

MANAGEMENT

Management Department (<https://www.njcu.edu/academics/schools-colleges/school-business/departments/management/>)
200 Hudson Street, Harborside 2
(201) 200-3353

The Management Department is home to academic majors from which to choose, all of which position their graduates for leadership and career advancement. A degree in management provides students with the skills to manage people and resources successfully. Whether majoring in Hospitality Management, Global Business, or any other program in the Management Department, students develop strong analytical, problem-solving and communication skills that provide the skills necessary for today's diverse and challenging environment.

John Donnellan, Chairperson

Associate Professor of Management

New York City Technical College, A.A.; Pace University, New York, B.B.A.; Nova Southeastern University, M.B.A.; Pace University, D.P.S.

Yi-Yu Chen

Assistant Professor of Management

Chung Yuan University, B.A.; Rutgers University, M.B.A., Ph.D.

John Laski

Professor of Management

Salve Regina University, A.S.; Nyack College, B.S.; Saint Thomas Aquinas College, M.B.A., Nova Southeastern University, D.B.A.

EunSu Lee (elee3@njcu.edu)

Associate Professor of Management

Catholic Kwandong University, B.E.; Hanyang University, Seoul, Korea, M.B.A.; North Dakota State University, M.S., Ph.D.

Lauren Michele Johnson

Assistant Professor of Management/Sports Management

Hampton University, B.S., M.S.; University of Georgia, Ph.D.

Melanie McDonald (mmcdonald@njcu.edu)

Associate Professor of Management

New Jersey City University, B.S., M.S.; Tiffin University, M.B.A.; Seton Hall University, Ph.D.

- Global Business, B.S. (<https://catalog.njcu.edu/undergraduate/business/management/global-business-bs/>)
- Management, B.S. (<https://catalog.njcu.edu/undergraduate/business/management/management-bs/>)
- Sports Management, B.S. (<https://catalog.njcu.edu/undergraduate/business/management/sports-management-bs/>)
- Supply Chain, Logistics and Maritime Port Management, B.S. (<https://catalog.njcu.edu/undergraduate/business/management/supply-chain-logistics-maritime-port-management-bs/>)

Management (MGMT)

MGMT 1XX Management Transfer Credit (0 Credits)

MGMT 2XX Management Transfer Credit (0 Credits)

MGMT 110 Life is Good Business: Understanding how Business Impacts Everyday Life (3 Credits)

This course is an introduction to and overview of the world of business and how it impacts everyone's daily life. Students learn business concepts in a cultural and civic context enabling them to be better citizens, better consumers, and better able to chart their personal and professional careers.

MGMT 211 Principles of Management (3 Credits)

The purpose of this course is to examine theory related to the managerial function including areas such as planning, organizing, staffing and controlling business organizations. The case study method is used.

MGMT 219 Cannabis (Marijuana) and Business (3 Credits)

This course introduces students to the rapidly-growing cannabis (marijuana) industry and the entrepreneurial opportunities presented. Students will explore many of the business, ethical, and legal issues unique to the cannabis industry, such as the challenges in securing banking services, lack of industry-specific guidelines, and inconsistent workplace policies regarding cannabis.

MGMT 221 MYOB: Mind Your Own Business (3 Credits)

This course provides students with the concepts and tools to assess, discover and unlock the potential for seeing opportunity, and to translate the opportunity or idea into a business. Students will explore what skills, knowledge and behaviors are useful to the entrepreneur and engage in community based research.

MGMT 225 Business Enterprise Applications (3 Credits)

This course provides a foundation in current business software and applications. It prepares students for certification in the most widely used software and business applications, including but not limited to Excel and Bloomberg Essentials, an introduction to Word, PowerPoint and other business related technology. No prior computer experience is necessary.

MGMT 230 Business Communications Essentials (3 Credits)

This course is designed to provide students with an understanding of the many communication needs for business professionals, especially start-ups and small business owners, including written, oral, and digital communication. The course will examine how communications skills are applied, including interpersonal communication, intercultural and international communication, and leadership.

Pre-Requisite(s): ENGL 101 English Composition I

MGMT 235 Business Law I: Legal Environment of Business (3 Credits)

This course is designed to provide a basic knowledge of business law and legal reasoning. Topics include the legal environment of business, constitutional law, intellectual property, torts, product liability, the law of contracts, sales, and employment law. Ethical issues are discussed throughout the semester in order to sensitize the student.

