MANAGEMENT

Management Department (https://www.njcu.edu/academics/schools-colleges/school-business/departments/management)
200 Hudson Street, Harborside 2
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The Management Department is home to several 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 and a better understanding about what makes people tick in business.

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Various discipline-specific concentrations that will prepare students for multiple fields of employment or areas of additional undergraduate/graduate study are noted below. Course requirements for each concentration are explained in detail. The requirements for graduation, in addition to completion of the major area, are listed on "Undergraduate Degree Requirements (https://catalog.njcu.edu/undergraduate/undergraduate-degree-requirements)."


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 203 Business Statistics (3 Credits)
Designed to acquaint the student with basic business statistics, this course includes the following topics: measures of central tendency and variability, probability, hypothesis testing and correlation and regression analysis.

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 220 Introduction to Entrepreneurship (3 Credits)
This course is designed to provide a foundation in entrepreneurship. Students will gain an understanding of the ongoing challenges for entrepreneurs in the key functional areas such as marketing, finance, and operations. Using business plan templates, students will examine the opportunities that exist in new venture planning.
MGMT 211 Principles of Management
This course provides an overview of management concepts and principles, with a focus on behavior within organizations. Topics include leadership, motivation, communication, and decision making.

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

Pre-Requisite(s): MGMT 211

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 interface 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 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 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 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 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 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 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 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 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-Requisites: MGMT 211 and MGMT 241

MGMT 510 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.
UG Pre-requisite(s): MGMT 211 and MGMT 311

MGMT 511 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 512 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 512 Pr/CoReq: MGMT 511 Seminar: Management Science

MGMT 513 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 514 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 514 Pre/Co Req: MGMT 511 Seminar: Management Science

MGMT 520 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 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.