

Management

Charles A. Dana Professor Michael Puddicombe; Professor D. William Jolley; Associate Professors David Blythe (director), Nasim Hosein, Sethuram Soman and Thomas Yandow; Visiting Associate Professors Andrew Bargerstock and Peter Appleton; Lecturers James Rogler and Kris Rowley. Adjunct Instructors Daniel Alcorn, Joseph Bosley, Duncan Currier, Jon Dellapriscoli, Bruce Faulkner, Renato (Ron) Merolli and Stephen Smith.

The Management program focuses on the management functions: planning, organization, leadership and control. Our students integrates knowledge from other disciplines within the school (accounting, economics and computer information systems), to enter into organizations with both a functional and an enterprise perspective. The program provides a breadth of required courses and the opportunity to pursue elective courses in such fields as organizational behavior, information systems, marketing, economics, human resources, and finance, thus enabling each student to align his or her interests with degree requirements. Management students benefit from a unique leadership laboratory and are offered the opportunity for summer and academic year internships in a wide variety of organizations.

At the conclusion of the spring semester of the sophomore year, Management majors must select a concentration.

Accreditation: The Management program is accredited by the Accreditation Council for Business Schools and Programs.

Management majors must choose from one of six concentrations:

- Computer Information Systems (p. 1)
- Financial Economics (p. 1)
- International Business (<http://catalog.norwich.edu/residentialprogramscatalog/collegeofprofessionalschools/schoolofbusinessandmanagement/intlbus/>)
- Leadership (p. 1)
- Marketing (p. 1)
- Sports Management (p. 1)

Outcomes:

- Know the four functions of management (Planning, Organization, Leadership and Control) and be able to apply them within an ethical framework.
- Apply the four functions of management within specific functional areas of business.
- Understand the cross-functional nature of business and be able to apply the four functions of management within the overall enterprise.
- Have basic competency in all of the functional areas of business.

Goals:

- Develop the capacity to think critically about an enterprise, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its present strategy, and its opportunities for gaining a sustainable competitive advantage.
- Build skills in conducting business analysis in a variety of industries and competitive situations and, especially, to provide a stronger understanding of the competitive challenges of a global market environment.
- Provide hands-on experience in creating business plans, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound business decisions.
- Acquaint students with the managerial tasks associated with implementing and executing business plans, to drill them in the range of actions managers can take to promote competent strategy execution and to give them greater confidence in being able to function effectively as part of a company's strategy-implementing team.
- Raise the consciousness about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.
- Demonstrate how the knowledge gained is integrated with other core courses of the business curriculum, show how the various pieces of the business puzzle fit together and from experience see why the different parts of a business need to be managed in harmony for a company to operate in winning fashion.
- Develop powers of managerial judgment, build skills in assessing business risk, and improve the ability to create results-oriented business plans.
- Be able to operate effectively as a team in an unstructured environment under conditions of uncertainty and incomplete information.
- Build proficiency in using personal computers to do managerial analysis and make professional management presentations.

Careers for this Major:

- Leadership and management positions in for-profit and not-for-profit businesses
- Leadership and management positions in, governmental organizations, and military organizations
- Entrepreneurs planning to start their own businesses
- Management in a family business
- Management in the international arena
- Management in service industries
- Banking
- Corporate Finance
- Information Assurance Management

Major & Concentrations

Management (B.S.) – Curriculum Map 2020-2021 Catalog

Course	Cr. Comp.	Course	Cr. Comp.
FRESHMAN			
Fall		Spring	
EN 101 Composition and Literature I	3	EN 102 Composition and Literature II	3
CS 120 Business Applications & Problem Solving Techniques	3	EC 106 The Structure and Operation of the World Economy	3
MA 107 Precalculus Mathematics	4	MA 108 Applied Calculus	4
MG 101 Introduction to Business	3	General Education Lab Science (http://catalog.norwich.edu/residentialprogramscatalog/generaleducationgoals/)	4

