

# Sport Management

The sport management major is designed for the student with a passion for athletics and the field of sport. This major will prepare students to manage, market, finance, and plan for local, regional, and national teams or sports organizations. Students will have the opportunity to double major or minor in many related fields. Among the skills that they will develop include analysis, collaboration, and strategic planning.

See the Graduate section (<http://catalog.mtmercy.edu/graduateprograms/>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy. Juniors and seniors *may* be eligible to take up to 13 graduate-level credits through the MMU Plus program.

## CORE REQUIREMENTS FOR ALL BUSINESS MAJORS

### Required:

BA 203	Principles of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
or MA 135	Basic Statistics	
BA 379	Financial Management	3
BA 435	Senior Seminar in Business	3
or BA 436	Business Strategy Seminar	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BK 208	Principles Of Marketing	3
BN 204	Principles Of Management	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3

### Choose One of the Following: 3

MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 164	Calculus I (Required for Actuarial Science Majors)	

### Internship - use course number which corresponds to your major: 3

BA 425	Finance Internship	
BC 425	Accounting Internship	
BK 421	Marketing Internship	
BN 424	Management Internship	
GS 424	Experiential Learning	

The internship credits used for the business core CANNOT double count as a major elective.

**Total Hours 39**

## Sport Management MAJOR (CORE BUSINESS REQUIREMENTS PLUS 18 ADDITIONAL SEMESTER HOURS)

### Business Core 39

#### Required:

BA 371	Sport Event and Facility Management	3
BA 373	Sports Law	3

BA 375	Financing Sports Organizations	3
BK 378	Sports Marketing and Promotion	3
BN 304	Human Resource Management	3

### Choose One of the Following: 3

BK 305	Professional Selling	
BN 380	Organizational Behavior	
CO 280	Writing For Public Relations	
PS 259	Health Psychology: Health & Wellness Applied	

**Total Hours 57**

## Academic Requirements for the Sport Management Major

All sport management majors must achieve a minimum grade of C- in all sport management core courses required for the major and the required elective. This applies to equivalent courses transferred from other institutions.

**See Academic Requirements** for all business department majors and minors found in the Business Administration (<http://catalog.mtmercy.edu/curriculum/businessadministration/>) section of the *Catalog*.

The following is the typical sequence of courses required for the major\*:

### Freshman

Fall	Hours	Winter	Hours	Spring	Hours
CO 101		3 Holistic Health Domain		3 BK 208	3
MA 130	3			BN 204	3
Writing Competency	4			Literature Domain	3
Portal	3			Fine Arts Domain	3
				Historical Roots Domain	3
	<b>13</b>		<b>3</b>		<b>15</b>

### Sophomore

Fall	Hours	Winter	Hours	Spring	Hours
BA 203		3 Elective		3 BA 270	3
BC 265	3			BC 266	3
Philosophy Domain	3			EC 251	3
Natural World Domain	4			Self and Society Domain	3
				Religious Studies Domain	3
	<b>13</b>		<b>3</b>		<b>15</b>

### Junior

Fall	Hours	Winter	Hours	Spring	Hours
BA 373		3 Elective		3 BA 375	3
BN 304	3			Sport Management Elective	3
EC 252	3			Elective	3

BA 250	3	Elective	3
		Elective	3
	12	3	15
<b>Senior</b>			
<b>Fall</b>	<b>Hours</b>	<b>Winter</b>	<b>Hours</b>
BA 371	3	Elective	3
BN 424	3	BK 378	3
Global Awareness Domain	3	BA 435	3
Elective	3	ME 450	1
Elective	3	Elective	3
	15	3	13

**Total Hours: 123**

*Note: Elective courses could be used for a second major, a minor, a course of interest, internship or study abroad experience.*

*Note: See the Curriculum section (<http://catalog.mtmercy.edu/curriculum/#corecurriculumtext>) for more information on Portal, Competency, Domain, and Capstone courses.*

**\*Disclaimer**

The course offerings, requirements, and policies of Mount Mercy University are under continual examination and revision. This *Catalog* presents the offerings, requirements, and policies in effect at the time of publication and in no way guarantees that the offerings, requirements, and policies will not change. This plan of study represents a typical sequence of courses required for this major. It may not be applicable to every student. Students should contact a department faculty member to be sure of appropriate course sequence.

