

Management (B.A.)

Program Description

Management is the art and science of effectively coordinating people and resources to achieve the goals of an organization. It includes the administration of commerce and industry, banking, insurance, health, communications, government, and various facets of culture, education, and the arts. Students study principles and institutions through accounting, management, and economics, as well as the humanities, mathematics, and political and social sciences. The Departments of Business and Management prepare students for graduate studies, law school, and business careers.

The Departments of Business and Management at Webster University have been designed to meet the needs of younger students as well as mature adults who have had business and professional experiences before completing their academic careers.

The goal of the school is to provide the student with the foundation and perception necessary for leadership positions in the dynamic areas of industry, commerce, government, and institutional administration. To this end the program is offered on campus as well as at a number of locations in close proximity to the workplaces of prospective students. Moreover, the Departments of Business and Management make extensive use of part-time faculty members with experience and skills in business and government.

Webster University business and management courses are also offered at Webster's international campuses, providing an opportunity for Webster University students to study with faculty members and students from various parts of the world.

Webster University also offers upper-division degree-completion programs in business and management for adults with professional work experience and the equivalent of two or more years of previous college-level work at its metropolitan campuses in Kansas City, Missouri; Orlando, Florida; and San Diego, California; and at its Weekend College Program at Marymount College in Los Angeles, California. These students must complete general education requirements. Degree-completion programs are anticipated at campuses in Charleston, Columbia, and Greenville, S.C.

Special Requirements

Students are required to complete at least 36 credit hours in business and management courses, including MNGT 2100 Management Theory and Practices, MNGT 3400 Human Resource Management, courses in accounting, law, and economics, as well as an overview. The required minimum distribution of coursework varies, depending on the emphasis selected by the student.

Transfer students must complete a minimum of 18 credit hours of academic work in the Departments of Business and Management at Webster University.

Required courses must be completed at Webster University once the student begins to matriculate at Webster University. Transfer courses taken prior to enrollment at Webster University may be used to substitute for required courses if accepted by the chair.

No more than one course completed with a grade of D may count toward fulfilling the specific requirements of the major.

At the international campuses, MNGT 3320 Business Law: International may substitute for MNGT 3290 Business Law I and MNGT 3300 Business Law II.

Program Learning Outcomes

- Graduates will explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in management.
- Graduates will be able to identify and apply appropriate

terminology, facts, concepts, principles, analytic techniques, and theories used in management when analyzing moderately complex situations.

- Graduates will be able to synthesize and integrate important concepts, principles, and theories used in management into solutions to moderately complex management problems.

Locations

To learn where the B.A. in management is offered, please visit our Web site at www.webster.edu/ugcatalog/mngt.html

Management (without an Emphasis)

Program Curriculum

36 required credit hours
27 general education credit hours
65 elective credit hours

Required Courses

ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
MNGT 2100 Management Theory and Practice	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
ECON 2020 Principles of Microeconomics	3 hours
MNGT 3290, 3300 Business Law I, II	6 hours
MNGT 3400 Human Resource Management	3 hours
MNGT 3500 Marketing	3 hours
MNGT 4900 Managerial Policies and Strategies (Overview)	3 hours
Electives from the management (MNGT) curriculum	6 hours

Management

(with an Emphasis in **Health Care Administration**)

Program Curriculum

36 required credit hours
27 general education credit hours
65 elective credit hours

Required Courses

ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
MNGT 2100 Management Theory and Practices	3 hours
MNGT 3400 Human Resource Management	3 hours
MNGT 3420 Labor-Management Relations	3 hours
MNGT 3800 Health Care Organizations	3 hours
MNGT 3820 Health Care Administration	3 hours
MNGT 3840 Health Care Budgeting and Finance	3 hours
MNGT 3860 Social and Economic Issues in Health Care	3 hours
MNGT 4800 Health Care Law	3 hours
MNGT 4850 Health Care Administration Overview	3 hours

Management

(with an Emphasis in **Human Resources Management**)

Program Curriculum

36 required credit hours
27 general education credit hours
65 elective credit hours

Management (B.A.)

