MGBU 2142. STATISTICAL DECISION-MAKING. (3 Credits)

MGBU 3222. MANAGEMENT 1: GSB INTEGRATED CORE ONLY. (1.5 Credits)
This course introduces the student to the management process within an organization. Special emphasis is placed on the role of the first line supervisor in balancing, coordinating and integrating individual and organizational needs. Other subjects covered are the development of management thought, the role of the supervisor as a decision maker and the processes of planning, organizing, leading and controlling organizational activities.

MGBU 3223. PRINCIPLES OF MANAGEMENT. (3 Credits)
This course introduces the student to the management process within an organization. Special emphasis is placed on the role of the first line supervisor in balancing, coordinating and integrating individual and organizational needs. Other subjects covered are the development of management thought, the role of the supervisor as a decision maker and the processes of planning, organizing, leading and controlling organizational activities.

MGBU 3224. MANAGEMENT 2: GSB INTEGRATED CORE ONLY. (1.5 Credits)
This course introduces the student to the management process within an organization. Special emphasis is placed on the role of the first line supervisor in balancing, coordinating and integrating individual and organizational needs. Other subjects covered are the development of management thought, the role of the supervisor as a decision maker and the processes of planning, organizing, leading and controlling organizational activities.

MGBU 3226. SPECIAL TOPIC: EXPLORING ENTREPRENEURSHIP. (3 Credits)
An introductory course that allows students to discover and grasp the nuances of entrepreneurship—particularly how to think, feel, and act differently—which are the three cornerstones of the new Entrepreneurship program. Using a variety of reading assignments, case studies, and interactive projects, students will learn how to identify and evaluate potential business ideas, push the limits of their imagination and creativity, challenge the status quo, and learn to embrace change.

Attributes: ENT, NMDD.
Prerequisites: MGBU 3223 or MGBU 3222 or MGBU 3224.

MGBU 3227. SPECIAL TOPIC: INNOVATION AND RESILIENCE. (3 Credits)
This course focuses on the process of innovation, including the resilience required to weather inevitable ambiguity, risk, mistakes, and even failures along the journey. Topics include: identifying opportunities, managing creativity, evaluating ideas, decision making in uncertain environments, resilience.

Attributes: ENT, NMDD.
Prerequisite: MGBU 3226.

MGBU 3228. SPECIAL TOPIC: EXECUTING ENTREPRENEURIAL VISION. (3 Credits)
An action-oriented course that requires students to a) develop and continually improve upon a solid-but dynamic-business plan, and b) go beyond the classroom to launch a new venture. This course should be taken as the capstone course of the Entrepreneurship concentration as it integrates what has been learned and built in previous courses and challenges students to transform their business ideas into legitimate businesses.

Attribute: ENT.
Prerequisites: MGBU 3226 and MGBU 3227.

MGBU 3229. SPECIAL TOPIC: INTRODUCTION TO TECHNOLOGY-BASED VENTURES. (1.5 Credits)
This course will introduce students to innovative technology tools/software/hardware and how they can be integrated into new business ventures to maximize the power of the Internet. A variety of tech-based business opportunities will also be explored. Students of all majors are welcome; a technology background is not required.

MGBU 3230. SPECIAL TOPIC: PERSONAL BRANDING AND LEADERSHIP. (1.5 Credits)
Whether you are going to start your own business or be entrepreneurial and innovative within a growing company, you need to differentiate yourself from the crowd. The most successful startup leaders have cultivated powerful personal brands that have real enterprise value. This class will focus on the leadership mindset and the marketing tools that you can learn even as a student to set you on the path towards standing out and moving up.

Attribute: ENT.

MGBU 3231. SPECIAL TOPIC: SOCIAL MEDIA FOR STARTUPS. (1.5 Credits)
This course will introduce students to the various forms/types of social media and social networking outlets and how best to utilize them for business purposes, especially when launching a new business. Students will analyze social media channels such as LinkedIn, Facebook, Twitter, but also discover how companies integrate social media into their business models and promotional strategies. Designed to be a hands-on course where students are required to build their networks, to create blogs and related web pages, and actively engage into social media/networking platforms. Students of all majors are welcome, a technology background is not required.