**BA Courses****BA 101 Business 101: 1 semester hour**

In preparation for their entry into the business department, students will explore skills necessary for success in the business world. They will explore all the business majors offered here so students gain an overall understanding of careers and courses of different majors and minors. This course will define professionalism and employer expectations. They will write two business orientated communications: email and two-page research project using APA. They will write a resume for an internship and prepare an elevator speech. They will explore the skills of teamwork, goal setting, assertive communication, and time management necessary to establish success in college and in the business environment. There will be a brief overview of all business department majors and associated careers, presented by the major coordinator, as well as introduction to business clubs, organizations, and Mount Mercy University volunteer missions.

**BA 203 Principles of Law: 3 semester hours**

This course provides a broad look at the American legal system. It includes a discussion of legal reasoning, the structure of the legal system, and several substantive areas of the law that are general practical interest. These specific topics include contracts, torts, administrative law, and agency law. Prerequisite: sophomore standing.

**BA 240 Personal Financial Planning: 3 semester hours**

This course examines basic financial skills which each of us must develop over our lifetime. Personal financial statements, calculating net worth, cash management tools, wise use of credit, and managing credit card debt are explored first. Also included is an overview of the federal tax system, tips to minimize the "tax bite", tax-deferred savings plans (IRA's and 401K's) and personal investing strategies for stocks, bonds, and mutual funds. In addition, topics will include the benefits of home ownership (tax savings and appreciation), use of escrow accounts, the benefits of mortgage and home equity debt, and the services a real estate broker can provide. The course also explores a variety of insurance products available (term life, permanent life, auto, medical), social security and retirement benefits, the basic provisions of a will, the use of trusts, and how to minimize gift/estate/inheritance taxes. The course may not be applied to any major or minor within the Business Administration Division.

**BA 250 Technology & Communication In Business: 3 semester hours**

In this course, students will study technology, research and communication as it relates to the business environment. Students will be expected to demonstrate proficiency in the use of computer software including word processing, spreadsheet, database and presentation. In addition, students will be required to complete a research paper using a specified format and to make a professional presentation using presentation software (i.e. PowerPoint). Research using the internet will be required. The various communication skills required of professionals in the business area will also be studied. This includes, but is not limited to, e-mail, team building, conducting a meeting and cooperative problem solving. This course is required of all business majors at Mount Mercy and must be taken at Mount Mercy. Prerequisites: Completion of the speech and freshman writing core curriculum requirements. Four-year Mount Mercy students take BA 250 during their sophomore year. All transfer students take BA 250 in their first semester at Mount Mercy or in the sophomore year if a freshman transfer.

**BA 270 Business Statistics: 3 semester hours**

This course studies descriptive and inferential statistics with an emphasis on business applications. Topics include: measures of central tendency, measures of dispersion, probability and probability distributions, confidence intervals, hypotheses testing, and an introduction to correlation and regression. Prerequisites: one year of high school algebra or MA 008 or departmental approval.

**BA 300 Entrepreneurship: 3 semester hours**

This course will teach students how to start and run their own business. Students will learn what constitutes an attractive investment opportunity, where to go for financing, how to keep accurate accounting records, and how to comply with state and federal tax laws. They will also learn about management, law, marketing, etc. Individual business owners will be utilized as speakers in the class. There will be a group project in which students will be required to develop a business plan. Prerequisites: BC 265, BC 266, BN 204, and BK 208. Offered spring semesters.

**BA 305 Employment Law and Labor Relations: 3 semester hours**

This is a survey course that looks at the history and development of employment law in the United States. We will look closely at the current legal issues found in case law, statutory law and regulations. We will also study the labor relations and collective bargaining system addressing issues such as wages, benefits and grievance procedures. Formerly BA 205. Prerequisite: BA 203. Offered online, block schedule.

