

FACULTY

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Department Telephone Number: 508.531.1374

Location: Harrington Hall, Room 110C

Web site: www.bridgew.edu/management

DEGREE PROGRAMS

- BS in Management
Concentrations: General Management, Global Management, Information Systems Management, Marketing, Operations Management
- Master of Science in Management (MS)
Concentrations: Accounting, Marketing, Organization Development, Technology Management

UNDERGRADUATE MINOR

- Management

UNDERGRADUATE PROGRAMS

BACHELOR OF SCIENCE IN MANAGEMENT

The management concentrations educate students for successful careers in business and management. The program provides general education, other liberal arts courses and specific management education for students with career interests in general business, marketing, global management, information systems, human resources and operations management.

With a curriculum embedded in a strong liberal arts framework, students learn how business decisions relate to society – culturally, economically, ethically and socially – while developing the skills and knowledge that will enable them to assume management responsibilities.

Students who enroll in the management program can gain experience through internships and courses that provide practical, on-the-job professional opportunities. These valuable learning experiences, coupled with the college's development as a regional resource for business and industry, offer students significant contact with business and management leaders.

Management majors have the flexibility to choose from among several concentrations. However, regardless of concentration, all management majors take the following courses.

MANAGEMENT CORE COURSES

	Credits
ACFI 100 Fundamentals of Financial Reporting	3
ACFI 305 Business Law I.....	3
ACFI 350 Managerial Accounting	3
ACFI 385 Managerial Finance.....	3
ECON 101 Principles of Microeconomics.....	3
ECON 102 Principles of Macroeconomics.....	3
ECON 210 Statistics for Economics and Business.....	3
MATH 144 Applied Calculus for Business.....	3
MGMT 130 Principles of Management.....	3
MGMT 140 Human Resources Management.....	3
MGMT 200 Marketing Principles	3
MGMT 360 Fundamentals of Information Systems.....	3
MGMT 490 Strategic Management (Writing Intensive in the Major Core Curriculum Requirement – CWRM).....	3
Total minimum core credits:	39

Grade Requirement

Students majoring in management must achieve a grade of "C-" or better in MGMT 130, MGMT 140 and MGMT 200.

Core Curriculum Requirements

A minimum of 120 earned hours is required for graduation. These earned hours include the core curriculum requirements as specified in the "Undergraduate Academic Programs" section of this catalog and at the Core Curriculum Web site, www.bridgew.edu/corecurriculum. For additional graduation requirements, see the "Undergraduate Academic Policies" section of this catalog.

GENERAL MANAGEMENT CONCENTRATION

	Credits
Management Core Courses	39
Concentration requirements taken in addition to the management core courses	
COMP 105 Computers and Their Applications:	
An Introduction	3
MGMT 303 Organizational Behavior.....	3
MGMT 304 Leadership and Teams.....	3
MGMT 355 International Management.....	3
MGMT 426 Service Operations Management.....	3
Electives	
Choose two of the following courses	6
MGMT 340 Contemporary Employee Relations	
MGMT 350 Business Ethics	
MGMT 399 Special Topics in Management	
MGMT 435 Small Business Management	
MGMT 471 Diversity in Organizations	
Total minimum credits:	60

ENERGY AND ENVIRONMENTAL RESOURCES MANAGEMENT CONCENTRATION

This program is inactive.

GLOBAL MANAGEMENT CONCENTRATION

Credits

Management Core Courses	39
Concentration requirements taken in addition to the management core courses:	
ACFI 455 International Finance.....	3
COMM 365 Introduction to Intercultural Communication.....	3
COMP 105 Computers and Their Applications:	
An Introduction.....	3
ECON 321 International Economics.....	3
MATH 318 Quantitative Methods for Management.....	3
MGMT 410 International Marketing and Physical Distribution.....	3
MGMT 460 Public Policy and Government Regulation in Global Management.....	3
POLI 260 International Relations.....	3
Proficiency in four levels of one foreign language.....	12
Total minimum credits:	75

