

tions of international trade and investment. After a study of international trade, theory and policy (the international economy), it explores the operations of the multinational firm within that environment. Prerequisites: Econ. 202Q and junior standing. B 16 561 0 0513

663. Organizational Interactions. (3). A study of interpersonal intraorganizational and interorganizational interactions. Prerequisites: Mgmt. 360, or concurrent enrollment, and junior standing. B 16 663 0 0506

665. Organizational Development. (3). Planned organizational change. Emphasis is upon team building in organizations. Individual, group and structural developments are included. Prerequisites: Mgmt. 360 or concurrent enrollment, and junior standing. B 16 665 0 0506

667. Organizational Structure and Design. (3). An introduction and exploration of the theories pertinent to the study of organizational subsystem structure and design. The interrelationships of organizational goals, decision making, environment, technology, climate, innovation and organizational structure/design are analyzed utilizing a systems approach. Additional topics include formal versus informal structure, differentiation, integration and matrix organizations. Prerequisite: junior standing and Mgmt. 360. B 16 667 0 0506

680. Decision Making. (3). Cross-listed as UA 730. A study of the theories of decision making, with attention directed to the factors of creativity, the quest for subjective certainty, rationality, cognitive inhibitors, problem identification, evaluation of alternatives, applications of quantitative methods to decision processes and decision implementation. Prerequisites: Mgmt. 360 or concurrent enrollment, and junior standing. B 16 680 0 0506

681. Administrative Policy. (3). An integration of all aspects of business administration in the analysis of and making decisions for policy development. Prerequisites: DS 350, Fin. 340, Mkt. 300, Mgmt. 360, or departmental consent, and junior standing. B 16 681 0 0506

683. Comparative and International Management. (3). The study of contemporary management concepts and practices applicable to private and public sector organizations in an international setting, and their impact on operational and management functions of multi-national corporations. The student is introduced to the dynamic growth of business and government interaction on a global basis. The course includes an examination of: nationalism and industrial development, labor, and industrial relations; host country activities to promote or restrict international business; development of technological and managerial skills, and marketing expertise. Prerequisites: Mgmt. 360, or concurrent enrollment and junior standing. B 16 683 0 0506

684. Health Administration Policy. (3). An integration of all aspects of health administration in the analysis of and making decisions for policy development. Prerequisites: a basic course in economics, accounting, finance and management or administration, and junior standing. B 16 684 0 0506

690. Seminar in Selected Topics. (1-5). Repeatable with departmental consent. Prerequisite: junior standing. B 16 690 9 0506

750. Workshop in Management. (1-4). Prerequisite: junior standing. B 16 750 2 0506

Courses for Graduate Students Only

830. Socio-Legal Environment of Business. (3). An examination of the economic, political, social and legal environment in which business operates. Consideration is given to the philosophic foundation of capitalism and how business has interacted with government, consumers and labor over time. Emphasis is placed on the role of business in dealing with various societal problems. Current issues, such as the social responsibility of business, affirmative action, occupational safety and health, environmental protection and the challenge to the legitimacy of the firm are dealt with from the perspective of the decision-making manager. B 16 830 0 0506

836. International Business Administration. (3). An introduction to international business administration with particular attention given to the development of multinational business strategies in light of the diverse economic, political, social and cultural dimensions of the environments that exist in both developed and developing areas of the world. B 16 836 0 0513

860. Management of Organizations. (3). An introduction to management and organizational theory. Includes such topics as: classical and contemporary management theory, human relations, group dynamics, motivation, communication, organizational structure and design, and behavioral control. B 16 860 0 0506

862. Organizational Behavior. (3). A study in individual behavior in an organizational setting. Human variables in business are analyzed from the standpoint of job placement, performance and individual development. Topics covered include behavioral development, motivation and learning in human relations. Prerequisite: Mgmt. 860 or departmental consent. B 16 862 0 0506

865. Communication. (3). An analysis of communication models with emphasis on their applications to communication problems in organizations. Social-psychological processes underlying persuasion in interpersonal relations and through the mass media are explored. Communication systems and techniques within formal organizations are analyzed critically. Prerequisite: Mgmt. 860 or departmental consent. B 16 865 0 0506

866. Organizational Conflict and Stress. (3). Studies in flexibility and rigidity. A review is made of research and thinking in the areas of innovation, conflict, resolution, stress and anxiety as relevant to organizational structures and behaviors. Prerequisite: Mgmt. 860 or departmental consent. B 16 866 0 0506

869. Research in Behavioral Science. (3). An analysis of some of the concepts and tools in behavioral science that are relevant to research in organizations. One or two areas such as motivation, cognitive processes, attitudes and values, etc., may be analyzed in depth. Prerequisite: Mgmt. 862 or departmental consent. B 16 869 0 0506

880. Analysis of Behavioral Systems. (3). Concentration on theoretical and methodological contributions to the understanding of behavioral systems. Models and research methodology in individual behavior, small-group processes and organizations are critically analyzed. Prerequisite: departmental consent. B 16 880 0 0506

881. The Philosophy of Management. (3). Concentrated readings and research to

define the relationship of management leadership in our society. Prerequisite: departmental consent. B 16 881 0 0506

885. Business Policies. (3). An analysis of business problems from the perspective of top management. Prerequisite: departmental consent. B 16 885 0 0506

886. Seminar in Research Methodology. (3). A study of concepts and procedures in the design and performance of research. B 16 886 9 0501

890. Seminar in Special Topics. (1-3). Repeatable with departmental consent. B 16 890 9 0506

891. Directed Studies. (1-5). Prerequisite: departmental consent. B 16 891, 3 0506

893. Special Project in Management. (1-4). A special project including original case research, supervised internships or field research. Prerequisite: approval of the MS Committee. Open only to MS in administration candidates. B 16 893 3 0506

895-896. Thesis. (2-2). B 16 895 4 0501; B 16 896 4 0506

Marketing

Department of Marketing and Small Business

Courses for Graduate/Undergraduate Credit

601. International Marketing. (3). Problems and procedures of marketing in foreign countries. The effects of foreign cultures and marketing systems on the design of marketing programs are included. Prerequisites: Mkt. 300 and junior standing. B 17 601 0 0509

604. Distribution Management. (3). A study of all areas involved with the distribution of a firm's products or services. These areas focus on such issues as the development of a firm's marketing channels and its relationships with wholesalers and retailers, as well as the management of the firm's storage facilities, inventory control, procedures and shipping facilities. Prerequisites: Mkt. 300 and junior standing. B 17 604 0 0509

606. Product and Price Policies. (3). An examination of the issues involved with product development, planning of product services, branding and packaging. Price policies focus on such aspects as the establishment of a firm's basic price strategies, price alternations, credit policies and transport and handling terms. Prerequisites: Mkt. 300 and junior standing. B 17 606 0 0509

607. Promotion Management. (3). An analysis of all issues involved with the promotion of an organization and its products or services. These promotion issues deal with the development of advertising campaigns, management of the personal sales force, development of special promotional activities and management of public relations. Prerequisites: Mkt. 300 and junior standing. B 17 607 0 0509

608. Selling and Sales Force Management. (3). An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales