

B.S. in Business Administration
Course Descriptions

WALDEN UNIVERSITY
A higher degree. A higher purpose.

WALDEN UNIVERSITY

MGMT 1000 Success Strategies in the Online Environment (5 cr.)

After successful completion of this course, students will be prepared to use the online learning environment, Internet tools such as email and Web browsers, and other techniques of online communication and interaction. Students learn about the skills required to perform successfully in the program, including writing skills, critical-thinking skills, using library resources, registration, and time management. Students are also introduced to student services, including financial aid and academic counseling.

MGMT 1001 Developing Student Portfolios (1 cr.)

This course provides students with a framework for developing a student portfolio. Students learn about the value of creating a student portfolio and how it is used to communicate and demonstrate their academic accomplishments. Students are introduced to tools and techniques that will help them to develop, manage, and maintain their portfolios. They will demonstrate the ability to apply the structure and methods presented in this course by composing a high-level design and comprehensive outline for a student portfolio. (This course is taken in conjunction with MGMT 1000. Prerequisite: Student Readiness Orientation.)

MGMT 3001 Management in the 21st Century (5 cr.)

In this course, students gain a working knowledge of the essential principles and concepts of management theory and practice. The course is structured so that students examine the interrelationships among the major business disciplines and gain a comprehensive perspective with which to organize additional study in management. Practical applications of the manager's role in planning, organizing, staffing, directing, and controlling are demonstrated and evaluated.

MGMT 3002 Marketing (5 cr.)

Students examine basic marketing functions and the execution of successful marketing processes. They gain a fundamental understanding of marketing concepts, practices, terminology, associated technologies, and practical applications including customer relationship management (CRM). (Prerequisite: MGMT 3001.)

MGMT 3003 Human Resource Management (5 cr.)

The course provides students with a comprehensive overview of human resource management. Traditional topics such as job analysis and design, recruitment, selection, performance appraisal, training, staffing, career management, compensation, benefits, health and safety, and employee relations are examined. Technology-based resources are also evaluated. (Prerequisite: MGMT 3001.)

MGMT 3004 Financial Management (5 cr.)

The principles of finance are examined from an applied perspective of the difficult strategic and operational decisions that exist in the business environment. The general objective of the course is to provide decision-makers with the financial and managerial finance theory, concepts, and tools necessary to make better financial management decisions as well as to conduct sound financial analysis. (Prerequisite: MGMT 3001.)

MGMT 3005 Information Systems in Enterprises (5 cr.)

An introduction to enterprise information systems, this course reviews their characteristics, their impact on the enterprise, how they fit in organizations, their current architectures, enabling tools, and project cycle.

MGMT 3101 Ethical Leadership (5 cr.)

This online leadership course helps prepare students to assume a leadership role in the modern organization. Basic principles of leadership, motivational theory, the importance of communication, and current and future trends are introduced. Students assess, discuss, and learn how to apply their own styles of leadership in the workplace and the community. Emphasis is on ethical leadership through personal and interpersonal effectiveness and organizational development. Students will also learn the importance of followership and the similarities between the roles of follower and leader at all levels of the organization. (Prerequisite: MGMT 3001.)

WALDEN UNIVERSITY

MGMT 3102 The Dynamics of Change (5 cr.)

Students examine change as it impacts people, processes, and products. They learn to employ tools for dealing with and managing change. They learn methods for coping with change as an individual, a member of a group, and a member of an organization. (Prerequisite: MGMT 3001.)

MGMT 3103 Knowledge Management and Organizational Learning (5 cr.)

Students learn how information systems enable organizations to systematically identify, acquire, store, analyze, distribute, and reuse information and knowledge from all sources (e.g., internal and external, explicit and tacit) to enhance organizational productivity and competitiveness. The course extends the theory of Knowledge Management and Intellectual Capital to the development of learning organizations and evaluates the definition of learning organizations and the creation of environments that facilitate knowledge growth and distribution. (Prerequisite: MGMT 3001.)

MGMT 3104 Accounting Principles (5 cr.)

An introduction to accounting, this course presents the basic techniques and procedures of accounting for organizations. Students completing this course are expected to understand the policies and procedures in an accounting system; be able to prepare basic financial statements; understand the acceptable methods of valuing assets, liabilities, and owner's equity; and appreciate the value of computer technology in accounting. (Prerequisite: MGMT 3001.)