INFORMATION SYSTEMS MANAGEMENT CONCENTRATION

Credits

Management Core Courses	39
Concentration requirements taken in addition to the management core courses:	
COMP 101 Computer Science I.....	3
COMP 102 Computer Science II.....	3
COMP 210 COBOL I.....	3
COMP 211 COBOL II.....	3
COMP 410 Database Applications.....	3
MATH 318 Quantitative Methods for Management.....	3
MGMT 445 Information Systems Management.....	3
MGMT 450 Current Topics in Information Systems.....	3
MGMT 480 Systems Analysis and Design.....	3
Total minimum credits:	66

MARKETING CONCENTRATION

Credits

Management Core Courses	39
Concentration requirements taken in addition to the management core courses:	
MATH 318 Quantitative Methods for Management.....	3
MGMT 420 Marketing Research.....	3
MGMT 424 Advertising.....	3
MGMT 430 Sales Management.....	3
MGMT 494 Marketing Management and Strategy.....	3
And any one of the following three marketing elective courses.....	3
MGMT 410 International Marketing and Physical Distribution	
MGMT 415 Retail Management	
MGMT 440 Business to Business Marketing	
Total minimum credits:	57

OPERATIONS MANAGEMENT CONCENTRATION

Credits

Management Core Courses	39
Concentration requirements taken in addition to the management core courses:	
COMP 105 Computers and Their Applications:	
An Introduction.....	3
MGMT 340 Contemporary Employee Relations.....	3
MGMT 426 Service Operations Management.....	3
MGMT 427 Production and Operations Management.....	3
MGMT 470 Supply Chain Management.....	3
MGMT 475 Quality Management.....	3
Total minimum credits:	57

TRANSPORTATION CONCENTRATION

This program is inactive.

MANAGEMENT MINOR

Students from liberal arts and other programs may elect this minor to broaden their background and expand their potential in job-related areas of their respective disciplines. The central purpose of this minor is to provide initial exposure to the basic areas of business and the environment of the business world.

Grade Requirement

Students minoring in management who enroll in MGMT 130, MGMT 140 and MGMT 200 must achieve a grade of "C-" or better in these courses.

Required courses*

Credits

ACFI 100 Fundamentals of Financial Reporting.....	3
MGMT 130 Principles of Management.....	3
MGMT 200 Marketing Principles <i>(Prerequisite: MGMT130; and ECON 101 or ECON 102; or consent of department)</i>	3
Plus three additional electives from any ACFI or MGMT courses for which prerequisites have been completed.....	9

- One economics course (*either* ECON 101 Principles of Microeconomics or ECON 102 Principles of Macroeconomics) may be used toward the completion of these three required electives.
- Majors in accounting and finance and aviation science majors with a concentration in aviation management must take at least two MGMT courses at the 300 or 400 level, not to include MGMT 360 or MGMT 490 to fulfill the elective requirements.

* At least one-half of the courses required for the minor must be successfully completed at this college.

Total minimum credits: 18

TRANSFER OF CREDIT AFTER ADMISSION

In order for undergraduates to receive credit for courses taken at other accredited institutions, approval must be obtained *in advance*.

Application forms are available in the Registrar's Office. Applications for approval of a course from another institution should be accompanied by the appropriate catalog from that institution. A minimum of grade "C-" is required for transfer of credit. Transcripts of these approved courses must be submitted to the Registrar's Office within six weeks after the completion of the course. Approval must be obtained prior to registering for class. It is the student's responsibility to have official transcripts sent directly by the grade-granting institution to the Registrar's Office at Bridgewater State College.

HONORS PROGRAM

The Department of Management offers a departmental honors program in management. This program provides an opportunity for well-qualified management majors to conduct independent research and scholarly study in management. Contact the Department of Management for further information concerning eligibility and application.