MGMT 236 Business Law II: Business Organizations and Transactions (3 Credits)

This course provides the student with an advanced understanding of business law. Topics include creditors' rights, bankruptcy and reorganization, law of agency, forms of business organizations, personal property, and accountant liability. Business ethical issues and controversies are discussed throughout the semester.

Pre-Requisite(s): MGMT 235 Business Law I

MGMT 241 Global Business (3 Credits)

This survey course evaluates the cultural, political and economic environments of international business as well as the role of international and regional organizations in facilitating commerce. Particular emphasis will be placed on the European Economic Community and developing nations.

MGMT 249 Service Management Principles (3 Credits)

This course provides an overview of the various components of service management and how to manage customer needs through delivery of a bundle of services and physical goods that generate value. This course covers a mix of topics including service strategy design, service quality management, and service delivery processes.

MGMT 250 Operations and Supply Chain Management Fundamentals (3 Credits)

This course is designed to provide a foundation in Operations and Supply Chain Management. Students will be exposed to the main principles and basic theories of supply chain management including procurement, production, transportation, warehousing, inventory management, and information management.

MGMT 251 Operations and Project Management Fundamentals (3 Credits)

This course provides a broad overview of operations, supply chain, and project management emphasizing a strategic orientation to design and improvement issues. Specific topics include competitiveness, operations, strategy, quality management, statistical process control, product design, process design, facility design, project management, supply chain management, inventory management, lean production, and scheduling.

MGMT 300 Introduction to Supply Chain, Logistics and Port Management (3 Credits)

This course is designed to provide a foundation in Supply Chain, Logistics and Maritime Port Management. Students will be introduced to the main principles and basic theories of supply chain management including procurement, production, transportation, warehousing, inventory management, logistics, port management features and information management.

Pre-Requisite(s): MGMT 211

MGMT 301 Professional Development (3 Credits)

A survey course of essential management skills for the 21st century manager including: self assessment, career planning, business etiquette, succeeding in a global and diverse business environment, cultural business resources, cultural business awareness and sensitivity, career document and portfolio development, networking, communication skills, utilizing technology.

MGMT 302 Undergraduate Business Field Study I (3 Credits)

The Undergraduate Business Field Study I emphasizes the relationship of concepts and skills learned in the classroom with real world experiences. Students will work part-time in a position approved by the undergraduate program advisor or department chair and complete a project paper under the supervision of a faculty advisor.

MGMT 305 Procurement and Supplier Management (3 Credits)

This course is designed to provide a foundation in Procurement and Supplier Management. Students will be exposed to key principles of purchasing and supplier strategies. Role of purchasing in today's supply chain is re-evaluated to include traditional functions but also competencies gained from partnering with suppliers. Integration of suppliers resources at product development and operational levels will also be examined.

Pre-Requisite(s): MGMT 211

MGMT 306 Logistics and Transportation Management (3 Credits)

This course is designed to provide a foundation in Logistics and Transportation Management. Students will be exposed to key components involved in the operations of supply chains and evaluate their corresponding transportation options to maximize the efficiency. The fundamental principles utilizing multiple modes of transportation to include air, maritime, and ground transportation will also be explored in this class.

Pre-Requisite(s): MGMT 211

MGMT 310 Port and Intermodal Transportation Management (3 Credits)

Logistics is a critical link in Supply Chain Management which uses all the modes of transportation. Port acts as the interphase between these modes. This course provides the students an insight into the operational aspects of Port and Intermodal Transportation.

Pre-requisite(s): MGMT 211

MGMT 311 Organization, Theory & Practice (3 Credits)

The impact of individuals, groups, and organizational structures on behavior within firms is examined in this course. The primary objective is to apply such knowledge toward improving a firm's effectiveness. Topics include behavior, attitudes and motivation of individuals; politics, conflict and consensus within and among group; and the structure, design, and development of organizations. Cases are studied within the context of theory.

Pre-Requisite: MGMT 211 Principles of Management

MGMT 312 Human Resource Management (3 Credits)

This course provides an opportunity to study the typical operations of a personnel department, including the determination of personnel requirements, the employment process, discipline and employee relations. Motivation, leadership, and wage and salary administration are also covered.

Pre-Requisite(s): MGMT 211 Principles of Management

MGMT 313 Event and Meeting Planning Management (3 Credits)

This course provides an analysis of details pertinent to the planning and execution of a hospitality event, large scale meeting and/or conference. Topics include strategic planning, event project management, event technology, financial management, human resources, event design, event marketing, and on site management.

MGMT 314 Facilities Management (3 Credits)

This course will examine all of the facets of public assembly facility management as they relate to recreational sites, hospitality venues, museums, galleries and stages, and other physical facilities. Among the topics to be presented and explored will be: event booking, finance, marketing, operations, scheduling, staffing and ticketing.

