MGMT – BUSINESS MANAGEMENT

MGMT 231
Personal Selling
3 Credits Weekly (3-0-0)
Students explore the philosophies and approaches to the personal selling process. The course emphasizes the benefits of developing a consultative approach to selling. Focusing on the customer and not on the transaction is the fundamental element in developing long-term business relationships, providing value and establishing differentiation in the marketplace.

MGMT 261
Integrated Management Practice
3 Credits Weekly (3-0-0)
In this capstone course, students integrate learning from previous courses such as management, accounting, finance, marketing, business research and human resources management. Focusing on the strategic application of management theory from these areas, students demonstrate the ability to translate learning into effective management practice both individually and as part of a team. The core learning activity in this course is a business strategy simulation.
Prerequisites: (HRMT 100 or HRMT 200) and (MGMT 211 and MGMT 240) or (ACCT 218 and MGMT 131 and PGMT 125).