Required Courses

ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
ECON 2020 Principles of Microeconomics	3 hours
MNGT 2100 Management Theory and Practices	3 hours
MNGT 3290 Business Law I	3 hours
MNGT 3400 Human Resource Management	3 hours
MNGT 3420 Labor-Management Relations	3 hours
MNGT 3450 Principles of Organizational Behavior	3 hours
MNGT 4400 Personnel Law	3 hours
MNGT 4420 Compensation Management	3 hours
MNGT 4600 Contemporary Human Resource Strategies (Overview)	3 hours

Management (with an Emphasis in International Business)

Program Curriculum

63 required credit hours
27 general education credit hours
38 elective credit hours

Required Courses

ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
ECON 2020 Principles of Microeconomics	3 hours
MNGT 2100 Management Theory and Practices	3 hours
MNGT 3290 Business Law I	3 hours
MNGT 3320 Business Law: International	3 hours
MNGT 3400 Human Resource Management	3 hours
MNGT 3500 Marketing	3 hours
MNGT 4100 International Management	3 hours
MNGT 4330 International Marketing	3 hours
ECON 4720 International Trade and Finance	3 hours
MNGT 4940 Global Competitive Strategies (Overview)	3 hours

International Electives

One from each of four international areas: 12 hours

- International history
- International politics
- International relations
- General course on an international topic

Language

French, Spanish, German, or Italian 12 hours

Language chosen and courses are dependent on initial incoming capability and progress. Students would typically focus on only one foreign language. A reasonable capability in a foreign language is required. Students can establish their capability by successfully completing 12 credit hours (at least 6 credit hours of which must be at the 2000 level) or by passing an intermediate level language competency examination. If a student successfully completes a major or minor in a foreign language, they will also have met the language requirement for the international business emphasis.

Students whose native language is not English and who are studying in English will be considered to have achieved their foreign language requirement if they successfully pass an ESL test of their English proficiency. The 12-credit-hour requirement must be completed through other coursework from the curriculum.

A student can substitute another foreign language, subject to the approval of the chair of the Department of Management, if that student successfully passes written and oral examinations in that language.

A study residency of at least one term (eight weeks) outside the United States or an international internship/practicum in the United States is strongly recommended. For the study residency, students may attend one of Webster University's international campuses or an approved alternative location. Students unable to study outside the United States can take an international internship (3 to 6 credit hours) with an approved firm or organization in the United States involved in international activities.

Management (with an Emphasis in Marketing)

Program Curriculum

36 required credit hours
27 general education credit hours
65 elective credit hours

Required Courses

ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
ECON 2020 Principles of Microeconomics	3 hours
MNGT 2100 Management Theory and Practices	3 hours
MNGT 3290 Business Law I	3 hours
MNGT 3400 Human Resource Management	3 hours
MNGT 3500 Marketing	3 hours
MNGT 3510 Advertising	3 hours
MNGT 4330 International Marketing	3 hours
MNGT 4570 Marketing Research	3 hours
MNGT 4920 Marketing Strategies (Overview)	3 hours

Certificate Program: Marketing

(27 credit hours: 18 required and 9 requisite)

Description

This program is designed for working adults with several years of organizational experience. It offers specialized courses in the various phases of pricing, promoting, and distributing products or services to the consumer. Classes are taught by working professionals who bring professional expertise as well as academic competence to the program.

In addition to the six courses in marketing, the program includes three requisite courses in accounting, economics, and management. The six core courses must be completed in residence at Webster University. A certificate in marketing is issued on successful completion of the program with C or better in all courses and an overall G.P.A. of 2.5.

A student may complete both a bachelor's degree with an emphasis in marketing and a certificate in marketing.

Requirements

9 credit hours requisite courses (These courses may either be taken at Webster University or transferred.)

ACCT 2010 Financial Accounting	3 hours
MNGT 2100 Management Theory and Practices	3 hours
ECON 2020 Principles of Microeconomics	3 hours
MNGT 3500 Marketing	3 hours

Management (B.A.)

18 credit hours marketing core courses

(These courses must be taken in residence at Webster University.)

MNGT 3510 Advertising	3 hours
MNGT 3550 Public Relations	3 hours
MNGT 4330 International Marketing	3 hours
MNGT 4550 Marketing Management	3 hours
MNGT 4570 Marketing Research	3 hours
MNGT 4920 Marketing Strategies (Overview)	3 hours

A grade of C or better must be obtained in all courses and an overall GPA of 2.5.

Courses used in the certificate may not be used in any other degree requirement.

Certificate Program: Entrepreneurship

(18 required credit hours)

Description

The Certificate in Entrepreneurship delivers a series of Entrepreneurship courses for undergraduate students in business or non-business school majors. Courses will promote entrepreneurial thinking among students and develop the necessary real-world skills for founding and growing an entrepreneurial venture. Students demonstrate these skills by developing and presenting a viable business plan to a review panel made up of successful entrepreneurs in the capstone course. Students completing the program will be awarded a Certificate in Entrepreneurship from the School of Business and Technology.

