DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

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Professor and chair

business.vcu.edu/academics/management-and-entrepreneurship

The Department of Management and Entrepreneurship offers a Bachelor of Science in Business with concentrations in human resource management, management/business administration, management/entrepreneurship and management/international management. The department also offers a human resource management minor and a certificate in international management studies, as well as a doctoral degree in business with a concentration in management.

- Business, Bachelor of Science (B.S.) with a concentration in management/business administration (http://bulletin.vcu.edu/undergraduate/business/management/business-bs-concentration-managementbusiness-administration/)
- Business, Bachelor of Science (B.S.) with a concentration in management/entrepreneurship (http://bulletin.vcu.edu/undergraduate/business/management/business-bs-concentration-managemententrepreneurship/)
- Business, Bachelor of Science (B.S.) with a concentration in management/international management (http://bulletin.vcu.edu/undergraduate/business/management/business-bs-concentration-managementinternational-management/)
- Entrepreneurship, minor in (http://bulletin.vcu.edu/undergraduate/business/management/entrepreneurship-minor/)
- International Management Studies, Certificate in (Undergraduate certificate) (http://bulletin.vcu.edu/undergraduate/business/management/international-management-studies-certificate/)

MGMT 291. Topics in Management. 1-3 Hours.
Variable hours. Variable credit. Maximum of 3 credits per topic. Prerequisite: permission of instructor. An in-depth study of selected business topics. Graded as pass/fail at the option of the department.

MGMT 303. Creativity and Ideation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students who have completed a minimum of 54 credits (junior standing). Course explores the individual, social and institutional contexts for creativity and ideation. Students will examine four specific concepts in support of exploration in these areas: knowledge, curiosity, creativity and ideation.

MGMT 309. Entrepreneurship. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: permission of instructor. Enrollment is restricted to students who have completed a minimum of 54 credits (junior standing). Introduces students to the management of people in organizations, focusing on the managerial skills, knowledge and activities needed for a successful business operation. Topics include planning, organizing, staffing and leading; effectively utilizing human capital to achieve an organization’s objectives in today’s competitive environment.

MGMT 310. Managing People in Organizations. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course is restricted to students who have completed at least 54 credits (junior standing). Introduces students to the management of people in organizations, focusing on the managerial skills, knowledge and activities needed for a successful business operation. Topics include planning, organizing, staffing and leading; effectively utilizing human capital to achieve an organization’s objectives in today’s competitive environment.

MGMT 313. Entrepreneurial Finance. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FIRE 311 or permission of instructor. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). This course emphasizes financial management needs for entrepreneurs or persons who expect to be employed in closely held corporations.

MGMT 319. Leadership. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 310. This course is restricted to students who have completed at least 54 credit hours (junior standing). Coverage of the major approaches to leadership considering individual, team, organizational and cultural perspectives. Emphasis on self-assessment and on historical and contemporary leadership cases.

MGMT 321. Survey of Entrepreneurship. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Underlying concepts in entrepreneurship; the importance of entrepreneurs and the problems they face; entrepreneur characteristics and competencies; what makes an idea entrepreneurial; managing relations, ethics and sustainability; opportunity recognition, critical thinking and emphasis on innovative concept development; detailed concept feasibility analysis.

MGMT 331. Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: SCMA 301, STAT 210 or STAT 212. This course is restricted to students who have completed a minimum of 54 credit hours (junior standing). Introduces students to the role of human resource management in attracting and retaining a productive workforce. Includes human resource planning, recruitment and selection; employee diversity and development; performance appraisal and reward systems; labor and employee relations; and public policy related to HRM practices.

MGMT 332. Staffing Organizations. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331. Planning and executing a strategy to attract, select, hire and retain the talent needed to support the organization’s mission and enhance performance.

MGMT 333. Compensation Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331. The design and implementation of compensation and reward systems that both support an organization’s strategy and enhance organizational effectiveness.

MGMT 389. Managerial Skills Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 310. A practicum in the development of personal, interpersonal and team-management skills as applied to leadership and teamwork.

MGMT 403. Human Resource Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: junior standing. Designed to improve qualifications of those seeking employment in the human resources field. Focuses on human resource development and organization development and their relationship to human resource management.
MGMT 418. International Management. 3 Hours.
3 lecture hours. 3 credits. Prerequisite: junior standing. The study of the
environment of international business, ethics and social responsibility in
international settings, culture and its effect on behavior and management
practice, and the strategies and management practices of firms
engaged in international activities. Aims to provide students with the
knowledge, skills and sensitivities needed to be effective managers in
the international business environment. Crosslisted as: INTL 418.