MGBU 3232. ST:LAUNCH LAB:STARTUP 101. (3 Credits)
In this hands-on course, students work as a team to launch and run a brand-new startup—all within the space of a single semester. They learn how to assess their target market, deliver a high-quality product, coordinate staffing, gather consumer feedback, and refine their offerings accordingly for maximum success. This course is taught by faculty with real world experience in starting and growing a consumer-focused business.

MGBU 3233. ST:START-UP VENTURE EXPERIENCE. (3 Credits)
Intern duty and weekly seminar during which students analyze their work experience with a faculty member. Selected readings, case analysis, and written projects. The course will be taught in a business incubator, and include interaction with startup entrepreneurs. The focus will be real world exposure to the issues and uncertainty that exists for a startup with limited resources.
MGBU 3234. ST: HOW TO CHANGE THE WORLD. (3 Credits)

Do you long to live with meaning and purpose, applying your talents to what really matters to yourself and the world? This class explores “mission” in life through social entrepreneurship to make this world a better place. We will examine sustainable businesses, fair-trade and mission-driven leaders, while exploring our own missions.

MGBU 3235. ST: INSIDE TECH VENTURES. (3 Credits)

This experiential course is designed to give students the opportunity to gain an in-depth look and understanding of tech-based ventures from inception to exit. The merging of Entrepreneurship and Technology is - and will continue to be - the foundation of business for the foreseeable future. The course includes a one week intensive in Silicon Valley (required) hosted by NASDAQ Entrepreneurial Center. The overall objective is for students to be better prepared to take on a leadership role in a tech-based venture to maximize profitability and impact.

MGBU 3236. ST: THE START-UP CALLED YOU. (3 Credits)

Choosing a meaningful career or “discovering one’s calling” can be a challenging and tricky process requiring self-awareness and leadership skills to navigate one’s path to career success. In this course, a follow up to The Principles of Management, students learn theoretical frameworks and research-based methodologies and techniques to address these challenges effectively. Course objectives include skill improvement in utilizing insights regarding one’s talents and career aspirations to create a personal brand, conveying one’s unique value as well as improvement in networking and opportunity creation.

Prerequisite: MGBU 3223.

MGBU 3237. ST: LEADERSHIP FORUM. (1.5 Credits)

MGBU 3430. SPECIAL TOPIC: SUSTAINABLE BUSINESS. (3 Credits)

Foundations of Sustainable Business. This course will provide a general overview of the problems and opportunities provided by the challenges of sustainable management. Students will learn what it means to manage for planet, people and profit simultaneously. In the first part of the class, students will be exposed to the context of business in the 21st century and learn how strategies of the 20th century need to be rethought. In the second part of the class, students will examine the traditional perspectives on the organization (business) and how it needs to be rethought to successfully address the challenges of sustainable management. We will examine business strategy, supply chain management, and the supporting functions of finance, accounting, marketing, communications and information technology.

Attribute: ENST.

MGBU 3431. ORGANIZATIONAL BEHAVIOR. (3 Credits)

This course prepares students for positions in middle management by developing an applied understanding of the major theories of organization and management. The classical, behavioral, social system, management science and empirical theories of organizations are treated with emphasis on the application of systems concepts. Research findings in role theory, group dynamics, motivation, leadership, decision making and communication are applied to problems of organizational effectiveness and productivity.

MGBU 3432. HUMAN RESOURCE MANAGEMENT. (3 Credits)

A survey of the role of human resource management in today’s organizations. Topics include strategic human resources management; employee recruitment and selection; performance management; compensation administration; and fair employment practices.

Prerequisites: MGBU 3222 and MGBU 3224 or MGBU 3223.

