MANAGEMENT AND MARKETING

management and marketing department

The Management & Marketing Department is one of the largest at MU, with over 450 students enrolled in our core programs. We have a fully online degree completion program, an undergraduate certificate in marketing and teach courses for numerous other programs throughout the University. We offer skills that are sought after by businesses large and small in both the for profit and non-profit sectors. We offer a wide array of courses in the business core curriculum as well as a number of elective courses for business majors, minors and students seeking general electives, or simply greater business knowledge.

Our eight faculty and numerous adjuncts are experts in their field. You will find them to be accessible, helpful and supportive on your journey toward graduation. We are also accommodating and flexible with our course offerings, by actively offering a variety of courses in the summer and winter terms, and many of our classes are also available online.

the programs

- Marketing, Sub-Baccalaureate Certificate (https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/marketing-cert/)

the faculty

DiRusso David; Professor
Lombardo College of Business
B.S., Shippensburg University, 2004; M.B.A., Temple University, 2005; Ph.D., Temple University, 2009

Douglas Michael; Associate Professor
Lombardo College of Business

B.S., Kansas State University, 1997; M.B.A, Fontbonne University, 1999; Ph.D., University of South Florida, 2006

Etesamipour Behrooz; Assistant Professor
Lombardo College of Business
B.S., University of Maryland, 2009; M.S., Towson University, 2011; D.Sc., Ibid, 2020

Ghoreishi Minoo; Professor
Lombardo College of Business
B.S., Tehran College of Insurance, 1975; M.B.A., Oklahoma City University, 1977; Ph.D., University of Arkansas, 1987

Hong Jong Seok; Assistant Professor
Lombardo College of Business
B.A., University of Kansas, 2007; M.B.A., Sogang University (South Korea), 2016; Ph.D., University of Rhode Island, 2022

Hutto Alexandra; Associate Professor
Lombardo College of Business
B.A., Northwestern University, 1978; M.B.A., Indiana University, 1980; Ph.D., University of Pittsburgh, 1981

Kassa Abere; Assistant Professor
Lombardo College of Business
B.A., Addis Ababa University (Ethiopia), 2000; M.B.A., Ibid., 2005; Ph.D., Wayne State University, 2017

Nandedkar Ankur; Associate Professor
Lombardo College of Business
B.S. Rajiv Gandhi University (India), 2003; M.S., University of Texas-Pan American, 2005; Ph.D., University of Texas-Rio Grande Valley, 2011.

Wang Jianfeng; Professor
Lombardo College of Business
B.S., Shanghai Fudan University (China), 1988; M.S., University of Science and Technology (China), 1999; M.B.A., University of Toledo, 2002; Ph.D., Ibid., 2006

the courses

BUAD 101A: 3 s.h.
Introduction to Business (G3)
Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

BUAD 101B: 3 s.h.
Introduction to Business (G3)
Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

BUAD 161: 3 s.h.
Intro to Financial Accounting
Examination of the account cycle and systems and procedures for developing financial information; introduction to the conceptual and theoretical foundation of financial information systems; and interpretation of financial statements. Offered in fall, spring. Prereq: MATH 101 or MATH placement beyond MATH 101 (MATH 151, 155H, 160, 161, 163H).
BUAD 162: 3 s.h.
Intro to Managerial Accounting
Problem-oriented introduction to the interpretation and application of accounting information from the viewpoint of management with emphasis on planning and control and long-range strategies. Offered in fall, spring. Prereq: C- or higher in BUAD 161.

BUAD 202: 3 s.h.
Legal Environment of Business (G3)
The American legal system and its impact on business. Includes the court system, litigation and alternative dispute resolution, contract law, torts in the business environment, product and service liability, property, and criminal law. Offered in fall, spring.

BUAD 206: 3 s.h.
Business Research Methods
The theory and practice of a number of widely used research techniques as an aid to decision making. Business application will be emphasized with cases and problems from the areas of management, marketing, finance and accounting. Uses computer programs for data analysis, interpretation and presentation of research results. Prereq: MATH 235.

BUAD 231: 3 s.h.
Principles of Marketing
Explores the role of marketing in the free enterprise system. Defines marketing and its relationship to society. Reviews the controllable elements of the marketing mix: product, place, promotion, and price. Explains marketing concepts and terminology. Applies terminology and concepts to real world problems. Covers basic analytic skills needed to solve marketing problems. Offered in fall, spring. Prereq: C- or better in ECON 101 and 102.