**BA 310 Dispute Resolution: 3 semester hours**

Conflict is a fact of life. How we resolve our differences with our friends, neighbors, bosses, employees, customers, government, spouse and children makes a difference. In this course we will look at the techniques of principled negotiation that will help reach a wise agreement that satisfies all parties. We will also discuss other dispute resolution processes such as litigation, mediation, and arbitration. Classes will include role-plays and group projects to practice the techniques studied. Formerly BA 210. Prerequisite: BA 203.

**BA 320 Applied Financial Reporting: 3 semester hours**

This course will teach students how to analyze financial statements in detail. The financial statements will be approached from the users' perspective rather than the preparers' perspective. The course will combine the case approach with the lecture approach so students can apply the concepts learned to real businesses. Prerequisites: BC 265 and BC 266. Offered fall semesters.

**BA 330 Estate Planning: 3 semester hours**

This course covers the best way for assets to be transferred in a manner consistent with the wishes of the client while minimizing taxes and other fees. Prerequisite: BA 203.

**BA 344 Investments: 3 semester hours**

This course teaches students about a broad range of investment opportunities as well as how to analyze those opportunities. These opportunities are discussed in conjunction with investment goals. Additionally the course teaches students about various securities valuation techniques. Prerequisites: BC 265 and BC 266. Offered fall semesters.

**BA 350 Risk Management: 3 semester hours**

This course involves an overview of the managerial and administrative processes designed to minimize loss and the impact on the organization. This includes general liability, product liability, property damage, and worker's compensation. In this course students also examine methods used to evaluate both business and personal risk with particular emphasis on which methods can be used to minimize such risk in a cost-effective manner. Prerequisite: sophomore standing. Offered online, block schedule.

**BA 360 Securities Analysis: 3 semester hours**

This course is intended to be a follow-up course to the Investments course. This course will involve a very hands-on approach to valuing entire entities. Students will learn how to assess the prospects and the risk of a company and they will learn to value companies using a variety of approaches such as discounted cash flow analysis and various valuation metrics. Prerequisite: BA 344. Offered spring semesters.

**BA 365 Financial Products: 3 semester hours**

This course is designed to benefit students as consumers and would greatly benefit any student contemplating a career as a financial advisor. There are many different financial products in existence such as various types of life insurance products, annuities, structured vehicles, market linked notes, etc., with each having its own strengths and weaknesses. These products may be suitable for one investor and not for another due to a variety of factors such as age, risk tolerance, financial situation, family situation, etc. This course will explain each type of product, the strengths and weaknesses for each product, and the type of investor profile that may benefit from each type. Prerequisite courses: BA 379 Financial Management or BA 344 Investments.

**BA 370 Quantitative Methods For Business: 3 semester hours**

This course will expand on the material covered in the introductory course and introduce the topics of multiple regression and correlation, nonparametric methods of analysis, index numbers, time series analysis, decision making under uncertainty, and statistical quality control. Prerequisite: BA 270.

**BA 371 Sport Event and Facility Management: 3 semester hours**

This course provides students with an understanding of how sport events and facilities are managed. Students will analyze and evaluate management aspects like daily operations and functions, staffing, sponsorships, budgets, short- and long-term planning, and risk, emphasizing their application in practical situations. Prerequisite: BN 204 or instructor permission. Offered fall semesters.

**BA 373 Sports Law: 3 semester hours**

This course focuses on covering topics of professional and non-professional sports law issues. It includes a focus on the regulatory nature of domestic and international sport to include interscholastic, intercollegiate and Olympic sports. Integrated topics will include governing bodies such as the NAIA, NCAA and professional level regulations related to the use of agents, gender-related issues surrounding Title IX, testing for performance enhancing drugs, labor unions and current topics in sporting law. Prerequisite: BA 203. Offered spring semesters, odd calendar years.