MGMT 3105 Global Business in the 21st Century (5 cr.)

A survey of the global business environment in the 21st century, this course introduces the basic concepts of global business activity and theory. Students are introduced to the major foreign environmental forces, focusing on strategic management issues, including competitive, financial, economic and socioeconomic, cultural, political, legal, and labor factors. (Prerequisite: MGMT 3001.)

MGMT 3106 Entrepreneurship/Small Business (5 cr.)

This course examines the processes required to undertake the creation and maintenance of a successful business enterprise, with an emphasis on small business. Students focus initially on startup basics for a new small business, followed by the details involved in the development of a business plan. Finally, the "nuts and bolts" of day-to-day business management are examined, with issues ranging from legal matters to employment decisions. (Prerequisite: MGMT 3001.)

MGMT 3107 Critical Thinking and Decision-Making (5 cr.)

Students become familiar with the importance of the scientific method as the basis for critical thinking and decision-making. Problem solving and decision-making based on recognizing problems, gathering data, developing alternatives, and choosing a solution are critical skills for the professional manager. Throughout the course, students apply these skills to a variety of everyday business examples.

MGMT 5101 Business Capstone Project—Strategic (5 cr.)

A capstone course is designed to bring together the knowledge gained through the entire college program and permit the student to demonstrate competency and mastery in the various course competencies. The major course project in this capstone course is a strategic case study. Students are expected to apply and integrate a variety of skills, tools, and knowledge to assess the strategic issues in a real-world case analysis and arrive at recommendations for change and/or improvement. The course is designed to permit students to demonstrate their understanding and competency in complex problem identification and solution. (Prerequisite: All other program courses.)

WALDEN UNIVERSITY

GENERAL PROGRAM

MGMT 3501 Statistics (5 cr.)

This course examines the fundamentals of probability and descriptive and inferential statistics. Hypothesis testing, simple regression, and correlation analysis are covered, with emphasis on the application of these techniques to business decision-making. The analysis and application of statistics in cases are stressed.

MGMT 3502 Macroeconomics (5 cr.)

This is an introductory course in macroeconomics that covers basic economic principles and their application to the macro economy. Topics covered include the principles of economic decision-making; definition and measurement of gross domestic product, national income, employment, inflation, and other variables commonly used by economists; factors affecting economic growth; description and application of models used to evaluate the effects of policies and changes in external variables on the economy; the roles of fiscal and monetary policies; the banking system; and the effects of globalization and international trade.

MGMT 3503 Microeconomics (5 cr.)

The principles of microeconomics explain how in a market economy the price system answers the fundamental economic questions: “what, how, and for whom” are goods and services produced and distributed? The behaviors of households that supply factors of production—natural resources, labor, and capital—to firms, and that purchase consumer goods and services from firms are examined. Also examined are firms that maximize profit through their decisions about acquiring factors of production, controlling costs of production, choosing the optimal level of output, competing with other firms under different market structures, and making investment decisions about entering new markets.

FINANCE

MGMT 4101 Corporate Finance (5 cr.)

Students gain an understanding of the decisions made by finance managers in organizations. These decisions include choosing between competing investment opportunities, asset valuation, measuring risk and return, financing of the firm’s operations, dividend policy, capital structure decisions, and valuation of financial instruments. (Prerequisite: MGMT 3004.)

MGMT 4102 Financial Institutions and Markets (5 cr.)

This course investigates the following financial markets: money, bond, mortgage, stock, foreign exchange, and derivative security markets. Students learn about the operation and regulation of commercial banks, thrift institutions, insurance companies, securities firms, investment banks, finance companies, mutual funds, and pension funds. (Prerequisite: MGMT 4101.)

MGMT 4111 International Finance (5 cr.)

This course introduces students to the field of international finance. Primarily, emphasis is on international financial markets and the macroeconomics of international financial flows. Topics include foreign exchange, international securities markets, and international banking. (Prerequisite: MGMT 4102.)

WALDEN UNIVERSITY

HUMAN RESOURCE MANAGEMENT

MGMT 4120 Strategic Human Resource Management (5 cr.)