General Education Leadership (http://catalog.norwich.edu/residentialprograms/catalog/generaleducationgoals/)	1-3	General Education Arts & Humanities (http://catalog.norwich.edu/residentialprograms/catalog/generaleducationgoals/)	3
Fall Semester Total Cr.:	14-16	Spring Semester Total Cr.:	17
SOPHOMORE			
Fall		Spring	
AC 205 Principles of Accounting-Financial	4	AC 206 Principles of Accounting-Managerial	4
EC 201 Principles of Economics (Macro)	3	EC 202 Principles of Economics (Micro)	3
EN 112 Public Speaking	3	EN 204 Professional and Technical Writing	3
General Education Lab Science (http://catalog.norwich.edu/residentialprograms/catalog/generaleducationgoals/)	4	QM 213 Business and Economic Statistics I	3
MA 212 Finite Mathematics	3	General Education History (http://catalog.norwich.edu/residentialprograms/catalog/generaleducationgoals/)	
Fall Semester Total Cr.:	17	Spring Semester Total Cr.:	13
JUNIOR			
Fall		Spring	
CS 300 Management Information Systems	3	EC 310 Money and Banking	3
FN 311 Corporate Finance	3	MG 309 Management of Organizations	3
MG 310 Production/Operations Management	3	General Education Literature (http://catalog.norwich.edu/residentialprograms/catalog/generaleducationgoals/)	3
MG 314 Marketing Management	3	Major/Concentration Elective	3
PH 322 Money, Meaning and Morality	3	Major/Concentration Elective	3
Fall Semester Total Cr.:	15	Spring Semester Total Cr.:	15
SENIOR			
Fall		Spring	
MG 319 International Dimensions of Business	3	MG 449 Administrative Policy and Strategy	3
MG 341 Business Law I	3	Major/Concentration Elective	3
Major/Concentration Elective	3	Major/Concentration Elective	3
Major/Concentration Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Fall Semester Total Cr.:	15	Spring Semester Total Cr.:	15
TOTAL CREDITS FOR THIS MAJOR: 121-123			

Concentrations

Computer Information Systems Concentration 2020-2021 Catalog

CS 100	Foundations of Computer Science and Information Assurance	3
CS 140	Programming and Computing	4
CS 301	Software Engineering	3
IA 342	Management of Information Assurance	3
Major/Concentration Elective (see below) ¹		3
Major/Concentration Elective (see below) ¹		3
Total Cr.		19

¹ Choose from the subjects/courses listed below:
AC, CN, CP, CS, DF, EC, FN, FR, GR, IA, MG, QM, SP, AS 311, AS 312, AS 411, AS 412, MS 311, MS 312, MS 411, MS 412, NS 321, NS 342, NS 421, NS 422, PY 210

Financial Economics Concentration 2020-2021 Catalog

EC 419	International Economics	3
FN 407	Corporate Finance II	3
FN 412	Investments	3
QM 370	Quantitative Methods for Marketing & Finance	3

Major/Concentration Elective ¹	3
Major/Concentration Elective ¹	3
Total Cr.	18

¹ Choose from the subjects/courses listed below:
AC, CN, CS, DF, EC, FN, FR, GR, MG, QM, SP AS 311, AS 312, AS 411, AS 412, IA 241, DF 242, MA 240,
MA 318, MA 370, MS 311, MS 312, MS 411, MS 412, NS 321, NS 342, NS 421, NS 422, PY 210

International Business Concentration 2020-2021 Catalog

EC 419	International Economics	3
FN 407	Corporate Finance II	3
PO 215	International Relations	3
Free Elective (any Study Abroad course)		3
Modern Language Elective		3-4
Modern Language Elective		3-4
Total Cr.		18-20

Leadership Concentration 2020-2021 Catalog

PY 210	Psychology of Leadership	3
MG 351	Organizational Behavior	3
MG 408	Human Resources Management	3
MG 409	Organizational Leadership	3
Major/Concentration Elective ¹		3
Major/Concentration Elective ¹		3
Total Cr.		18

¹ Choose from the subjects/courses listed below:
AC, CN, CS, DF, EC, FN, FR, GR, MG, QM, SP, CM 436, EG 450, EN 244, PH 215, PH 303, PH 324, PH 350,
AS 311, AS 312, AS 411, AS 412, IA 241, DF 242, CJ 442, MA 240, MA 318, MA 370, MS 311, MS 312, MS 411,
MS 412, NS 321, NS 342, NS 421, NS 422

Marketing Concentration 2020-2021 Catalog

MG 411	Consumer Behavior	3
MG 441	Integrated Marketing Communications	3
MG 416	Advanced Marketing	3
MG 426	Marketing Research	3
Major/Concentration Elective ¹		3
Major/Concentration Elective ¹		3
Total Cr.		18

¹ Choose from the subjects/courses listed below:
AC, CN, CS, DF, EC, FN, FR, GR, MG, QM, SP AS 311, AS 312, AS 411, AS 412, CJ 341, CJ 442, MA 240,
MA 318, MA 370, MS 311, MS 312, MS 411, MS 412, NS 321, NS 342, NS 421, NS 422, PY 210

Sports Management Concentration 2020-2021 Catalog

MG 441	Integrated Marketing Communications	3
MG Elective ¹		3
PE 107	Foundations of Physical Education	3
PE 333	Management Sports Facilities	3
PE 432	Organization and Administration in Physical Education	3
PE 426	Internship	6,12
Total Cr.		21-27

¹ Choose from the subjects/courses listed below:
AC, CN, CS, DF, EC, FN, FR, GR, MG, QM, SP AS 311, AS 312, AS 411, AS 412, IA 241, DF 242, MA 240,
MA 318, MA 370, MS 311, MS 312, MS 411, MS 412, NS 321, NS 342, NS 421, NS 422, PY 210