BUAD 231H: 3 s.h.
H:Principles of Marketing
H:Principles of Marketing

BUAD 251: 3 s.h.
Principles of Management (G3, W)
Examines management processes of planning, organizing, leading and controlling and provides basic knowledge of management history, managers’ roles and functions, environment influences, effective decision making, leadership and team management, ethical and social responsibilities, and current trends in management. Offered in fall, spring. Prereq: ECON 101, 102 and ENGL 110.

BUAD 307: 3 s.h.
Management Information Systems
Technology, application and management of computer-based management information systems. Covers identification of the need for management information, the assignment of resources and establishment of an information system. Includes case studies. Offered in fall, spring. Prereq: BUAD 162, 251.

BUAD 310: 3 s.h.
Economics of Justice (D, P)
Economic concepts and models used to explain legal principles. The effects of legal decision-making on economic efficiency. Topics include property, contracts, torts and criminal law. Offered annually. Prereq: BUAD 202, ECON 102, COMM 100, ENGL 110, junior status.

BUAD 310H: 3 s.h.
H:Economics of Justice (D, P)

BUAD 341: 3 s.h.
Managerial Finance 1 (W)
Fundamental topics in corporate finance, including: use of financial statements, time value of money, capital budgeting and working capital management. Offered in fall, spring. Prereq: ECON 102, C- or higher in BUAD 162, and ENGL 110.

BUAD 352: 3 s.h.
Human Resource Management
Survey course familiarizes students with the human resource function. Topics include recruitment, orientation, training, compensation, safety, performance evaluation and labor relations. Offered in fall, spring. Prereq: C- or higher in BUAD 251.

BUAD 352H: 3 s.h.
H:Human Resource Management
H:Human Resource Management

BUAD 358: 3 s.h.
Management Science
An introduction to management science techniques in order to facilitate quantitative reasoning as an aid for managerial decision making. Emphasis on developing analytical skills. Decision-making cases and problems presented with the aid of computers. Topics include linear programming (including modeling, computer solution and sensitivity analysis), assignment/transportation/transshipment problems, project management techniques (PERT/CPM), queuing models, simulation, inventory control models, decision theory, analytic hierarchy process (AHP) and Markov processes. Prereq: MATH 235, and BUAD 206 (306).

BUAD 372H: 3 s.h.
Hon:Organizational Behavior

BUAD 455: 3 s.h.
Strategy and Policy (W)
Theory and practice of modern strategic management. Includes strategy formulation, planning, decision techniques, organizational design to implement change and control systems to monitor change. Offered in fall, spring. Prereq: BUAD 202, 206(306), 307(207), 231, 308, 341, 352 and ENGL 110.

BUAD 488A: 3 s.h.
Seminar in Business Admin (W)
Research on a topic including preparation and critical analysis of a paper. Topic need not be from student’s option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

BUAD 488B: 3 s.h.
Seminar in Business Admin (W)
Research on a topic including preparation and critical analysis of a paper. Topic need not be from student’s option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

MGMK 300: 3-12 s.h.
Co-Op Ed Exp in Mgmt/Mktg
Cooperative Education in Management and/or Marketing

MGMK 400: 3-12 s.h.
Co-Op Ed Exp in Mgmt/Mktg
Cooperative Education Experience in Management/Marketing

MGMK 489: 1-4 s.h.
Honors Course
Honors Course
BUAD 231 and C- or better in BUAD 251
Entrepreneurial Management and Corporate Management. Prereq: strategy; vision of success. The course addresses differences between strategy; people and resources; organizational capabilities; financing

Entrepreneurial Management
MGMT 356: 3 s.h.
Introduction of the perspective of business as a system dedicated to the reduction of uncertainties. Focus is on determining strategy and building a structure that supports organizational effectiveness. Factors considered include the external environment, interorganizational relationships, globalization, internal technologies and control systems, organizational life cycle, cultural and ethical values, innovation, and change management. Pre-req: C- or higher in BUAD 251.

Labor-Management Relations
Course covers roles of management and labor unions using an analytical framework for labor relations problems, contract negotiations and administration. Offered periodically. Pre-req: C- or higher in BUAD 251.

Compensation Management
Specific focus on methods for determining wages. Salaries, incentive payments, point classification and factor comparison systems are discussed in detail. Management of benefits, including hospitalization, major medical, life insurance, long-term disability and pension administration is emphasized. Offered periodically. Pre-req: BUAD 352.

