Majors

The department offers a Bachelor of Business Administration in Management. There are three emphases within the management major:

1. Management (offered on campus as well as totally online)
2. Human Resource Management (offered on campus as well as totally online), and
3. Innovation and Entrepreneurship

Three minors in management are offered to students majoring in fields outside the College of Business (COB):

1. Management (offered on campus as well as totally online)
2. Human Resource Management (offered on campus as well as totally online), and
3. Innovation and Entrepreneurship

General Information

All majors in the department are required to achieve a grade of C or greater in all courses required in their major; all majors must also complete all required pre-business and professional business courses with a 2.0 overall GPA; all non-business majors completing a minor within the department are required to achieve a grade of C or greater in all courses transferred to or taken at UALR in order to fulfill course requirements in the minor block of courses.

Management

Each of the three emphases in the major develops critical thinking, specialized conceptual knowledge and problem-solving techniques.

Management Emphasis

The Management emphasis prepares students for professional positions in management and leadership in small businesses, corporations, and government. Students gain knowledge and skills to acquire positions such as general manager, account manager, project manager/specialist, operations manager, human resource manager/specialist, employee relations manager, employee benefits specialist, and training specialist.

Human Resource Management Emphasis

The Human Resource Management emphasis focuses on the development of knowledge and applied skills in managing people and solving people-related problems. Students are prepared for entry level careers in human resource management and for management roles in organizations of all sizes. Components of the program include the legal environment of employee relations; job analysis and design; employee planning, recruitment and selection; employee training and development; employee productivity improvement, compensation, and other reward systems; union-management relations; and quality of work life.

Innovation and Entrepreneurship Emphasis

The Innovation and Entrepreneurship emphasis develops conceptual and applied skills requisite to producing and managing an economically successful small business. Entrepreneurial and practical decision making skills are enhanced through experiential activities.

Management Educational Goals

Students completing the management degree should be able to:

• Apply critical thinking skills
• Demonstrate competence in applying functional business knowledge.
• Solve real world and/or simulated business problems.
• Display a global perspective and an understanding of cultural issues.
• Have an ethical perspective and behave ethically.
• Exhibit effective oral and written communication skills.
Bachelor of Business Administration in Management

**General:** (120 total minimum hours, including 45 hours upper-level courses (3000-4000 level) and 30 hours in residence; students must complete at UALR at least 50 percent of the major department degree requirements and at least 50 percent of all COB courses required for a business degree)

**First-Year Colloquium (0-1 hours)**
Required of full-time freshmen entering college for the first time and transfer students with less than 12 hours of credit. (See page 36 for details.) BSAD 1100 recommended.

**Core (35 hours)**
See “General Education Requirements.”

**Second Language Proficiency (none required)**

**Major (75 hours)**

**General-business Courses (21 hours)**
- MATH 1342 Business Calculus
- ACCT 2310 Principles of Accounting I
- ACCT 2330 Principles of Accounting II
- ECON 2310 Business Statistics I
- ECON 2322 Principles of Microeconomics
- ECON 2323 Principles of Macroeconomics
- MKTG 2380 Legal Environment of Business

**Professional Business Studies Foundation (28 hours)**
- Career Catalyst (BSAD 2010, BSAD 4010)
- BINS 3305 Management Information Systems
- BINS 3352 Data Analysis and Visualization
- BINS 3380 Business Communication
- BSAD 3100 Business Professionalism
- ECON 3355 Quantitative Business Analysis
- FINC 3310 Business Finance
- MGMT 3300 Principles of Management
- MGMT 3304 Operations Management
- MGMT 4380 Business Strategy
- MKTG 3350 Principles of Marketing

**Emphasis Area**

**Management Emphasis (30 hours)**
- MGMT 3320 Human Resources Management
- MGMT 3340 Applied Organizational Behavior
- MGMT 3362 Venture Management and Decision Making
- MGMT 4377 International Business Management

**Six courses (18 hours) chosen from the following:**
- BINS 4331 Management of Information Resources
- IBUS 4316 Field Study in International Business
- MGMT 3306 Quality Assurance and Improvement
- MGMT 3364 Family Business Management
- MGMT 4304 Productions/Operations Management II
- MGMT 4341 Labor and Industrial Relations
- MGMT 4360 Compensation Management
- MGMT 4364 Business Planning and Product Introduction
- MGMT 4365 Business Consulting
- MGMT 4375 Sustainable Business
- MGMT 4378 Global Operations Management
- MKTG 4383 Entrepreneurial Perspectives
- MKTG 4385 Special Topics in Management
- MGMT 4391 Employment Law
- MGMT 4394 Internship
- or MGMT 3392 Cooperative Education I
- MGMT 4395 Applications in Human Resource Management
- SPCH 3323 Conflict Management