MGMT 419. Doing Business in Europe. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: junior
standing and permission of instructor. Designed primarily as a core
integrative course for students enrolled in the Certificate in International
Management Studies, but other students are welcome. The course has
three goals: a) integration of foreign languages, European studies and
international management; b) infusion of other business areas relevant
to doing business in Europe (such as international marketing, finance law
and economics); and c) the development of cultural sensitivity and social
responsibility. The course will be organized as a series of seminars with
faculty and other speakers from the above disciplines. Crosslisted as:
INTL 419.

MGMT 423. Social Entrepreneurship and Innovation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment restricted to
students who have completed at least 54 credit hours (junior standing).
An advanced management course in promoting societal good through
entrepreneurial activities. Students will learn the various forms of
entrepreneurship that benefit society, developing an understanding
of the many contexts in which such entrepreneurship occurs and its
impact on society. Students will identify issues of societal/environmental
marginalization, ideate potential solutions, generate in-depth research
relevant to course projects and take part in presentations regarding their
findings and the development of a socially conscious venture.

MGMT 431. Strategic Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 332
or MGMT 333, with a minimum grade of C. Enrollment restricted to
students with a minimum of 85 credit hours (senior standing). Design
and execution of human resource management strategies to achieve
a competitive advantage; proper internal alignment of activities within
the HRM function as well as external alignment of HRM activities with
organizational goals, strategy and competitive environment.

MGMT 434. Strategic Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MGMT 310;
MKTG 301; FIRE 311; SCMA 301, STAT 210 or STAT 212; and BUSN 325
or SCMA 325. This course is restricted to business majors with senior
standing. Integrative course to analyze policy issues at the overall
management-level involving functional areas such as production,
finance and marketing, in context with the economic, political and social
environment.

MGMT 435. New Venture Strategy and Initiation. 3 Hours.
Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites:
MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First
semester: provides students with an integrated strategic analysis of
entrepreneurial firms and how they establish competitive advantage.
Second semester: engages students in intensive development of
a comprehensive business plan using knowledge and skills from
MGMT 435. Students should take MGMT 436 immediately following
MGMT 435.

MGMT 436. New Venture Strategy and Initiation. 3 Hours.
Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites:
MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First
semester: provides students with an integrated strategic analysis of
entrepreneurial firms and how they establish competitive advantage.
Second semester: engages students in intensive development of
a comprehensive business plan using knowledge and skills from
MGMT 435. Students should take MGMT 436 immediately following
MGMT 435.

MGMT 446. International Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331,
INTL/WMGT 418 or ECON/INTL 329. Covers the application of human
resource management activities in an international context. Highlights
similarities and differences with domestic methods; current practices in
the selection, development, compensation and maintenance of parent-
country, host-country and third-country nationals; and the impact of
regulatory and cultural differences between countries. Crosslisted as:
INTL 446.

MGMT 447. Human Resource Information Systems. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331.
This course is restricted to students who have completed at least 54
credit hours (junior standing). Covers contemporary human resource
information software used in the primary activities of human resource
management involving recruitment, selection, performance appraisal,
employee benefits, pay administration, safety and health, human resource
development, job analysis, human resource planning and job structuring.
Emphasis is on introducing the software and practical application
through hands-on experience in the computer laboratory.

MGMT 491. Topics in Management. 1-3 Hours.
Semester course; variable hours. Variable credit. Maximum of 3 credits
per course; maximum total of 6 credits for all topic courses. Prerequisite:
junior standing. An in-depth study of a selected business topic, to be
announced in advance.

MGMT 492. Independent Study in Management. 1-3 Hours.
Semester course; 1-3 credits. Maximum total of 3 credits. Prerequisites:
junior or senior standing as a major in a business curriculum and
approval of adviser and department chair prior to course registration.
Intensive study under supervision of a faculty member in an area not
covered in-depth or contained in the regular curriculum.

MGMT 493. Internship in Management. 3 Hours.
Semester course; 3 credits. Prerequisites: senior standing in the major
offering the internship and permission of the department chair. Intention
to enroll must be indicated to the instructor prior to or during advance
registration for semester of credit. Involves students in a meaningful
experience in a setting appropriate to the major. Graded as pass/fail at
the option of the department.