The program is comprised of six 3-credit hour courses. Students select individual entrepreneur tracks specifically designed for their field of study. A common thread running through all courses provide each student with the opportunity to focus all course projects on their individual business concept.

Students must take a total of six courses from the list of courses given below.

Requirements

Entrepreneurship Core and Capstone - (Required for all students)

- BUSN 3700 Introduction to Entrepreneurship and Small Business Management
- MNGT 3450 Principles of Organizational Behavior
- BUSN 3710 Entrepreneurial Financial Management
- MNGT 4960 Entrepreneurship Certificate Project Course (Capstone)

Entrepreneurship Elective Courses - (Students must select two courses specific to their field of study. Additional courses are being added; please see the online catalog or your advisor for current listing of elective courses.)

- MNGT 3600 Management in the Arts **
- MNGT 4200 Innovation, Creativity and the Entrepreneur *
- MNGT 4230 Entrepreneurial Marketing *
- PHOT 4700 Professional Photography **
- MUSC 4360 Survey of Music Business ***
- MUSC 4370 Marketing for Musicians ***
- AUDI 4400 Recording Studio Management & Operations ****
- AUDI 4700 Professional Development in Audio Production ****

* Suggested Track for School of Business

** Suggested Track for Photography Majors

*** Suggested Track for Music Majors

**** Suggested Track for Audio Production Majors

Course Descriptions

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ACCT 2025 Managerial Accounting (3)

Managerial accounting emphasizes the use of accounting information for planning, control, and decision-making purposes in all types of organizations. This course explores topics in the areas of cost behavior, cost-volume-profit analysis, relevant cost analysis, cost accumulation and assignment, activity-based costing, profit planning and control, performance evaluation, responsibility accounting, and product costing systems. Prerequisite: ACCT 2010.

ECON 2010 Principles of Macroeconomics (3)

Covers economic activity and growth, determination of income, employment, output, inflation, aggregate demand and supply, money and banking, monetary and fiscal policies, and international economic issues.

ECON 2020 Principles of Microeconomics (3)

Studies institutions and process of market specialization and exchange, pricing and output, competition and monopoly, government regulation, current economic problems, and international economic developments. Prerequisite: ECON 2010.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force.

MNGT 2340 History of American Business and Management (3)

Traces the rise of business as a major American cultural institution, with consideration given to its impact on government, law, education, and social customs. Special emphasis is given to the changes in managerial thought and practice in the twentieth century and the rise of corporate bureaucracy. Cross-listed with HIST 2340.

MNGT 2400 Supervisory Management (3)

Introduces the student to the functions and responsibilities of the supervisor as a first-line manager directing the work of others. Includes supervisor-subordinate relationships, developing worker motivation and cooperation, employee training, development, performance appraisal, absenteeism, tardiness, and complaints and grievances.

MNGT 2900 Human Communications (3)

Deals with a variety of verbal and nonverbal communication techniques. Specific subject matter may vary from semester to semester. Such areas as the following may be covered: interpersonal communication, small group interaction, self-awareness, written and nonverbal communication techniques, and electronic communications. May be repeated for credit if content differs.

MNGT 3100 Issues in Management (3)

Analyzes current management issues in terms of historical background, present status, and possible solutions. Utilizes case studies in discussing each issue.

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MNGT 3200 Total Quality Management (3)

Course provides students a basic understanding of total quality management theory and practices as they relate to improving customer service. Course follows a “how-to” approach to identifying “internal” and “external” customers, focusing on their needs and expectations, examining those processes that serve customers, brainstorming improvement opportunities, and prioritizing and taking actions for improvement. Students will be able to apply these concepts immediately to their own workplace situations.

MNGT 3290 Business Law I (3)

Studies the nature, source, and development of business law. Emphasizes analysis of the law of contracts and laws affecting sales, warranties, and consumer protection.

MNGT 3300 Business Law II (3)

Analyzes rules controlling all forms of negotiable instruments, and laws regulating corporations, partnerships, agencies, and real estate. Prerequisite: MNGT 3290.

MNGT 3310 The Legal Environment of Business (3)

Studies the relationship between business and federal, state, and local governments. Covers regulation of business activity, including antitrust, labor-management, and consumer protection legislation.

