130  Introductory Seminar in Organizations (2) – previously MGMT 220
Introduces students to the complex nature of managing, leading, and interacting with organizations in society. Focus will be on simultaneously learning and challenging the historical roots of management and leadership theory related to individual behavior, social interaction, and environmental forces (i.e., political, economic, technological, and cultural). Students will also learn foundational skills in disciplinary writing, project management, oral communication, critical reading, and self- and social-awareness. Emphasis will be on introducing students to departmental and professional expectations in the field. Pre- or corequisite: LANG 120. Fall and Spring.

300  Legal and Ethical Environment (4)
Emphasizes the role of ethics and law in business and other forms of organizing. Select topics include sources of law and legal reasoning, ethical decision-making, the court system, alternative dispute resolution, the constitution, administrative agencies, white-collar crime, international law, contracts, torts, product liability, intellectual property, employment law, and regulatory topics, among others. Prerequisites: ACCT 216, MGMT 230 and junior standing or permission of instructor. Fall and Spring.

230  Organizational Behavior and Theory (4) – previously MGMT 313
Introduces students to the major theoretical perspectives in both macro and micro organization studies. This interdisciplinary course focuses on the historical and modern contributions of the social science disciplines to the study of public, for-profit, and non-profit organizations of all sizes. Emphasis is placed on the concepts, theories, and skills relevant to individual, team, and organizational processes. Prerequisite: MGMT 130. Fall and Spring.

250  Marketing Principles (4) – previously MGMT 350
Focuses on the elements of the marketing mix (product, price, promotion and place) and the marketing concept. Marketing terminology and selected marketing models and theories are presented. Application and integration of these theories and models are required. Prerequisite: MGMT 130. Fall and Spring.

323  Human Resource Management (2)
Introduces students to key Human Resource Management (HRM) processes/systems in organizations (job analysis, recruitment, selection, training, employee development, and compensation) and topics related to legal issues, labor relations, and global issues. The strategic implications of HRM as a competitive advantage will be a central theme. Each topic will be presented in the context of the managerial functions of planning, leading, organizing and controlling. Prerequisite: MGMT 230. Fall.

343  Sport Management (2)
An introduction to the scope of sport enterprise including how business is involved in sport, and an overall evaluation of sport management as a profession. This course provides detailed overview of sport industries and its management and business practices. Students will study organizational theory and design, human resources, decision making, policy development, planning, and governance in the context of sport organizations. Prerequisites: MGMT 230 and MGMT 250. Odd years Spring.

352  Applied Research (2)
Emphasizes the importance of research design and methodology in management decision-making. Provides a foundation for gathering information and making decisions by providing an overview of various research designs and methods. Design of a practical management research project required. Prerequisites: MGMT 230, STAT 185 or STAT 225, and junior standing. Even years Spring.
357  Promotion Management (2)
Examines the promotional process, focusing on how the five aspects of the promotional mix (advertising, publicity/public relations, personal selling, sales promotions, and social media) are interrelated. Students also examine the promotional effects on both consumers and businesses. Prerequisite: MGMT 250. Spring.

360  Foundations of Entrepreneurship (2)
Challenges students to develop a rigorous understanding of the entrepreneurial mindset. Students will study a wide range of entrepreneurial ventures, including lifestyle businesses and self-employment, family business management, high-tech and high-growth entrepreneurship, intrapreneurship, and social entrepreneurship. Students will engage in self-assessments and understand what is required and advantageous in embarking upon an entrepreneurial career. Prerequisite: Junior standing or permission of instructor. Fall.

362  Advances in Quality Control (2)
Proactive rather than reactive principles of quality control. The course includes history of current quality control organizational practices, examines attribute and variable control charts, six sigma, six sigma lean, and short run control charts, explores experimental design using Taguchi Methods, and reflects on future methods and techniques. Prerequisite: STAT 185 or STAT 225 or PSYC 202. Fall.

363  The Entrepreneurial Experience (2)
In this continuation of MGMT 360, students will further develop their understanding of entrepreneurial thinking by crafting their own organizational plan. Students will learn about and apply concepts including idea modeling, the lean start-up approach, and the business model generation canvas. Students will conduct market research and will design and develop a plan for launching an innovative, entrepreneurial organization. The course will end with an entrepreneurial elevator pitch. Prerequisite: MGMT 360; Junior standing or permission of instructor. Fall.

380  Management Science (4)
The application of quantitative methods to decision making. Emphasis is placed on decision theory, program evaluation review technique (PERT), critical path method (CPM), inventory theory and modeling, linear programming and related topics, and forecasting. Students must enroll in both the course and the laboratory concurrently. Prerequisites: MGMT 230; STAT 185 or STAT 225 or PSYC 202. Fall and Spring.

386  Management Information Systems (4)
Introduces students to the management of information; integrated systems and general systems concepts in the planning, development, implementation and control of information. Prerequisite: ACCT 215 or 216; MGMT 230. Fall and Spring.

388  Strategies for Leading Change (2)
Examines theoretical change models, explores the experiences of visionary leaders of change, and investigates the various issues in leading a change initiative. Students, as potential leaders of change, will learn problem-solving strategies for transforming ideas into practice. For students interested in entrepreneurship, leadership, marketing and/or social entrepreneurship. Prerequisite: Sophomore standing. Spring.