Students learn to align human resource management functions and activities with corporate strategic goals. Strategies, such as incentive cash and/or stock compensation programs, employee ownership, and nonmonetary rewards, are compared and contrasted. The impact on employee motivation and retention is also examined. (Prerequisite: MGMT 3003.)

MGMT 4121 Human Resource Development and Change (5 cr.)

This course addresses the process of human resources development and organizational change, including training and development, leadership development, and performance improvement through topics such as learning principles, interventions, employee orientation and socialization, performance management and coaching, and diversity. (Prerequisite: MGMT 4120.)

MGMT 4122 Human Resource Management: Analysis and Problems (5 cr.)

The role of human resource management is examined in the areas of performance appraisal systems, compensation, and labor-management issues. The role of federal regulations, including equal opportunity, sexual harassment, discrimination, and other employee-related regulations, is reviewed. (Prerequisite: MGMT 4121.)

INFORMATION SYSTEMS

MGMT 3204 Business Process Redesign (5 cr.)

The concepts and methodology for business process redesign are presented in this course. Emphasis is placed on how information systems serve as enablers for business process redesign. Students learn how to analyze business processes and redesign them for dramatic results. The course includes case studies that provide practical application of the concepts and methodologies. (Prerequisite: MGMT 3005.)

MMBA 6261 Management of Technology (4 cr.)

This course examines the key concepts in management of information technology and the role of technology managers. It presents management of technology from both a process and a system perspective, and investigates major technical issues involved in innovation and implementation.

MMBA 6263 Case Study: Project Management (4 cr.)

This course explores the theory and practice of how to manage projects. Topics include effective project management styles, critical factors for project success, organizational support systems that enhance projects, project authority, and ethics in project execution. Students develop a comprehensive strategic plan for managing technology, using a project management approach.

WALDEN UNIVERSITY

MANAGEMENT

MGMT 4101 Corporate Finance (5 cr.)

Students gain an understanding of the decisions made by finance managers in organizations. These decisions include choosing between competing investment opportunities, asset valuation, measuring risk and return, financing of the firm's operations, dividend policy, capital structure decisions, and valuation of financial instruments. (Prerequisite: MGMT 3004.)

MGMT 4109 Management and Organizational Behavior (5 cr.)

The focus of this course is on human behavior in the context of the organization in a domestic and/or a transnational setting. Students completing this course will gain an understanding of the concepts of human and organizational functioning, with emphasis on application of these concepts to managerial problems and solutions in both domestic and transnational settings. In the course, students examine individual perception, attribution, and learning; differences in personality; career development; motivating and rewarding employees; and making effective decisions. The course also provides an overview of ethics and the ethical issues faced by domestic and transnational organizations and managers, social responsibility, communications, motivation, and leadership. By focusing on the elements of national culture, students examine the impact culture has on leadership and management as well as the day-to-day operational issues endemic to transnational and global businesses. Finally, students investigate the management of diversity in the workplace, especially in a transnational and global setting. Learning is accomplished through a diagnostic approach employing text readings, individual and case analyses, quizzes and exercises, and a final individual organizational plan. The course is ideally suited to current and potential managers either presently operating in an international environment or contemplating doing so.

MGMT 4120 Strategic Human Resource Management (5 cr.)

Students learn to align human resource management functions and activities with corporate strategic goals. Strategies, such as incentive cash and/or stock compensation programs, employee ownership, and nonmonetary rewards, are compared and contrasted. The impact on employee motivation and retention is also examined. (Prerequisite: MGMT 3003.)

MARKETING

MGMT 4140 Marketing Management (5 cr.)

The course is designed to instruct students in creative decision-making for marketing mix, channels of distribution, and industrial and international marketing. Special emphasis is on the development, organization, implementation, and control of the marketing plan. (Prerequisite: MGMT 3002.)

MGMT 4141 International Marketing (5 cr.)

Students are introduced to the world of international marketing. Students explore culture, legal, technology, and financial aspects of various countries. In addition, students learn to apply the tools of the marketing management process to the international environment. (Prerequisite: MGMT 4140.)

MGMT 4142 Case Study: Services Marketing (5 cr.)

Students evaluate the difference between product and service marketing, service marketing mix, total quality management, customer perceptions of services, and pricing of services. Students develop a comprehensive market plan in the context of real-world service challenges. (Prerequisite: MGMT 4141.)

WALDEN UNIVERSITY
A higher degree. A higher purpose.