GRADUATE PROGRAMS

MASTER OF SCIENCE DEGREE IN MANAGEMENT

Successful managers in the 21st century must have specialized knowledge and skills to meet a variety of changing and growing demands in the ever-expanding global marketplace. The Master of Science (MS) degree in management program prepares students to apply systems thinking to managerial problems, direct large-scale projects, and lead people and organizations through complex change. The program emphasizes the role of information technology in the modern firm and the organizational changes occurring as a result. In addition, students gain focused instruction in a specific area of interest through one of four three-course concentrations.

- Accounting
- Marketing
- Organization Development
- Technology Management

Admission Requirements

- A minimum undergraduate GPA of 2.75 based upon four years of work or a 3.0 undergraduate GPA based upon work completed during the junior and senior years
- An appropriate score on the GMAT. For more information, contact the School of Graduate Studies
- Three appropriate letters of recommendation
- Official transcripts of all undergraduate and graduate course work
- Working knowledge of computers

MASTER OF SCIENCE DEGREE IN MANAGEMENT

For students who hold a bachelor's degree

The Master of Science degree in management requires 30 credits of graduate course work, including a core of five courses, three concentration courses, one elective and one capstone course. Students in the technology management concentration, marketing concentration or organizational development concentration take MGMT 590 Management Systems Seminar as their capstone course. The foundation courses must be taken prior to taking the core or concentration courses and may not be used to fulfill the 30-credit program requirements. The foundation course requirements can be satisfied by completion of approved equivalent undergraduate courses: courses in accounting and finance for ACFI 505, and courses in marketing and law for MGMT 506. Students concentrating in accounting will need additional pre-requisites. Accounting students may call 508-531-1395 or e-mail afdept@bridgew.edu for information.

Five-year Bachelor of Science in Management/ Master of Science in Management

Undergraduate students who have completed at least 30 credits of course work at Bridgewater State College, have completed the undergraduate prerequisites, have taken the GMAT examination, and can complete all requirements for their BS or BA degree in 30 additional credits may apply for the five-year BS/MS program. Those admitted take a mix of undergraduate and graduate courses during their fourth and fifth year, and graduate with both degrees. Admission to this program is selective and limited.

The Master of Science in Management Curriculum

Candidates for the MS must successfully complete the following course requirements.

Management Core Courses	Credits
MGMT 501 Systems Research and Problem Solving	3
MGMT 526 Project Management.....	3
MGMT 576 Organizational Change and Leadership	3
MGMT 581 Information Resources Management	3
MGMT 582 Business System Design and Integration	3
Total minimum core credits: 15	
Concentration Area Requirements*	

* For accounting concentration and capstone requirements, see the "Department of Accounting and Finance" section of this catalog.

Marketing Concentration	Credits
Management Core Courses	15
Select three courses from the following	9
MGMT 510 International Marketing	
MGMT 540 Industrial Marketing	
MGMT 554 Issues in Global E-Commerce	
MGMT 594 Marketing Management and Strategy	
One elective: Any approved (ACFI or MGMT) MS course	3
Capstone Course	
MGMT 590 Management Systems Seminar	3
Total minimum credits (marketing): 30	

Organization Development Concentration Credits

Management Core Courses	15
MGMT 572 Interpersonal and Group Behavior	3
MGMT 578 Organizational Development.....	3
Select one course from the following	3
MGMT 571 Organizational Culture and Workforce Diversity	
MGMT 577 Power and Influence in Organizations	
One elective: Any approved (ACFI or MGMT) MS course	3
Capstone Course	
MGMT 590 Management Systems Seminar	3
Total minimum credits (organization development):	30

Technology Management Concentration Credits

Management Core Courses	15
Select three courses from the following	9
MGMT 527 Product Development Processes	
MGMT 528 Quality and Risk Management	
MGMT 561 Environmental Management	
MGMT 562 Strategic Management of Technological Innovation	
One elective: Any approved (ACFI or MGMT) graduate course	3
Capstone Course	
MGMT 590 Management Systems Seminar.....	3
Total minimum credits (technology management):	30