT-Robert H. Smith School of Business.

Repeatable to: 6 credits if content differs.

BMGT499 Advanced Business Topics (1 Credit)

Course will delve deeply into a specific business topic. Based on experience and knowledge from undergraduate core business classes, students will examine a particular subject from various angles.

Restriction: Must be in a major in BMGT-Robert H. Smith School of Business.

Repeatable to: 3 credits if content differs.