**BA 375 Financing Sports Organizations: 3 semester hours**

This course builds upon courses in finance and accounting with application to the financial management of a sporting organization related. This includes refining skills in fiduciary responsibility while covering topics in financial analysis, business analytics, environmental/economic scanning, and taxation to help in managing decisions. Prerequisite: BC 265 and BC 266. Offered spring semesters, even calendar years.

**BA 379 Financial Management: 3 semester hours**

This is a decision-oriented course that emphasizes maximization of shareholder wealth. It includes a study of such concepts as cash flow, ratio analysis, financial forecasting, leverage, the time value of money, the capital budgeting process, and securities valuation. Prerequisites: BC 265 and BC 266.

**BA 410 Financial Planning: 3 semester hours**

This course will require students to complete the financial planning process from start to finish for a complex family situation. This process will include obtaining qualitative and quantitative information regarding the client's personal situation; analyzing the client's current course of action along with alternative courses of action; developing financial planning recommendations; presenting the financial planning recommendations; and monitoring the progress of the financial plan and update as necessary. The topics to be covered include professional conduct and regulation; general principles of financial planning; risk management and insurance planning; investment planning; tax planning; retirement savings and income planning; estate planning; and the psychology of financial planning. Prerequisite: BA 330, BA 344, BA 350, BA 365, BA 379.

**BA 420 Cases In Finance: 3 semester hours**

This course will teach students how to analyze financial cases. The case method of instruction simulates the "real world" by exposing students to actual situations where financial decisions must be made. Students must use their prior knowledge of finance and common sense to arrive at recommendations for each case. This process should enable students to sharpen their technical finance skills and enhance their ability to use subjective judgment in decision-making. Prerequisite: BA 344 and BA 379. Offered spring semesters.

**BA 425 Finance Internship: 3 semester hours**

Students may take advantage of internship opportunities which become available in the field of finance. These internships include off-campus supervision at local businesses and periodic conferences with the on-campus instructor. The on-campus instructor will determine any further requirements on an individual basis. (Maximum of one semester credit for each 3 hours per week for the semester spent at an outside company up to a maximum of 6 semester hours).

**BA 430 Selected Topics in Business: 3 semester hours**

This course includes an examination of major issues or topics in business. Course content and subtitle will vary. The course may be repeated with consent of the instructor. Offered winter term.

**BA 435 Senior Seminar in Business: 3 semester hours**

Capstone course designed to integrate knowledge of marketing, finance, economics, management, and accounting to be applied to various types of business and institutional situations. The method of instruction includes case studies, class discussion and readings. Prerequisites: BA 250, BA 379, BK 208, BN 204 and senior standing.

**BA 436 Business Strategy Seminar: 3 semester hours**

This is a capstone course designed to assist the student to integrate and apply knowledge of marketing, finance, economics, management, and accounting in the student's field of interest. Students will develop strategic plans using theoretical and actual case studies. This course is the required capstone course in the Business major in the Advance program. Prerequisites: BN 204, BK 208, BA 379.

**BA 445 Business Administration Independent Study: 3 semester hours**

If a student wishes to do individual study and/or research of a particular topic, he/she should contact the appropriate member of the department as a supervising instructor, as well as register through and obtain consent of his/her advisor.

**BK Courses****BK 208 Principles Of Marketing: 3 semester hours**

As a general introduction to the ever expanding field of marketing, students study how professionals anticipate consumer needs that guide the organization to develop appropriate strategies. Examining how marketers add value to a company, students will learn that a thorough analysis of the marketing environment includes anticipating and evaluating buyer behaviors while helping the firm recognize key marketing decision areas to develop successful strategies.

**BK 300 Advertising and Creative Campaign Strategies: 3 semester hours**

This course examines advertising and marketing communications as a creative process. Exploration of mass mediums and interpersonal communication processes and the role they play in an integrated marketing communications program is critical to developing one clear unified voice and image. The study of creative application and its implementation across a continually evolving spectrum is explored. Prerequisite: BK 208. Offered spring semesters.

