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LaGrange College

Course Catalog - Business and Nonprofit Studies

Business - Minor in Business

Type:Major

A Minor in Business is available to any non-business major. No matter what their major, most students will be working for a business someday. Students can make themselves more marketable to future employers by getting an overview of how businesses work and enhancing their communication, critical thinking and technology skills.

A Minor in Business consists of the following 15 semester hours of coursework:

- ACCT 2211
- ECON 2200
- MGMT 2200
- MRKT 3380
- MGMT 3370 or ENTR 3000

Marketing Design (Minor) - Minor in Marketing Design

Type:Minor

The minor in Marketing Design is available to students majoring in any area. Students will enhance their skills in technology, communication and business with this interdisciplinary minor from the Departments of Art and Design and Business.

A minor in Marketing Design consists of the following 18 semester hours of coursework:

- ARTD 2201
 - ARTD 2222
 - ARTD 3222
 - MRKT 3380
 - MRKT 4435
 - MRKT 4480
-

ECON 2200 - Principles of Economics

An introduction to the science of economics and its analytical tools. This course is devoted to providing the student with a thorough understanding of the basic principles of a) microeconomics: the study of the economic behavior of individual households and firms and the determination of factor prices, and b) macroeconomics: the study of the determination of the aggregate levels of income, output, employment, and prices and the examination of fiscal and monetary policy.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall and Spring terms
-

MGMT 1101 - Contemporary Business Issues

Students will experience an introduction to current business topics using active learning and ethical reasoning skills. Students will be exposed to a variety of situations and cases that will encourage thinking like a business person.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered on demand.
-

MGMT 2200 - Foundations in Business

The course provides an introduction to the functional areas of business as students work through a series of situations in a computer simulation. Working in teams, students problem-solve and make decisions in management, accounting, operations, and marketing that affect the viability of a simulated business, thereby gaining insights into the opportunities and challenges that confront business owners.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall and Spring terms
-

MGMT 3312 - Business Communication

This course provides an opportunity for students to practice all forms of business communication, including written documents and reports, oral presentations, phone, e-mail, and meetings. Particular consideration will be given to audience analysis, appropriate medium, cultural and gender issues, feedback, and biases affecting communication.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered in Fall and Spring terms
-

MGMT 3370 - Management and Organizational Behavior

The course explores the art and science of management and examines behaviors at the individual, group, and enterprise levels that advance or hinder work in organizations. The focus will be on understanding how to effectively manage performance and change in today's complex business environment. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall and Spring terms
-

MGMT 3372 - Operations Management

A study of the application of the science of management in the operations management environment. Primary emphasis placed on the theories, principles, and tools that improve the efficiency and effectiveness of the operations manager. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered on demand.
-

MGMT 3385 - Management Information Systems

This course is designed for future managers who need to understand and critically evaluate the role and potential contribution of information technology for their organizations, and understand and effectively apply various computerized support systems to make better decisions. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall and Spring terms
-

MGMT 3392 - International Business

This course is a comprehensive study of the economic forces affecting global commerce and the socioeconomic complexity in which the international manager live and work. The course is designed to provide the student with an understanding of both the global macro-economic environment as well as grasp some of the essentials of managing the micro-economic variables in a global context. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered on demand.
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MGMT 3393 - Cultural Aspects of International Business

Operating in today's global environment, effective business professionals must learn how to work comfortably with people whose communication practices and behaviors are informed by cultural traditions that may differ from those of the Western world. This course is designed as an introduction to those cultural and communicative differences. Students will consider strategies that promote effective management in the cross-cultural arena.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MGMT 3370](#) - Management and Organizational Behavior

Restrictions:

- Offered in Fall terms
-

MGMT 4451 - Legal and Ethical Environment of Business

This course addresses the legal and ethical implications of business decisions. Topics may include business formation, employment discrimination, contracts, workplace safety, business torts, and antitrust issues. Cost-benefit analysis will be used as a tool to evaluate business decisions in light of existing legal rules and social responsibility. Ethical decision-making will be stressed in every part of the course. Students will further develop the mindset necessary to make decisions in an ethical manner. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall terms
-

MGMT 4460 - Internship in Business

This course represents a unique opportunity for a qualified student to expand his or her understanding of the practical applications of enterprise operations by entering into a specific "help-rendered learning accomplishment" contract with a cooperating area enterprise. The contract will specifically identify the student's obligations and duties, the

nature and extent of the host enterprise's commitment to assist the student in further extending his or her knowledge of enterprise operations, and the basis on which the student's learning accomplishments will be measured. No more than 6 credit hours may be applied toward the student's graduation requirements. Prerequisites: Business major with demonstrated superior capabilities and prior approval of the internship contract by department faculty. Can be taken for 1-3 credit hours.

Grade Basis: AL
Credit hours: 3.0
Lecture hours: 3.0

MGMT 4483 - Special Topics in Management

A series of "special topic" courses providing students with exposure to issues and concepts not covered in their regular coursework. Prerequisites: senior standing and consent of instructor.

Grade Basis: AL
Credit hours: 3.0
Lecture hours: 3.0

Restrictions:

- Offered on demand.
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MGMT 4492 - Seminar in Global Business

The seminar is designed to allow a student to explore current business issues in a global context. Guided by the faculty sponsors, the students may choose topics, perform research, and present their final work to a faculty panel. The course will seek to help students grasp some of the essentials of doing business in a global economy – the opportunities and threats inherent in a fast-paced, cross-cultural environment and their impact on the individual manager, the transaction, and the business organization. Prerequisites: MGMT 3392 and MGMT 3393

Grade Basis: AL
Credit hours: 3.0
Lecture hours: 3.0

Restrictions:

- Offered on demand.
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MRKT 3380 - Principles of Marketing

This course is an introduction to the principles of marketing management and the role of marketing in a contemporary society, in business enterprises, and in a non-profit organization. Considers the planning, operation, and evaluation of marketing and

promotional efforts necessary to the effective marketing of consumer and industrial offerings. During the course, the students will be tasked with the assignment of developing and presenting a marketing plan for a local business. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered on demand.
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MRKT 4435 - Social Media and Branding

Companies must develop effective branding strategies for their products and services.

This course focuses on the strategic essentials of creating strong brands, brand management strategy, and strategies for using social media to build brands. The topics covered include: what constitutes a strong “brand” (from both marketing and legal perspectives); using brand personalities and cultures to create customer value and loyalty; strategies for building brand equity through positioning and social media; brand leveraging strategies (e.g. brand extensions) and brand alliances (e.g. co-branding).

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered in Spring terms
-

MRKT 4480 - Advanced Marketing

This course provides training in marketing decision making. It uses case studies simulating actual business settings to help students develop analytical abilities and sharpen their communication skills. It covers topics that range from techniques used to analyze a market to the development of a total market strategy.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered in Fall terms
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MRKT 4484 - Special Topics in Marketing

A series of “special topic” courses providing students with exposure to issues and concepts not covered in their regular coursework. Prerequisites: senior standing and consent of instructor.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered on demand.
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Last updated: 03/16/2020

LaGrange College

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