**OR**

**Human Resource Management Emphasis (27 hours)**
- **Six courses (18 hours) must be the following:**
  - MGMT 3320 Human Resources Management
  - MGMT 3340 Managing People in Organizations
  - MGMT 4341 Labor and Industrial Relations
  - MGMT 4360 Compensation Management
  - MGMT 4391 Employment Law
  - MGMT 4395 Applications in Human Resource Management

- **Three courses (9 hours) chosen from the following:**
  - FINC 4364 Employee Benefits
  - IBUS 4316 Field Study in International Business
  - MGMT 3362 Venture Management and Decision Making
  - MGMT 4364 Family Business Management
  - SPCH 3323 Conflict Management

**OR**

**Innovation and Entrepreneurship Emphasis (33 hours)**
- **Four courses (12 hours) must be the following:**
  - MGMT 3362 Venture Management and Decision Making
  - MGMT 4361 Business Planning and Product Introduction
  - MGMT 4365 Business Consulting
  - MGMT 4383 Entrepreneurial Perspectives

- **Five courses (15 hours) from the following:**
  - MGMT 3320 Human Resources Management
  - MGMT 3340 Managing People in Organizations
  - MGMT 4385 Special Topics in Management
  - MGMT 4391 Employment Law
  - At least two of the five courses from the following:
  - MGMT 3364 Family Business Management
  - MGMT 4363 Financing Entrepreneurial Ventures
  - MKTG 4310 Marketing Research
  - MKTG 4330 Principles of Marketing

- **Two courses (six hours) from one of the following competency areas:**

  **Technology and Innovation Competency**
  - BINS 4331 Management of Information Resources
  - BINS 4351 Data Analysis and Reporting
  - IFSC 3300 Internet Applications
  - IFSC 3401 Information, Computing, and the Future
  - ARST 3340 Introduction to Graphic Design

  **Retail Competency**
  - MKTG 3370 Principles of Retailing
  - MKTG 3385 Consumer Analysis and Behavior
  - MKTG 4370 Business-to-Business Marketing
  - ADVT 3300 Principles of Advertising
  - MKTG 3353 Professional Selling
  - MKTG 4341 Brand and Market Consulting
  - SPCH 3300 Interpersonal Communication
  - SPCH 3320 Advanced Public Speaking
  - PSYC 3350 Social Psychology
  - ARST 4341 Package Design
**Minor (none required)**

**Unrestricted General Electives**

Remaining hours, if any, to reach 120 minimum total hours, 45 hours of upper-level courses (3000-4000 level), and/or 30 hours in residence.

**Minors in Management**

A grade of C or greater in all UALR or transfer courses is required in order to fulfill a course requirement in each of these minor blocks of courses.

### Management Minor (18 hours)

- MGMT 3300 Principles of Management
- MGMT 3320 Human Resources Management

**Four courses (12 hours) from:**
- ACCT 2310 Principles of Accounting I
- BINS 3305 Business Information Systems
- MGMT 3340 Applied Organizational Behavior
- MGMT 3362 Venture Management and Decision Making
- MGMT 4360 Compensation Management
- MGMT 4377 International Business Management
- MGMT 4385 Special Topics in Management
- MGMT 4391 Employment Law

### Human Resource Management Minor (18 hours)

- MGMT 3300 Principles of Management
- MGMT 3320 Human Resources Management

**Four courses (12 hours) from:**
- ACCT 2310 Principles of Accounting I
- MGMT 4341 Labor and Industrial Relations
- MGMT 4342 Negotiation and Administration of Collective Bargaining Agreements
- MGMT 4360 Compensation Management
- MGMT 4385 Special Topics in Management
- MGMT 4391 Employment Law

### Innovation and Entrepreneurship Minor (15 hours)

- MGMT 3300 Principles of Management
- MGMT 3362 Venture Management and Decision Making
- MGMT 4361 Business Planning and Product Introduction
- MGMT 4383 Entrepreneurial Perspectives

**One course (3 hours) from:**
- BINS 3352 Data Analysis/Visualization
- MGMT 3320 Human Resources Management
- MGMT 3364 Family Business Management
- MGMT 4365 Business Consulting

### Courses in Management (MGMT)

#### MGMT 1300 Introduction to Business

A survey of business organization and operation, the various fields of business, basic business problems and procedures, the vocabulary of business, and the opportunities open to college graduates in business. Not open to junior and senior majors within the college. Three credit hours. (ACTS Course Number BUS 1013)

#### MGMT 2300 Supervisory Management

The supervisor and his or her relations with subordinates, superiors, colleagues, unions, and society. Emphasis on managerial aspects common to all supervisory positions, regardless of the technical specialty involved or the nature of the organization. Three credit hours.