Business and Society (G3)
Relationships between economic decision-makers (business) and the various interests affected by their decisions (society). Emphasis on the ethical dimensions of decision making in business. Specific issues include cultural relativism, social and economic justice, private property and the choice of an economic system, corporate social responsibility, acceptable risks for consumers, acceptable risks to the environment, affirmative action and reverse discrimination, sexual harassment and comparable worth, disclosing and concealing information in sales, insider trading and whistleblowing. Offered in fall, spring.

Entrepreneurial Management
Managing a new venture while continually juggling vital issues such as: mission and values statement; goals and objectives; growth strategy; people and resources; organizational capabilities; financing strategy; vision of success. The course addresses differences between Entrepreneurial Management and Corporate Management. Pre-req: BUAD 231 and C- or better in BUAD 251

International Management (G3)
Examination of management challenges associated with developing strategies and managing operations of firms whose activities extend across national boundaries. Theoretical, institutional, and case analysis of major issues, including the impact of international codes and organizations on corporate policies, the effect of government policies, techniques for assessing foreign environments, and strategies for managing international business operations are covered. Offered annually. Pre-req: BUAD 251 (C- or higher).

Principles of Entrepreneurship
Introduction to the process of turning an idea into a successful start-up business. The entrepreneurial mind-set, initiating ventures, developing the plan through understanding legal, marketing, and financial challenges, strategic growth, valuation of the enterprise, and harvesting the enterprise are studied within the context of the entrepreneurial process. Pre-req: C- or better in BUAD 231 and 251.

Organizational Behavior
Examines individual, group, and organizational-level behavioral and social science theories and applies those theories to managing human behavior in diverse organizations operating in a global business environment. Topics include personality, values, perception, motivation, teams, leadership, conflict resolution, communication, organizational culture, and change management. Pre-req: C- or better in BUAD 251.

Management Skills
Focuses on developing business and interpersonal skills through engaging in activities designed to assess, practice, and improve various skill areas such as time management, teamwork, stress management, coaching and counseling, creativity, conflict management, problem solving, critical thinking, and motivating others. Students will be expected to demonstrate skills during semester activities. Pre-req: C- or better in BUAD 251.

Leadership
Examines various concepts related to leadership. Topics include trait, contingency, and behavioral approaches to leadership; values and ethics, diversity, motivation, power, and multiculturalism in leadership etc. The emphasis will be on learning and application of behaviors that are critical to effective leadership. Pre-req: BUAD 251 (C- or better).

Business Web Development
Prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided online via the Internet. Builds skills to develop a modern business website using technologies such as HTML, CSS and JavaScript. Includes coverage of web client-server architecture, security, performance issues, monetization, website promotion, database integration through server-side scripting and commercial deployment. The course supports Entrepreneurial and Small Business Operations. Offered periodically. Pre-req: BUAD 231 and C- or better in BUAD 251.