398  Global Management (4)
Provides an overview of the opportunities and risks organizations face in the global business environment. Students will identify, explain, and analyze concepts and strategies involved in managing in a global environment. The course emphasizes the economic, cultural, political, and institutional factors that managers must consider when conducting business in foreign countries. Prerequisites: MGMT 230 and junior standing. Fall and Spring.
403 Global Finance and Marketing (2) – replaced MGMT 401
Provides an in-depth look at global management by focusing on topics related to international finance, international trade, and international marketing. Students will explore topics related to international trade theory and finance, the international monetary system, and managing foreign exchange risk. International marketing topics such as international marketing channels, international advertising, and international pricing will help students explore the benefits, risks, and complexities of marketing abroad. Prerequisite: MGMT 250, 398. Spring.

423 Seminar in Public Management and Leadership (2)
This upper-level seminar course examines the study and practice of managing and leading in the public sector. Special attention is given to the exploration of a diverse array of issues that influence the work of public managers from both the macro organization theory and micro organization behavior perspectives. Such topics include bureaucratic discretion, the performance and accountability paradox, employee motivation, intra-and interorganizational power dynamics, and human resource management and development, among others. Seminal and contemporary readings, along with topical case studies, are explored with an emphasis on theory application and problem solving at the local, state, and federal levels. Prerequisites: Junior standing and any 200-level or higher course in ECON, MGMT, POLS or SOC. Odd years Spring.

424 Seminar in Organizational Power and Politics (2)
This upper-level seminar course examines political behavior within and among organizations in the public, private, and non-profit sectors. Students will explore the varying sources of power in organizational life and how individuals, groups, and organizations use political tactics and strategies to shape agendas and achieve goals. Classical and modern writings on power and politics in society, government, and business, with special attention to leadership, unethical behaviors, and group dynamics are explored. Prerequisites: Junior standing and any 200-level or higher course in ECON, MGMT, POLS, PSYC or SOC. Odd years Spring.

453 Marketing and the Consumer (2)
The study of the process whereby producers understand the needs and desires of the consumer, combined with a careful analysis of the marketing techniques required to reach the consumer. Prerequisite: MGMT 250. Fall.

458 Marketing Strategy (2)
The selection and evaluation of the appropriate marketing mix needed to achieve the overall objectives of an organization. Emphasis is placed on the case method. Prerequisites: MGMT 250 and senior standing. Spring.

460 Production Management (2)
Addresses the issues of producing, servicing, and delivering high-quality, low-cost goods and services in an increasingly competitive global economy. A total systems approach is used to balance the emphasis between managerial issues and analytical techniques to strengthen both critical thinking and problem solving skills. Prerequisite: MGMT 380. Pre- or corequisite: ECON 306. Fall.

464 Project Management (2)
Principles and concepts of project management as they relate to contemporary organizations from project inception to termination. Course integrates team leadership techniques, network design, scheduling, in-progress reviews, and project auditing into the quantitative skills of network analysis (PERT, CPM) and time versus cost tradeoff. This integration of qualitative and quantitative skills is accomplished through one or more class projects. Computer-aided as well as manual approaches to these topics are presented. Prerequisite: MGMT 380. Spring.
465  Operations Research (2)
Introduction and application of operations research techniques and optimization theory as they are applied
to problem solving. Methods covered include transportation and assignment models, the revised simplex
method, queuing theory, network flow analysis, multiple criteria decision-making (MCDM), advanced
inventory models, and Lagrange multipliers. Prerequisites: STAT 185 or 225; MGMT 380. Spring.

480  Strategic Management and Policy (4)
This capstone course integrates the functional areas of general management, and includes an analysis of
the internal organization and the external environment. It involves the development of strategies, policies,
structure and leadership to pursue organizational purposes and goals with sensitivity to competing
stakeholders. Prerequisite: Senior standing; ACCT 216, ECON 306, MGMT 300, 386. Fall and Spring.

481  Leadership in Organizations (2)
Provides students with a thorough overview of various leadership perspectives, styles, and theories. The
goal will be to develop an understanding of effective leadership development at the individual,
group/team, and organizational level. Leadership principles will be applied to many management topics,
including motivation, diversity, ethics, team dynamics, international business, and organization change.
Concepts will be reinforced with assigned readings, case analyses and interactive exercises. Prerequisite:
MGMT 230 and Junior standing. Spring.

Transfer credit implications:

• MGMT 130 – Given its unique content coverage, MGMT 130 must be taken at UNC Asheville and
will be required for majors and minors offered by the Department of Management and Accountancy.
The courses that now transfer as MGMT 220 will be accepted as electives within the department.

• MGMT 230 – Students may receive transfer credit for MGMT 230 if and only if they have taken a
single Organizational Behavior and Theory course or a combination of two separate courses (one
being Organizational Behavior and the other would need to be Organizational Theory or an
introductory Principles of Management course).

• MGMT 250 – Students may receive transfer credit MGMT 250 if they have taken an introductory
marketing course at another institution (a two- or four-year institution).

• MGMT 300 - Students may receive transfer credit MGMT 300 if they have taken an introductory
course at another institution (a two- or four-year institution) that covers both legal and ethical content
as it relates to business and/or non-business organizations. Transfer equivalence would also be
accepted if a student completed two separate sequence courses in legal and ethical environments.