**BK 301 Product, Brand and Category Management: 3 semester hours**

This course evaluates the role of the product manager from new product idea generation, to product research and development, to market need assessment, to the role and implementation of test marketing, while evaluating product success and/or failure through the stages of introduction, growth, maturity, and decline. An in-depth study of branding strategy and its role in product and service sales is examined along with the growth and importance of category management. Prerequisite: BK 208.

**BK 305 Professional Selling: 3 semester hours**

This course is designed to provide students with a basic understanding of the selling function and its vital role in organizations. Students will learn that a systematic approach to satisfying customer needs and solving problems is the goal to achieve mutually beneficial long-term partnerships. Exposure to a variety of sales professionals and the environments in which they exist helps students understand the challenges found in this wide ranging field. Prerequisite: BK 208. Offered spring semesters.

**BK 310 Consumer Behavior: 3 semester hours**

This course examines the theoretical and applied dimensions of consumer behavior and how these principles impact marketing strategy. A comprehensive study of the consumer decision-making process and the variables that affect it including memory, learning, perception, lifestyles, culture, groups and attitudes is explored. Additional emphasis is placed on the application of consumer behavioral concepts and their impact on marketing decision-making. Pre-requisite: BK 208. Offered fall semesters.

**BK 321 Market Research: 3 semester hours**

This course examines marketing research methodology and the function of gathering information as a management tool to aid decision-making. Included is the study of primary and secondary data sources, focus groups, surveys, experiments, and observations. The course also addresses the problems inherent in sampling, data collection, analysis, and the preparation of comprehensive reporting. Prerequisites: BK 208 and BA 270, and senior standing. Offered fall semesters.

**BK 331 Retail Management: 3 semester hours**

This course studies the important economic aspects of retail business and its vital role in the distribution of goods and services. Emphasis is placed on strategy, planning and development for a retail operation. As alternative purchasing opportunities continue to emerge, success is largely dependent on sound marketing, selling, and customer service principles. Prerequisites: BK 208 and BC 265.



**BK 335 Tradeshow and Event Planning: 3 semester hours**

As professional marketing managers, a company's tradeshow strategy is a significant investment which includes the development of booth design and timely orchestration of events surrounding an industry show. Successful pre and post-show activities include the hiring/management of all booth personnel, promotional item acquisition, creative service execution, traffic flow management, lead generation and timely follow-up actions. Event planning is a vital role in which we are often required to coordinate every facet of an event from transportation to lodging and travel accommodations to entertainment for various participant groups. In addition, marketers today are often tasked with the planning and implementation of all manner of specialized events, from sales conferences to awards dinners, dealer/supplier functions, incentive-based endeavors, and holiday parties. Activities in this area include venue, food, and beverage selection for corporate parties and institutional events. Both functions are largely considered sales-based in nature. Pre-requisite: BK 208.

**BK 340 Contemporary Topics In Marketing: 3 semester hours**

This course includes an examination of major issues or topics in business specific to the study of marketing. Course content and subtitle will vary and are reflective of current trends found in the discipline. Topics include Big Data, Social Media and Analytics; and Mad Men. Prerequisite: BK 208.

**BK 345 Digital Marketing, Advertising, and Social Media: 3 semester hours**

This course is designed to help you understand how marketing has (and has not) changed due to the rise of digital platforms and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in the digital/social/mobile marketing world so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. Students will: Gain experience with digital marketing, digital advertising, and social media, Gain relevant knowledge, perspectives and practical skills. Develop digital marketing strategies and analyze data, Get familiar with KPIs and measuring ROI, Evaluate current trends and best practices in the ever-changing digital age. Prerequisite: (Any one of the following) BK 208, BK 321, BK 300 and/or BK 310. Offered fall semesters.

**BK 378 Sports Marketing and Promotion: 3 semester hours**

This course focuses on building a foundation of sports marketing through print and social media channels. Additional topics include integrating a marketing plan including market research, corporate sponsorships/partnerships, team branding and advertisements. Students will also examine the impact of customer/fan acquisition and retention in the form of customer focused programming and analytics to drive marketing. Prerequisite: BK 208. Offered spring semesters.