MNGT 3320 Business Law: International (3)

Introduces the fundamentals of law and legal relationships related to business in the United States and the Common Market and selected national legal systems. Emphasizes legal problems, laws, and issues in international trade transactions: contracts, agency, distributorship arrangements, sales, negotiable instruments, financing, corporate organization, exports, ventures, and licensing.

MNGT 3400 Human Resource Management (3)

Studies the relationship between management and employees; principles of dealing with the human factor to maximize the individual's fulfillment and the productive efficiency of the firm through sound procurement, development, and utilization of the firm's employees; and labor-management relations. Prerequisite: MNGT 2100.

MNGT 3420 Labor-Management Relations (3)

Studies the historical development and legal framework of labor-management relations, labor unions, and collective bargaining. Explores current trends in labor relations. Prerequisite: MNGT 3400.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

MNGT 3470 Women in Management (3)

Designed to increase women's expertise in achieving success in management through a theoretical, issues-oriented analysis of problems facing women in male-oriented organizations. Goes beyond sex-role stereotypes and labels to expand women's potential for achievement, leadership, and power. Prerequisite: MNGT 2100.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

MNGT 3510 Advertising (3)

Studies advertising in terms of its relation to the economy, marketing management, and behavioral sciences. Includes the use, organization,

planning, and preparation of advertising and its economic and social effects. Prerequisite: MNGT 3500.

MNGT 3550 Public Relations (3)

Studies public relations policies and practices as an integral process of information gathering, assembling, evaluating, and reporting. Includes an overview of the role of public relations in developing favorable external public opinion toward an organization, corporation, institution, or individual.

MNGT 3600 Management in the Arts (2-3)

Deals with many aspects of the business world and how they relate specifically to the fine arts. Each semester, on a rotating basis, the areas of music, art, and media studies are presented individually by instructors from those departments. Includes copyrights, contracts, studio engineering, unions, merchandising, filmmaking and film music, and artist management, according to the needs of each department. Prerequisites: junior or senior standing and permission of the instructor.

MNGT 3800 Health Care Organizations (3)

Examines the various components of the health care delivery system in the United States from a historical perspective and shows how contemporary, social, economic, political, educational, and scientific factors influence its organization, management, and stability.

MNGT 3820 Health Care Administration (3)

Analyzes organizational patterns of various types of health care institutions. Introduces various administrative functions, including medical staff organization, departmental functions, policy formation, internal control systems, planning procedures, fiscal and personnel management, public relations, and the various information needs of administration. Prerequisite: MNGT 3800.

MNGT 3840 Health Care Budgeting and Finance (3)

Studies accounting and financial management principles and their application to operational problems in the health care environment. Includes budgeting and the purposes and techniques of forecasting financial results for individual projects and the entire institution. Prerequisite: ACCT 2010.

MNGT 3860 Social and Economic Issues in Health Care (3)

Studies social and economic aspects of illness and the health care industry. Includes economic, social, cultural, and psychological influences and the responsibilities of the patient and the health care facilities.

MNGT 4100 International Management (3)

Students examine the environment and operations of international management. Topics include the globalization of business, strategic planning for the multinational, global, and transnational organizations, multinational structure, foreign subsidiary coordination and control, and special issues concerning expatriate employees. Prerequisites: MNGT 2100 and MNGT 3400.

MNGT 4200 Innovation, Creativity and the Entrepreneur (3)

This course introduces students to basic theories of innovation and creativity. The concepts are balanced between an analysis of what has been done and what can be done. The course includes an analysis of the sources of creativity as seen from multiple perspectives and from an interdisciplinary perspective. The creativity of artists and musicians is analyzed. The role played by language, and to a lesser extent, literature is also analyzed. The social contexts for creativity and economic activity are evaluated and analyzed. Practical tools for individual creativity are introduced to the student to advance their own approaches to creativity in their specific field to assist the student toward realizing what might be done.

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MNGT 4230 Entrepreneurial Marketing (3)

This course introduces students to the unique marketing issues faced by today's entrepreneurs when creating and growing their businesses. Students will learn the process of designing and implementing marketing concepts to address challenges facing entrepreneurial organization. This process, known as Entrepreneurial Marketing, takes into account the special challenges and opportunities involved in developing marketing strategies from the "start-up phase", through growth and maintenance phases. Students will develop a comprehensive entrepreneurial marketing plan over the course based on their own business concept.