Experimental
Experimental Course in Management
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 381</td>
<td>Data &amp; Information Management</td>
<td>3 s.h.</td>
<td>Builds on the core concepts of data and information management. It is centered around the core skills of identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and verifying its structural characteristics with normalization techniques, and implementing and utilizing a relational database using an industrial-strength database management system. Includes coverage of basic database administration tasks. In addition to developing database applications, the course helps the students understand how large-scale packaged systems are highly dependent on the use of DBMSs. Building on the transactional database understanding, the course also provides an introduction to data and information management technologies that provide decision support capabilities under the broad business intelligence umbrella. Prereq: BUAD 307</td>
</tr>
<tr>
<td>MGMT 405</td>
<td>Topics in Management</td>
<td>3 s.h.</td>
<td>Advanced, innovative, or exploratory topics and disciplines within management. Specific content items developed by instructor. Most topics will be for business majors only. Offered periodically. Prerequisites may vary. Consult the current course offering.</td>
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<tr>
<td>MGMT 452</td>
<td>Operations and Supply Chain Management</td>
<td>3 s.h.</td>
<td>Survey of basic principles, concepts and techniques of operations management applicable to manufacturing as well as service organizations. Examines positioning, design and operating decisions and their interrelationships in the context of the overall competitive strategy of the firm. Explores current trends and innovations in operations management theory and practice. Topics include operations strategy, quality control/TQM, product/service design, capacity planning, process design, facility layout, design of work systems, location planning, supply chain management, inventory control, MRP/ERP, just-in-time systems, scheduling and project management. Prereq: MATH 130 or 235 and C- or higher in BUAD 251.</td>
</tr>
<tr>
<td>MGMT 453</td>
<td>Supply Chain Logistics Mgmnt</td>
<td>3 s.h.</td>
<td>Study of the forward and reverse logistics supply chain management and arising globalization and sustainability challenges. Topics include strategic design of supply chain; management and control of flow and storage of products, services, and information from suppliers to consumers; and effective management of the reverse flow of returns, buybacks and end-of-life products to recapture value through refurbishing, remanufacturing, recycling, or proper disposal. Identification and analysis of emerging managerial issues in meeting complex mandated and competitive requirements of lean and green logistics systems. Prereq: MATH 235 and BUAD 231 (C- or higher) or BUAD 251 (C- or higher).</td>
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<tr>
<td>MGMT 454</td>
<td>Talent Acquisition</td>
<td>3 s.h.</td>
<td>Focused on providing a detailed understanding of the staffing process in organizations. The role of staffers is analyzed; major trends and the legal framework associated with staffing process is highlighted. Topics include: staffing strategies, strategic job analysis and competency modeling, forecasting, measurement, interviewing techniques etc.</td>
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<td>MGMT 499</td>
<td>Departmental Honors</td>
<td>1-4 s.h.</td>
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<td>MKTG 179</td>
<td>Experimental</td>
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<td>Experimental Course in Marketing</td>
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<td>MKTG 279</td>
<td>Experimental</td>
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<td>MKTG 332</td>
<td>Consumer Behavior</td>
<td>3 s.h.</td>
<td>Analysis of individual and collective consumer behavior patterns both within and outside the marketplace through theoretical model building and empirical research findings. Emphasis on the role of consumer research in identifying, planning, implementing and evaluating both short-term and long-term marketing strategies. Offered annually. Prereq: C- or higher in BUAD 231.</td>
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<tr>
<td>MKTG 335</td>
<td>Advertising</td>
<td>3 s.h.</td>
<td>Economic and social roles of advertising in a contemporary business setting. Emphasis on the creation, development, implementation and evaluation of advertising campaigns through the analysis of creative processes, managerial techniques, media resources, budgeting methods and the concept of social responsibility. Offered annually. Prereq: C- or higher in BUAD 231.</td>
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<tr>
<td>MKTG 336</td>
<td>Retail Marketing</td>
<td>3 s.h.</td>
<td>The role of retail institutions in the marketing system. Emphasis on strategy development in the retailing context. Offered infrequently. Prereq: C- or higher in BUAD 231.</td>
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<tr>
<td>MKTG 337</td>
<td>Sales Force Administration</td>
<td>3 s.h.</td>
<td>Planning, direction and control of the sales force. Includes recruiting, selecting, training, supervising, compensating, motivating and evaluating sales representatives. Emphasis on acquisition of basic sales and managerial skills. Offered annually. Prereq: C- or higher in BUAD 231.</td>
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<td>MKTG 405</td>
<td>Topics in Marketing</td>
<td>3 s.h.</td>
<td>Advanced, innovative, or exploratory topics and disciplines within marketing. Specific content items developed by instructor. Most topics will be for business majors only. Offered periodically. Prerequisites may vary. Consult the current course offering.</td>
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MKTG 431: 3 s.h.
Marketing Research
Research theory and techniques used in marketing activities. Stresses formulation of research objectives, instrument design, sample selection, data collection, statistical analysis, computer applications and report writing for managerial use. Offered fall, spring. Prereq: MATH 235, C- or higher in BUAD 231.

MKTG 431H: 3 s.h.
Hon: Marketing Research

MKTG 435: 3 s.h.
International Marketing
The development of marketing strategy for entering and competing with businesses in foreign countries. Uniqueness of foreign markets and their impact on the marketing manager’s decision-making processes are examined. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 436: 3 s.h.
Marketing Strategy
Analysis of opportunities and problems confronting the marketing manager in decision making. Includes market segmentation, target marketing, positioning, market research, product life cycle strategies, marketing mix implementation and social responsibility. Emphasis on case analysis to bridge the gap between marketing theory and application. Offered annually. Prereq: MKTG (Formerly BUAD) 431 and 90 credits (Senior Standing).

MKTG 479: 3 s.h.
Experimental
Experimental Course in Marketing

MKTG 499: 1-4 s.h.
Departmental Honors
Departmental Honors