**BK 421 Marketing Internship: 3 semester hours**

Students may take advantage of internship opportunities to broaden their educational experience and gain professionalism in the evolving field of marketing. These opportunities include off-campus placement with marketing professionals. Partnered with an on-campus instructor, and the on-site professional, candidates apply theory learned in the classroom to real world experience. A maximum of six credit hours will be allowed with one credit earned for every 40 hours of on-site experience. Prerequisite: BK 208.

**BK 431 Marketing Management: 3 semester hours**

This course focuses on the major decisions facing marketing managers when developing a marketing plan and carrying out the marketing process inside organizations. These decisions include researching and analyzing market opportunities, identifying and selecting target markets, and developing sound marketing strategies. An experience-based opportunity requiring tactical and strategic decision-making enables students to directly apply theory learned in the classroom to a real-world opportunity. Prerequisites BA 250, BK 208, BK 310, BK 321, senior standing and should follow BK 321. Offered spring semesters.

**BN Courses****BN 204 Principles Of Management: 3 semester hours**

This course includes a systematic examination of the following four functions and processes within an enterprise: Planning - development of objectives and plans; Organizing - structuring work relationships; Leading - activating coordinated efforts; Controlling - measuring progress and taking corrective action. The course emphasizes an overall framework for effective integration of the distinct processes.

**BN 304 Human Resource Management: 3 semester hours**

This course includes a study of the place and function of the human resource management department in business and industry. Topics include equal opportunity programs, employment planning, recruitment, selection, performance evaluation, and compensation. Also included are training/development, safety/health and work scheduling. Prerequisite BN 204.

**BN 340 Management Information Systems: 3 semester hours**

This course addresses the ongoing process of gathering, storing, and retrieving the information that managers need to make immediate business decisions and to prepare long-term business plans. The concepts learned in this course apply to many functional areas including finance, marketing, manufacturing, production, and human resources. Topics include operational, tactical, and strategic decision making as well as design, analysis, and implementation of management information systems. Prerequisites BN 204 and BA 250.

**BN 350 International Management: 3 semester hours**

Organizations today are competing in a global marketplace that poses new challenges for managers. It is crucial that students of management be knowledgeable about the international dimensions that affect all businesses. This course will study the development of appropriate strategies for multinational companies. The environment and cultural context for international management will be examined along with worldwide developments. Prerequisites: BN 204 and Junior standing or approval of instructor.

**BN 360 Business & Society: 3 semester hours**

Business exists and business people work in an environment that includes relationships with other institutions such as government, public interest groups, and unions as well as with the individuals who are customers, workers, and fellow citizens. In this course these relationships and responsibilities to society as a whole and individual ethics are explored. Prerequisites: BN 204 and EC 251. Offered online, block schedule. Offered winter term.

**BN 364 Production & Operations Management: 3 semester hours**

This course will provide students with an introduction to the field of production and operations management. It will cover both manufacturing and service organizations with a balanced overview of quantitative and qualitative material. Particular emphasis will be placed on the subject of quality and its impact on the competitive position of goods and services in the domestic and world markets. Prerequisites: BA 270 and BN 204. Offered spring semesters.

**BN 370 Advanced Topics in Management Information Systems: 3 semester hours**

This course is an advanced study of contemporary and emerging management information systems issues. Students will examine and focus on the strategic impact and competitive advantage of information technologies on the business (for profit and nonprofit) environment. Students will develop a firm understanding of the strategic, tactical, technical and management issues surrounding both consumer e-commerce and business-to-business systems, and explore emerging issues related to supply chain management, business process reengineering, enterprise resource planning, and internet privacy and security. Prerequisite: BN 340.