MGMT 315 Business Design and Innovation (3 Credits)

This course aims to introduce students to design thinking as a way of working with user centered innovation to solve problems, integrating the needs of people, the possibilities of technology and the requirements for business success. Students learn how to blend the perspectives of marketing, design and production into a systematic approach to delivering innovation through participation in a team-based opportunity evaluation and concept development project assignment.

MGMT 320 Sponsorship and Fundraising (3 Credits)

The purpose of this course is to investigate sponsorship and fundraising as components critical to non-profits, sports, arts and entertainment management that will include how they relate to segmentation, target marketing and integrated marketing communication; developing and selling sponsorships; buying and evaluating appropriate sponsorships; and special forms of sponsorships.

MGMT 321 Ethics and Corporate Social Responsibility (3 Credits)

Exploration of global issues related to business environments with a focus on the personal, professional, corporate, and public agencies' ethics and responsibility policies and procedures. Students will analyze the role of leadership in these issues in a broad socio-cultural context and critique actual cases. Each student will struggle with and develop an individual interpretation of leadership in ethics and responsible behavior in dealing with these common global issues.

Pre-Requisite(s): MGMT 211

MGMT 322 Sports and Entertainment Law for Business Students (3 Credits)

This course introduces students to the legal, business, and creative aspects of the sports and entertainment industries. Emphasis is placed on overlapping issues and practices in sports and entertainment, highlighting the music, film/television, and professional sports industries. Also, event management is briefly covered in connection with artist/athlete representation.

MGMT 323 Legal Issues in Entrepreneurship, Small and Medium-Sized Business (3 Credits)

This course emphasizes key business and legal issues relevant to growth oriented entrepreneurship (i.e. entrepreneurship over the life cycle of a business venture from startup enterprise, to more mature business entity). The course will mix academic concepts with practical application. Students will learn to anticipate future consequences of current.

Prerequisite: MGMT 235 Legal Environment of Business

MGMT 336 Restaurant Operations (3 Credits)

This course provides students with information on the basic principles of effective food production and restaurant management. The primary focus is on controlling costs for both food and labor, creating menu, managing a breakeven point.

Prerequisite: or Corequisite

MGMT 337 Principles of Sport Management (3 Credits)

The theoretical foundations of sport management and the practical applications are examined in this course. Topics reviewed include: accounting, budgeting, economics, law, communications, management and marketing.

MGMT 340 Systems Thinking and Analytics for Community (3 Credits)

This course offers the rationale for applying certain models to community and public sector managerial problems, assists students in the application of such models and guides students in the interpretation of results. The course includes basic quantitative techniques used in community decision making. The topics covered include: linear programming, network.

Prerequisite: or Corequisite

MGMT 350 Decision Intelligence in Supply Chains (3 Credits)

This course is designed to equip students with data gathering and analytical skills in the field of supply chain and logistics management. Students will explore what types of data are needed for a variety of issues, what analytical tools can be used, how to use PC based spreadsheet programs and Bloomberg terminals to track trends and relations in data, how to visualize data at hand, and how to create forecast reports to make informed decisions on issues related to effective supply chain and logistics management.

Pre-requisite(s): MGMT 203, MGMT 225

MGMT 386 Principles of Business Negotiation (3 Credits)

This course examines the principles of negotiation for understanding and applying the skills to request, approach, and engage in successful conflict resolution. Students will participate in simulations, review theory, and practice problem-solving techniques. This course will provide students the opportunity to reflect on their personal tendencies in resolving conflict.

Pre-Requisite(s): ACCT 381 / Management students - MGMT 312

MGMT 390 Intro to Tourism Management (3 Credits)

This course provides a review of principles, practices and procedures in the organization, administration and supervision of travel, tourism and commercial recreation services. Emphasis is upon the technical, legal, financial, programmatic and marketing aspects of managing various types of travel, tourism and commercial recreation industries.

MGMT 392 Quality Management and Customer Service Tourism (3 Credits)

This course provides a review of principles, practices and procedures in the organization, administration and supervision of travel, tourism and commercial recreation services. Emphasis is upon the technical, legal, financial, programmatic and marketing aspects of managing various types of travel, tourism and commercial recreation industries.