#### MGMT 3300 Principles of Management

Introduction to organizational operations, internal and external forces, planning, decision and control processes. Introduction to the various organizational functions required to operate a successful business or non-profit organization. Three credit hours.

#### MGMT 3304 Operations Management

Prerequisite: BINS 3380 (or MGMT 3380) and ECON 3355 (may be taken concurrently). The course covers a breadth of concepts, tools, and methods that managers use to solve operating problems in manufacturing and service environments. The course takes a customer centric approach of internal business processes and highlights the linkages between these processes. Topics are selected from project management, operations strategy, quality management, inventory management, capacity planning, theory of constraints, transportation / assignment problems, and an introduction to supply chain management. Three credit hours.

#### MGMT 3306 Quality Assurance and Improvement

Prerequisite: ECON 2312 or ECON 3355. Quality control techniques, standards, and policies for production and operations environments; role of purchasing agent and engineer in specifying and insuring standards for purchased components; design and development of quality control and quality assurance systems throughout the organization. Three credit hours.

#### MGMT 3320 Human Resources Management

The principles of planning, directing, and controlling the personnel function. Emphasis on the effective implementation of a comprehensive personnel program, including the recruitment, development, evaluation, and motivation of employees. Three credit hours.

#### MGMT 3340 Applied Organizational Behavior

Prerequisites: MGMT 3300 or equivalent. A study and integration of basic managerial concepts and behavioral sciences as they affect people in organizations. Emphasis on environmental and inter-organizational forces that influence membership behavior. Three credit hours.
MGMT 3362 Venture Management and Decision Making
Corequisite: MGMT 3300 or consent of instructor. The operation of a successful small business including feasibility studies for expansion/growth, business plans, strategic management, marketing, financing, and human resource considerations. Three credit hours.

MGMT 3364 Family Business Management
Prerequisite: MGMT 3300. Management of family firm issues such as the interaction of family members, business objectives versus family objectives, succession planning, management development, motivation, and estate planning. Emphasis on the transition from personal management practices to professional management practices. Three credit hours.

MGMT 3392 Cooperative Education I
Prerequisite: consent of faculty sponsor and department chair prior to enrolling in the course. Provides experience in an organizational setting designed to integrate theory and practice. Course is offered on a credit/no credit basis only, with credit being equivalent to C or greater performance. Three credit hours.

MGMT 4100, 4300 Independent Study
Prerequisites: senior standing, management major with a minimum GPA of 3.00, consent of instructor. Individual study in the application of sound management principles to the solution of business problems. One or three credit hours.

MGMT 4304 Supply Chain Management
Prerequisite: MGMT 3304 and BINS 3380 (or MGMT 3380). Students are introduced to different concepts and issues that firms face in managing supply chains. The course will address different frameworks and quantitative methods for designing, managing, and analyzing the supply chain operations needed to support a firm's business strategy. Students will study the structure of supply chain operations, and analyze the relationship between supply chain structure and performance, developing analytical models. Three credit hours.

MGMT 4341 Labor and Industrial Relations
The industrial relations system and environment, including legal and economic constraints on participants in the bargaining process. Emphasis on collective bargaining as a power relationship in a conflict situation. Three credit hours.

MGMT 4342 Negotiation and Administration of Collective Bargaining Agreements
Prerequisite: MGMT 4341. Lecture and extensive use of case studies to develop the strategy and tactics of contract negotiation, application, and interpretation. Emphasis on the grievance process and arbitration. Three credit hours.

MGMT 4360 Compensation Management
Prerequisite: MGMT 3320. Administration of the total compensation program as a tool of management, including the use of job descriptions, job analysis and evaluation, and other necessary considerations in initiating and executing wage and salary administration. Three credit hours.

MGMT 4361 Business Planning and Product Introduction
Prerequisites: MGMT 3362 or consent of instructor. The role of the entrepreneur in new venture development. Identifying, assessing, and developing entrepreneurial opportunities. Three credit hours.

MGMT 4363 Financing Entrepreneurial Ventures
Prerequisites: FINC 3310 and MGMT 3300. Financing alternatives for new and growing ventures; debt financing from investment banks, commercial banks, and SBIC, as well as equity financing from angel investors, private placements, venture capitalists, and public equity markets. Students use firm valuation methods and calculate return to investors to create a capital plan for a growing enterprise. Cross-listed as FINC 4363 (students may not receive credit for both FINC and MGMT 4363). Three credit hours.

MGMT 4365 Business Consulting
Prerequisite: MGMT 3362 or consent of instructor. Teams of students consult with local small businesses recommended by the Arkansas Small Business and Technology Development Center or other business resources. Students work on problems in accounting, production, marketing, personnel, finance, insurance, law, and information systems. Students team write reports outlining the problems and recommended solutions. Dual-listed in the UALR Graduate Catalog as MGMT 3365. Three credit hours.

MGMT 4372 Construction Business Management
Surveys organizational and management topics from the perspectives of the construction industry. Missions, goals and objectives, strategies, and organizational structures are reviewed. Business plans are developed along with practice in using decision models. Total quality management is reviewed along with training plans. Also covered are external relations to regulation, unions, communities, suppliers, and customers. Three credit hours.

MGMT 4375 Sustainable Business
A cross-disciplinary course to introduce students to the emerging field of sustainability and its triple-bottom line focus on the social, environmental, and economic impacts of business. Dual-listed in the UALR Graduate Catalog as MGMT 5375. Three credit hours.

MGMT 4377 International Business Management
Prerequisite: MGMT 3300 or consent of the instructor. Key objectives are to define and evaluate the field of international business, to analyze the international operating context with an emphasis on the basics of cultural differences, and to discuss the management of key functional activities in firms operating in global markets. Major topics include the nature of international business; economic theory and international business operations; international systems and institutions and the analysis of key dimensions of the overseas operating environment. The management of the primary functional activities in international firms emphasized, with the focus on strategies, tactics, and structures for dealing with the special problems and challenges arising in global markets. Three credit hours.

MGMT 4378 Global Operations Management
Prerequisites: MGMT 3304 or senior standing and consent of the instructor. Focuses on managing manufacturing and service operations across national boundaries to provide an organization with a competitive advantage. Emphasis on strategic benefits of globalization through coordinated operations located in different countries and mastering both technological and social/cultural obstacles. Students analyze a series of cases that address the unique issues of global operations management. Three credit hours.

MGMT 4380 Business Strategy
Prerequisites: MGMT 3300, BINS 3352, BINS 3380 (or MGMT 3380), MGMT 3304, ECON 3355 (or ECON 2312), FINC 3310, MKTC 3350 and be an officially accepted College of Business major. Integration of business concepts and techniques and their application to the development of corporate strategy and strategic planning by senior corporate executives. Includes setting objectives, developing business purposes, determining opportunities and threats, and implementing decision and control systems across functional areas. Three credit hours.

MGMT 4383 Entrepreneurial Perspectives
Prerequisite: junior standing. A significant exposure to the entrepreneurial process. Interaction with actual entrepreneurs to enhance the entrepreneurial decision-making abilities of the students. Three credit hours.

MGMT 4385 Special Topics in Management
Topics of current relevance to management professionals. Three credit hours.
MGMT 4391 Employment Law
An examination of legal problems involving employment discrimination based on race, color, religion, sex, national origin, or age. Examines the impact of developing principles of employment law on pre-employment inquiries and testing, seniority and promotions, and other personnel policies, practices, and procedures; affirmative action requirements; state and federal law used to resolve employment discrimination claims; the procedural framework for raising and adjudicating such claims before administrative agencies and the courts; requirements of the Fair Labor Standards Act, Equal Pay Act, ERISA, Worker’s Compensation, and OSHA; and current issues such as sexual harassment and employee dismissal. Three credit hours.

MGMT 4393 Cooperative Education II
Prerequisites: MGMT 3392 and consent of instructor and department chair prior to enrolling in the course. Provides experience in an organizational setting designed to integrate theory and practice. Course is offered on a credit/no credit basis only, with credit being equivalent to C or greater performance. Three credit hours.

MGMT 4394 Internship
Prerequisites: at least 90 semester hours earned with a minimum overall grade point average of 3.0 or department approval; a minimum of 12 semester hours of upper-level management courses completed; consent of instructor and department chair. Practical experience in an organizational setting designed to integrate management theory and applications. A written report is required. Course is offered on a credit/no credit basis only, with credit being equivalent to C or greater performance. Three credit hours.

MGMT 4395 Applications in HR Management
Prerequisites: MGMT 3320 or MGMT 4391. This course is completely applied-oriented in which students get an opportunity to extensively practice Human Resource Management knowledge and skills. It is designed to help students become better equipped in the identification and utilization of successful Human Resource Management concepts and practices at their current or future workplaces. This course will help students become better managers and leaders in their organizations. Three credit hours.