**BN 377 Project Management: 3 semester hours**

This course is an introductory study of contemporary project management practices and issues designed for juniors or seniors. Students will examine the strategic value and competitive advantage of project management in the business environment. Students will gain a first-hand understanding of initiating, planning, executing, controlling and closing out a project. Students will develop an understanding of the strategic, tactical, technical and management issues of project management. Emerging issues related to critical chain scheduling, parametric cost estimation, and PM licensure are also reviewed. Lectures will be derived from Project Management Institute's (PMI) Project Management Body of Knowledge (PMBOK1) and the assigned textbook. Prerequisites: BN 204 and BA 250. Offered online, block schedule.

**BN 380 Organizational Behavior: 3 semester hours**

This course examines human behavior in the work environment at the individual and group levels. Emphasis areas include: group behavior/dynamics, theories for motivation, leadership, decision making process, corporate culture, organizational behavior in the global setting and values and attitudes affecting work behavior. Prerequisites: BN 204 and junior standing.

**BN 382 Corporate Social Responsibility: 3 semester hours**

In this course students will examine concepts of the triple bottom line (people, planet, profit) and corporate social responsibility. Students will explore the fundamental psychological, cultural, ethical, and economic sustainability issues affecting an increasingly broad range of global stakeholders. Students will study how and why leaders deploy sustainability efforts such as sustainable innovation, making work life sustainable for the workforce, engaging to solve local and global sustainability challenges, and responding to global issues relating to outsourcing, poverty, and human rights. Topics will include how companies are using supply chain and quality management, capacity planning and forecasting, as well as systems thinking to make significant gains; and how communities are responding to the increasing concerns about sustainability through programs like Blue Zones, regulation, and a push toward localization. Prerequisite: Sophomore Standing.

**BN 384 Strategic Management: 3 semester hours**

This course includes a study and application of the formulation, implementation, evaluation and control of corporate strategies. Lecture, discussion, and case analysis will be used in applying the strategic management concepts. Prerequisites: BA 250, BN 204, BK 208, BA 379, and junior standing.

**BN 386 Compensation, Benefits, and Evaluations: 3 semester hours**

This course covers the fundamental concepts of compensation theory and application related to hiring, growing, and retaining organizational talent. Other areas of focus include government, legal, and union influences; job analysis and evaluation, building and maintaining compensation and benefit structures, and effectively evaluating employee performance. Students will gain an understanding of how to assess reward systems for equity and cost effectiveness; as well as how to access and diagnose compensation management issues and develop appropriate solutions. Prerequisites: BN 204 and BN 304. Offered online, block schedule. Offered spring semesters.

**BN 392 Advanced Topics in Human Resource Management: 3 semester hours**

This course is an advance topics study of contemporary HRM practices and issues designed for juniors or seniors. Students will examine the strategic value and competitive advantage of HRM in the business environment. Students will gain a first-hand understanding of the assumption that all managers are accountable to their organizations in terms of the impact of their HRM activities, and they are expected to add value by leading their employees ethically and effectively. This course includes hands-on application of the learning theories, principles, and methods involved in all phases of employment in an increasingly knowledge-based and global work environment. Topic focus will include the best people-centered practices of high performing organizations, the personal and cultural implications of mergers and acquisitions, and how to develop sustainable workforce practices for the future. Prerequisites: BN 204 and BN 304. Offered online, block schedule. Offered fall semesters.

**BN 424 Management Internship: 3 semester hours**

Students may take advantage of internship opportunities that become available in the area of management. These internships include off-campus supervision at local establishments and periodic conferences with the on-campus instructor. The on-campus instructor will determine any further requirements on an individual basis. (Maximum of one semester credit for each three hours per week for a semester spent at an outside agency up to a maximum of six semester hours).

**BN 425 Human Resource Internship: 3 semester hours**

Students may take advantage of internship opportunities in the area of Human Resource. These internships include periodic conferences with the instructor. The instructor will require that students submit a paper summarizing their activities as well as their learning outcomes upon completion of the internship experience. (Maximum of 1 semester hour of credit for each 40 hours worked up to a maximum of 6 semester hours).