MGMT 393 International Tourism (3 Credits)

This is a survey course of concepts and information required for a basic understanding of the business aspects of the international tourism industry. It includes familiarization with the current status and ability to research: destination marketing, travel health, safety and security, diplomatic institutions, travel documents, immigration and customs, cultural aspects of international tourism; financial, legal and economic travel trends. Students will become familiar with tourism statistics from the international Monetary Fund and the World Tourism Organization and learn how to use these statistics in determining tourism economic forecasts. Students will incorporate and use this information and the acquired research tools by creating a virtual tour of an assigned region for assigned market segments.

MGMT 394 Tourism Marketing and Sales (3 Credits)

This course provides an analysis of the specialized methods and techniques utilized in the marketing of travel and tourism services. Focus is given to the nature of marketing in a service industry, with emphasis on experiences desired by visitors. Topics covered include tourism marketing plans, market segmentation, positioning and distribution of services, advertising and sales techniques, special events, resource protection and interpretation.

Pre-Requisite(s): MGMT 390 Introduction to Travel and Tourism Management

MGMT 397 Hotel and Resort Management (3 Credits)

This course provides an introduction to the accommodations industry including history, organizational structures, departmental functions and operations, terminology, marketing resources, trends, technology and management career paths.

MGMT 398 Introduction to Casino Management (3 Credits)

Overview of the casino and gaming industry including: traditional land based casinos; riverboats; limited stakes casinos; Indian gaming; cruise ship casinos; casino boats; race and sports book; lottery; historical perspective; common terms; legal, social and economic impacts; regulation and control; and future industry trends.

MGMT 399 Introduction to Cruise Industry (3 Credits)

A survey course of the cruise industry management including: cruise lines, ships, history of cruising; human resource practices; marketing; design; terminology and future trends.

MGMT 403 Business Field Study II (3 Credits)

This course builds on the relationship of concepts and skills learned in the classroom with real world experience and the lessons learned from Field Study I. Students will work in an approved position complete a project paper under the supervision of a faculty advisor.

MGMT 405 Life Cycle Cost Analysis (3 Credits)

This course will provide students with concepts of life-cycle assessment (LCA), economic input-output based LCA (EIO-LCA), benefit-cost analysis (BCA), product life cycle, and sustainable design and planning. The course will explore rationalization of using a particular technique and interpret outputs.

MGMT 410 Seminar: Applied Leadership (3 Credits)

This course acquaints students with leadership, management, and quality issues facing leaders in a global business environment. Topics include: leadership, theories and practices, development and planning, implementation and evaluation, changing leadership styles, continuous improvement, quality service, power and empowerment, communication skills, goal setting, high-performance teams, diversity, managing organizational change.

Pre-requisite(s): MGMT 211 and MGMT 311

MGMT 411 Business Policy (3 Credits)

This course offers a study of policy formulations in the business enterprise. The impact of outside forces on business policy is studied. Modern management practices are studied and surveyed. The case study method is used.

Pre-Requisite(s): FINC 371 Managerial Finance and Senior Standing

MGMT 412 Global Supply - Chain Management (3 Credits)

The fundamentals of production management as they apply to the areas of work measurement, production scheduling, quality control and other functions related to production are the focus of this course.

Pre-requisite(s): MGMT 211.

MGMT 413 Business Information Systems (3 Credits)

This course provides an integrative study of what constitutes management information, goals of management, measures of information value in support of those goals and usual sources of information. The course reviews how management utilizes the vast amounts of computer generated data.

Pre-requisite(s): MGMT 211 & MGMT 225

MGMT 414 Management Analytics (3 Credits)

This course offers the rationale for applying certain models to managerial problems, assists students in the application of such models and guides students in the interpretation of results. The course includes basic quantity techniques used in managerial decision making. The topics covered include: linear programming, queuing, network analysis, inventory models and decision making under uncertainty.

Pre-requisite(s): MGMT 203, MGMT 211, and MATH 164 or MATH 1165

MGMT 415 Sustainability in Supply Chain, Logistics, and Transportation Management (3 Credits)

This course will provide students with concepts and research framework in sustainable supply chain, logistics, and transportation management. The course will emphasize the role of supply chain and transportation in sustainable development and explore the best practices in business and the relationship between business and the society.

Pre-Requisite: MGMT 300 Introduction to Supply Chain Management

MGMT 416 Applied Entrepreneurship (3 Credits)

The operation of small-scale business is studied. This course gives the student insight into the operations of a small business from a practical aspect. Speakers and case studies are drawn from the Small Business Administration.

MGMT 476 Not-for-Profit Management (3 Credits)

This course is designed to introduce students to the specialized fields of accounting and management for governmental and not-for-profit entities. In addition, strategies for the budgeting and management of institutions, as well as compliance with accounting and government standards are developed.

MGMT 480 Workplace Diversity (3 Credits)

Course explores how economic, social and cultural changes have influenced business and America society. It demonstrates how diversity in the workplace can promote excellence and higher organizational achievement.

MGMT 490 Sports Management Capstone: Contemporary Issues in Sports Management (3 Credits)

Students will focus on an applied project relative to a specific aspect of sports management that best reflects his or her academic or professional interests. In this way, the course assesses cross functional knowledge of the sports industry.

MGMT 491 Hospitality Management Capstone: Contemporary Issues in Hospitality Management (3 Credits)

Students will focus on an applied project relative to a specific aspect of hospitality management that best reflects his or her academic or professional interests. In this way, the course assesses cross-functional knowledge of the hospitality industry.

MGMT 492 Technology in Tourism Management (3 Credits)

Examination of technology applied to tourism and hospitality industry including: computer hardware, software, networks and Internet; applications for communication, security, environmental protection, customer service, travel, marketing and sales, planning and development; future trends; cost benefit analysis; and demonstration of competency of basic graphics, spreadsheet and database applications.

MGMT 494 Seminar: Supply Chain, Logistics, and Maritime Port Management (3 Credits)

This course is designed to explore concurrent topics and issues in the field of supply chains and logistics. Topics may vary from semester to semester. Examples of the topics include but not limit to sustainability in supply chains, green environment and supply chain performance, role of social media in lean supply chain management, risk assessment, productivity and quality control in supply chains, management of technology and innovation in logistics, information technology in operations management, service operations management, and supply chains in health care and pharmaceutical industry. Case studies are used for students to have hands on experiences on managing issues to optimize the value of supply chain processes and operations.

Pre-Requisite(s): MGMT 203 & MGMT 225.

MGMT 495 Capstone Seminar in Global Management (3 Credits)

This course focuses on capstone integration of real organizational situations in the context of global business. Students will evaluate theories of management as applied to business/corporate level strategy, firm performance, and global citizenship in particularly management of multicultural teams, using case studies.

Pre-Requisite(s): MGMT 211 and MGMT 241

MGMT 515 Behavioral Issues and Ethics in Management (3 Credits)

Managerial theories and behavioral concepts are examined in planning, organizing, staffing and controlling organizations. Emphasis is on ethics, teamwork, leadership, motivation, change and development. Readings in current and classical literature expand historical management through and alignment of managerial, financial and organizational goals with behavioral issues in developing budgets and standards.

MGMT 516 Global Strategic Management (3 Credits)

This course makes an in-depth review of the changes in management, marketing, finance, and production management resulting from the globalization of world markets. The view is through the experiences, success, and failures of real managers involved in global strategic planning.

MGMT 517 Optimization and Decision Modeling (3 Credits)

This course provides students with an understanding of the role of business analytics and optimization. Topics include linear programming (LP), nonlinear programming, transportation problems and assignments, project management, decision analysis, decision theory, and simulation frequently shown in management, project and resource management, supply chain management, logistics and transportation management.

MGMT 518 Business Analytics in Supply Chain, Logistics and Maritime Port Management (3 Credits)

This course will address supply chain, logistics, and transportation strategic, tactic, and operational considerations in planning, controlling, organizing, and measuring using analytical skills. The course will also discuss risk management and sustainability. A variety of analytics techniques and tools will be used in the course.

MGMT 581 Business Law for Managers (3 Credits)

Course provides the graduate student seeking an MS in Accounting from the Department of Business Administration with coverage of the business law topics of the CPA exam. In particular, the course focuses on the law of contracts, agency, real property, bankruptcy, securities regulation, Article 2 (Sales) and Article 3 (Commercial Paper) of the Uniform Commercial Code, debtor-creditor relationships, government regulation and CPA legal ability. This graduate course is an elective course in the MS in Accounting program and required for graduate students who have not had a college level course in business law within the previous five years of entering the MS in Accounting Program.

MGMT 595 Executive Communication (3 Credits)

Executive Communication emphasizes ethical effective communications concepts and skills for executives and professionals to achieve organizational objectives and personal excellence. It integrates a short review of Principles; Business Writing (clarity, brevity, organization, and tone); and Speaking/Presenting (neurolinguistics programming, body language, media constraints, engagement, technology, charts and graphs) for maximum clarity.

MGMT 1211 Principles of Management (Honors) (3 Credits)

The purpose of this course is to examine theory related to the managerial function including areas such as planning, organizing, staffing and controlling business organizations. The case study method is used.

*Business majors must earn a C or better in all School of Business courses