MGBU 3433. INDUSTRIAL RELATIONS AND PERSONNEL MANAGEMENT. (3 Credits)

An advanced treatment of issues, problems and techniques in personnel management. Findings from the behavioral sciences are applied to the problems and practices of human resource management in organizations. The course utilize small group and organization-theory as frameworks for analyzing the latest methods in the areas of selection, training, compensation, collective bargaining and performance measurement.

MGBU 3434. ST: MGMT CONSULTING PROJECT. (3 Credits)

Working in teams, students will provide consulting services to a local organization through definition, analysis and solution of real-world organizational challenge. This course allows the students to apply the skills and knowledge gained in their courses, while bolstering their consulting and problem solving skills. Current partners include, but not limited to: The City of New York, and Fordham Road Business Improvement District.

MGBU 3435. ST: AMER BUS. CULTURAL CONTEXT. (3 Credits)

The course is designed to trace major developments in the nature of capitalism, corporate structures, business ethics, and the constitution and legal statutes. These developments will be followed in American history and literature. In units that include Puritanism, the Colonial Era, the American Revolution, the Federalist Era, the Agricultural and Industrial Revolutions, the Rise of Big Business, the Progressive Era, the Great Depression, and Post-War America, the course will be designed to have readings in history, law, literature, religion, sociology, urban studies, philosophy, art history and other areas.

MGBU 3436. Capitalism and Its Alternative. (3 Credits)

What is the philosophical foundation of capitalism? What are the viable alternatives to capitalism? This course considers answers to these questions from the fields of economics, political theory, and humanistic management. Authors covered include Adam Smith, Milton Friedman, and FA Hayek.

MGBU 3438. OPERATIONS AND PRODUCTION MANAGEMENT. (3 Credits)

MGBU 3440. ST: INNOVATION & MANAGEMENT. (3 Credits)

This course develops critical understanding about innovation in management for highly competitive markets. Focus is on learning management frameworks and concepts that will help to evaluate and formulate innovation strategies in technology, product, organizational design, etc.

Prerequisite: MGBU 3223.

MGBU 3441. ST: INTRO HEALTH CARE SYSTEMS. (3 Credits)

This course will describe the different elements of the healthcare system and highlight the role of the payers, providers, patients, healthcare service workers and the industry (pharmaceutical, devices, supplies and diagnostics) within the context of a larger social system governed by local regulations and different demographic realities. While the emphasis will be on the United States key differences with other systems such as in Europe, Canada, Brazil and China will also be presented. The role of key associations in the US such as the AMA, IOM, PhRMA, patient advocacy groups and unions will be described. Emerging trends in the system in the United States will be presented as will the impact of other countries on the US.

Prerequisites: MGBU 3223 or MGBU 3222 and MGBU 3224.

MGBU 3444. ENTREPRENEURSHIP. (3 Credits)

Focuses on the initiation and start-up stages of new businesses. A term project requires students to search out business opportunities and to develop team- companies to prepare business development plans.
MGBU 3445. ST:INNOVAT&ENTREPRNL MINDSET. (1.5,3 Credits)
This course is designed for students who believe that they may want to pursue a concentration in entrepreneurship and/or who have had some experience working in their own business or a family business. It will expose students to a variety of strategic options as well as building an appreciation of the demands of an entrepreneurial career and the consequences of a life of choice to start a new venture independently, with partners, or within an existing organization. Certain readings, other course materials and guest appearances will be directed toward developing students' understanding of business ventures that have succeeded by capitalizing on principles of sustainable development.

MGBU 3446. SPECIAL TOPIC: SOCIAL ENTREPRENEURSHIP. (3 Credits)
This course discusses ways of creating social value through the principles of entrepreneurship. Social entrepreneurship is a rapidly developing movement that is blurring the boundaries between government, business, and the NGO sector. Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem, spread the solution, and change the system by persuading entire societies to take new leaps. We study examples of successful social entrepreneurs, such as Mohammad Yunus (Noble Laureate, 2006), and identify patterns that promote positive social change. We will also engage in Social Business Plan writing based on the students' project ideas.

Attribute: PJST.

MGBU 3447. ST:CURRENT TOPICS HEALTHCARE. (3 Credits)
Healthcare management operates in a very dynamic environment. As healthcare policies change with new administrations so do the priorities of providers and payers. The patients feel the impact of these changes the most while the industry has to continuously re-assess the validity of its business models. Further, new technologies, scientific breakthroughs and system innovations keep healthcare administrators on their toes. This course provides an opportunity to discuss the most prevalent issues in healthcare as they are happening. Guest lecturers and professors provide their views on different challenges that the healthcare industry faces including policy, operations, risk taking and decision-making uncertainties and the developing solutions. Students will participate in these discussions and do a final paper on one of the topics of their choosing. Each formal lecture will be followed by one or two in-depth discussion sessions.

Prerequisite: MGBU 3441.

MGBU 3448. HEALTH BUSINESS PRACTICUM. (3 Credits)
This course offers students concentrating in Healthcare Management to do an internship at an approved healthcare institution or conduct research on a specific topic at Gabelli's Global Healthcare Innovation Management Center.

Prerequisite: MGBU 3441.

MGBU 3450. ST:RESEARCH OB IMPRESSION MGT. (3 Credits)
This course introduces students to research in impression management within the organizational behavior field in management. It aims to improve students' understanding of scholarly research effort in defining impression management concepts, theories, methodological techniques, and findings, as well as to improve students' analysis and usage of impression management in the workplace. This course is also designated as Fitness Integrated Learning (FIL), which is an innovative way of teaching and learning course material while students are engaged in a physical activity of spinning. The class will take place in the Spinning studio at the McGinely Center. Students will be riding stationary bikes at their own effort level throughout the duration of the class.

Prerequisite: MGBU 3223.

MGBU 3454. ST:DESIGN THINKING. (3 Credits)
Design thinking is an iterative problem-solving process of discovery, ideation, and experimentation that, when combined with business models, provides decision-makers with effective tools for innovation and transformation. This hands-on course will guide students in the use of a variety of design-based tools and techniques to clarify and solve human-centered organizational, business, and public service challenges.

MGBU 3550. ST:FILM,CHARACTER&LEADERSHIP. (3 Credits)
This course uses the inherent power of the cinema to better clarify the topics of character and character-based leadership.

Prerequisites: MGBU 3223 or (MGBU 3222 and MGBU 3224).

MGBU 3551. INTERNATIONAL DIM OF BUS. (3 Credits)

MGBU 3552. ST: THE ROSE PROGRAM. (3 Credits)
This course is intended for students who want to learn more about regulation in the financial services industry and want to get actively involved in shaping the regulatory space. Top performing project teams will present their proposals to a panel of Wall Street executives and will be invited to Washington, DC (all expenses paid) to present to regulators.

Prerequisites: MGBU 3223 (may be taken concurrently) and CMBU 2665 (may be taken concurrently) and ACBU 2222 (may be taken concurrently) and ACBU 2223 (may be taken concurrently).

MGBU 3559. ST: STUDY TOUR PARIS. (3 Credits)
Objective: We will immerse ourselves in Parisian culture while attending daily Corporate visits. There will be between 5-7 visits. Academic: Semester long course with formal class meetings and trip during spring break.

Prerequisites: (MGBU 3223 (may be taken concurrently) and CMBU 2665 (may be taken concurrently) and ACBU 2222 (may be taken concurrently) and ACBU 2223 (may be taken concurrently).

MGBU 3560. ST: STUDY TOUR ITALY. (3 Credits)
This course is designed to provide students with an opportunity to combine academic study of international business and on-site corporate visits to international firms and exchange markets. International visitsations provide students with the ability to observe the implementation of business theories into practice. Students are further enriched by cultural trips to renowned landmarks of Florence/Rome, Italy coupled with opportunities to experience other regions of the country.

Attribute: GLBB.

Prerequisite: MGBU 3223.

MGBU 3561. BUILDING THE GLOBAL SOCIAL ENTREPRENEURSHIP VENTURE. (3 Credits)
Special topic course in developing a social entrepreneurship company.
Francis argues in his recent Encyclical Letter, this course explores this economics, in the service of a more integral and integrating vision” Pope capable of bringing together the different fields of knowledge, including justice and sustainable global economy. “We urgently need a humanism innovation that reduce poverty by creating viable livelihoods. Marketing, insurance, finance and management can all be applied to build a socially justice and sustainable global economy. “We urgently need a humanism capable of bringing together the different fields of knowledge, including economics, in the service of a more integral and integrating vision” Pope Francis argues in his recent Encyclical Letter, this course explores this vision.

Attributes: GLBB, PJST.

MGBU 3562. ST: SINGAPORE GLOBAL IMMERSION: ENTREPRENEURSHIP, INNOVATION AND ECONOMIC DEVELOPMENT. (3 Credits)
Innovation is generally believed to be a major driver of economic growth and development as it may increase the output of an economy for a given level of input. Entrepreneurs play an important role in translating technological inventions into commercially viable innovations, thereby contributing to economic growth and development. While this account of economic development seems simple enough to understand by policy makers, countries significantly vary in terms of prosperity and economic development.

MGBU 4001. FAIR TRADE AND MICROFINANCE. (3 Credits)
This course examines the structure of Fair Trade as an alternative form of commerce which specifically expresses solidarity with the poor. The course is concerned with running all aspects of a small Fair Trade business. The class acts as employees on a team which seeks to make profit sustainably, yet effectively. Readings support a greater understanding of the realities of poverty.
Attributes: GLBB, PJST.

MGBU 4003. SPIRITUALITY & FAIR TRADE. (3 Credits)
This course is designed to ignite a spiritual awareness of economic injustice which ultimately motivates action, large or small. We begin by exploring the mechanisms of poverty, and looking at alternative forms of commerce. We look at why Fair Trade is able to answer some of the human rights issues associated with poverty. Readings highlight spiritual leaders from the past, and the models for action that their life stories provide. How should business students evaluate their lives and their careers? What might “solidarity with the poor” mean, in a variety of contexts.
Attributes: GLBB, PJST.

MGBU 4004. ENTREPRENEURSHIP AND FAIR TRADE. (3 Credits)
This course focuses on the entrepreneurial response to economic justice, as expressed in the Fair Trade movement. The class will be divided into teams, to consult with emerging Fair Trade businesses in the New York area, ongoing throughout the semester. Against this backdrop we will learn from problem solving methods of entrepreneurs who have involved themselves with using business structures as a means of fighting poverty.
Attributes: GLBB, PJST.

MGBU 4005. ST:FAIR TRADE ENTREPRENEURSHIP. (3 Credits)
Fair trade is a global response to social injustice and poverty. Whether it is capital for “startups” or markets for fair trade coffee, the fair trade movement promotes socially and environmental responsibility business practices here and abroad. This course reviews the fair trade movement’s successes and failures to find alternatives to business as usual that reduce poverty and build a sustainable global economy. Students focus on country specific examples of fair trade and microfinance social innovation that reduce poverty by creating viable livelihoods. Marketing, insurance, finance and management can all be applied to build a socially justice and sustainable global economy. “We urgently need a humanism capable of bringing together the different fields of knowledge, including economics, in the service of a more integral and integrating vision” Pope Francis argues in his recent Encyclical Letter, this course explores this vision.
Attribute: PJST.
MGBU 4475. ST: SEMINAR MOTIVATION MT. (3 Credits)
Very soon into the career of a Fordham grad will come a promotion to a supervisory role. This course is designed to equip students to excel in that role. From presenting a self-motivating environment to turning around an employee who is not performing, participants will learn the latest techniques from the world of organizational psychology. Practical applications are joined with leading theory, by a former senior executive who works with managers and athletes, including professionals, on performace issues.

MGBU 4476. ST: CROSS CULTURAL NEGOTIATION. (3 Credits)
This course exposes students to the legal, ethical, and practical challenges of negotiating globally. It develops negotiation skill sets and enhances appreciation of the impacts of cultural difference and international institutional settings on business negotiations. Case-based simulations offer the opportunity to refine in practice the concepts learned in reading and films. Students will emerge from the course better prepared to work in multi-cultural teams and business settings.
Attributes: GLBB, INST.

MGBU 4477. NEGOTIATING GLOBALLY. (3 Credits)
This course is designed to provide an advanced treatment of issues, problems and techniques faced by human resource managers operating in a globalized environment. Sources of differences in management style across nations will be analyzed and their implications for enterprise success will be considered. Particular attention will be directed to the issues involved when Americans manage foreign nationals and when foreign nationals manage Americans. Business success in a global world calls for an understanding of and appreciation for differences in speech, behavior, negotiation, and decision-making. This course will consider the cultural dimensions of global negotiation styles and their impact on doing business through simulations and case studies.
Attributes: GLBB, INST.

MGBU 4478. ST: NEGOTIATING FOR BUS SUCCES. (3 Credits)
This course develops conceptual and practical negotiation and conflict resolution skills. Specifically, students will explore and practice distinct negotiation models and strategies, including win-win and zero-sum scenarios, which lead to outcomes that are ethical, fair, and mutually as well as individually satisfying. In-class applied exercises complement theoretical insights gained through readings and films. This course is relevant for any manager or entrepreneur interested in getting solutions accepted and implemented through creative problem solving.
Prerequisites: (MGBU 3222 and MGBU 3224) or MGBU 3223.

MGBU 4482. ST: E-MANAGEMENT. (3 Credits)
The most effective managers embrace change in the workplace. The advent of the internet has created a dramatic change in the workplace environment. For example, managers must deal with issues of motivation, communication, recruiting, control, and training, among many others in cyberspace. In this course students and instructor will explore these important issues through use of articles, case studies and original research.

MGBU 4483. SYSTEM DYNAMICS. (3 Credits)
Offered every fall semester, this course introduces the group model-building process that world-class firms use to improve their institutional learning and performance. Role-playing games and live case studies of real-life client companies challenge strategic thinking about global transformations. Course participants build very user-friendly graphical computer models of global (G) strategic situations to generate new insight about transnational strategy design and implementation.

MGBU 4484. SYSTEM DYNAMICS (G) II. (3 Credits)
Offered every spring semester, with a practical global orientation through live case studies, and yet a profound theoretical depth, this course goes beyond the simple declaration of the desirability of systems thinking. It deals with operationally with the art of simplifying global complexity, managing interdependence, and understanding reciprocity and strategic choice with the help of system dynamics.

MGBU 4485. ST: MANAGING CHANGE. (3 Credits)

MGBU 4488. ST: SPORTS MANAGEMENT. (3 Credits)
An in-depth treatment of special topics in sports management, that integrates the sport industry and strategic management, will be explored through the use of case studies, lectures, and projects. Sport management programs that train people for positions in such areas as professional sports, coaching, college athletics, fitness centers, officiating, marketing, and sporting goods manufacturing will be highlighted.

MGBU 4489. ST: MGMT FOR MYSPACE GEN. (3 Credits)
First, we used the web. Now, we are the web. Tools for creation have now become so freely available that barriers to entry on the web are down. When you can create a web service overnight on open source software, post goods for sale for free on Craigslist, make free phone calls on Skype, and become your own online publisher with a blog what does this mean for how businesses are run? There are new models and new opportunities. Witness AOL's decision to stop charging for access and become completely advertising supported. Smart move or disaster? Does defensibility even exist anymore? What does this mean for your career? Can a blog get you fired? Can a blog get you hired? Should you participate in social networks and how can you use them to network with people you never would have had access to otherwise?

MGBU 4507. PROJECT MANAGEMENT. (3 Credits)
This course provides the project management skills needed to develop information and communications systems on time and within budget. It concentrates on methods and issues of organizing, planning and controlling projects, and the use of computer-based project management tools.

MGBU 4999. INDEPENDENT STUDY. (1-3 Credits)