MNGT 4330 International Marketing (3)

The student will be exposed to several aspects of international marketing. These will include the international marketing mix; product, pricing, distribution, and promotion; as well as emerging issues in international trade, such as trading blocs, trade barriers, and standardization/adaptation. Prerequisite: MNGT 3500.

MNGT 4400 Personnel Law (3)

Covers federal legislation affecting personnel management and labor-management relations, including pre-1890 legislation, the Sherman Act, the Clayton Act, the Norris LaGuardia Act, the Wagner Act, the Labor-Management Relations Act of 1947 and 1950 amendments, Occupational Safety and Health Act, Equal Employment Opportunity, and Affirmative Action. Prerequisite: MNGT 3400.

MNGT 4420 Compensation Management (3)

Analyzes the labor market, insights into socioeconomic-political institutions that influence wage and salary administration, methods of building an adequate and equitable compensation package in order to attract and retain competent employees, reward for merit and accomplishments, and providing incentives for development. Prerequisite: MNGT 3400.

MNGT 4510 Advanced Advertising (3)

Concentrates on the relationships that exist between advertising and the mass media, managerial decision making in media planning and buying, and the development of strategy in the use of advertising. Case studies included. Prerequisite: MNGT 3510.

MNGT 4550 Marketing Management (3)

Studies marketing management issues, methodology, and practices. Focus will be on information processing and analysis, defining marketing objectives, market selection, product management, channel management, advertising and promotion, personal selling, pricing, marketing research, and organizing the marketing effort. Cases involving marketing challenges outside of North America will constitute an important emphasis within the course. Emphasis will be on problem-solving approaches through case study work. Prerequisites: ACCT 2010, ACCT 2025, and MNGT 3500.

MNGT 4570 Marketing Research (3)

Studies the nature and scope of research techniques employed in gathering information concerning marketing and advertising practices and procedures. Subjects include sources and collection of data, sampling, interpretation of data, and research in areas of motivation, advertising, and consumer behavior. Prerequisite: MNGT 3500.

MNGT 4600 Contemporary Human Resource Strategies (3)

This overview course for the human resource management emphasis utilizes case studies and readings to survey contemporary human resource management problems, challenges, and opportunities. Discussions of changes in the economic, political, social, and technological environments assess the impact of these changes on the human resource management function from both national and international perspectives. Prerequisite: completion of other courses in the area of emphasis.

MNGT 4610 Reading Course (1-4)

Prerequisite: filing of an official form. May be repeated for credit if content differs.

MNGT 4800 Health Care Law (3)

Introduces the legislation and various legal issues affecting the healthcare industry. Includes legal obligations of the governing board, administration, and medical staff; consent for treatment; patients' rights; admission and discharge of patients; negligence and malpractice; licensure; liability of hospital and staff; and medical research.

MNGT 4850 Health Care Administration Overview (3)

This seminar involves case studies designed to provide a practical analysis and application of the theories and problem-solving tools acquired in the health care administration courses. Prerequisite: completion of other courses in the area of emphasis.

MNGT 4900 Managerial Policies and Strategies (3)

This course takes a broad view of business from the perspective of the CEO and general manager. Students will learn concepts and tools for company and environmental analysis and the formulation, implementation and control of strategies. Students then will apply this knowledge in problem-solving case analyses of firms and industries.

Prerequisite: completion of the other courses in the area of emphasis.

MNGT 4920 Marketing Strategies (3)

Covers a variety of marketing practices, procedures, and problems. Employs a case-study method, with emphasis on use of techniques in product image building and problem solving. Specific, substantive projects are undertaken by the students. Prerequisite: completion of other courses in area of emphasis.

MNGT 4940 Global Competitive Strategies (3)

A capstone course that covers a variety of international business and management practices, procedures, and problems. Employs a case-study method with emphasis on problem-solving techniques in a global perspective. Prerequisite: completion of other courses in area of emphasis.

MNGT 4950 Internship (1-6)

Prerequisite: major in Management Department.

MNGT 4960 Entrepreneurship Certificate Project Course (3)

This course is about building a roadmap for your dreams. It is an integrative, "capstone" project course designed to bring together a student's entrepreneurial education experience at Webster University. Building on this entrepreneurial education, each student will write a comprehensive business plan based on the student's original and innovative concept. At the end of the term, each student will present their business plan before a review panel comprised of faculty, entrepreneurs, financial organizations, and the business community who will evaluate your plan using "real-world standards." Prerequisite: Completion of all required courses for the Certificate in Entrepreneurship or approval of instructor.