

Cendara University

Department of Management

B.B.A. / M.B.A. in Management

Entrepreneurship, Human Resources, Operations, and Strategic Management

Course Catalog 2024–2025

The Department of Management offers a comprehensive suite of undergraduate (B.B.A.) and graduate (M.B.A.) courses. Below is the complete listing of all Management courses, along with course descriptions, prerequisites, and credit hours.

Undergraduate Courses (B.B.A.)

MGMT 101: Principles of Management

- **Credits:** 3
- **Description:**

An introduction to the fundamentals of management, including planning, organizing, leading, and controlling within organizations. Emphasis is placed on the evolution of management thought, ethical frameworks, and decision-making processes.

- **Prerequisites:** None
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MGMT 112: Organizational Behavior

- **Credits:** 3
- **Description:**

Explores the psychological and sociological principles underlying individual and group behavior in organizations. Topics include motivation, leadership styles, team dynamics, and conflict resolution.

- **Prerequisites:** MGMT 101
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MGMT 124: Business Communications

- **Credits:** 2

- **Description:**

Focuses on effective business writing, verbal communication, and presentation skills necessary for managerial success. Includes practical exercises and group projects.

- **Prerequisites:** None

MGMT 203: Human Resource Management

- **Credits:** 3

- **Description:**

Examines the key functions of HR including recruitment, selection, training, performance appraisal, and legal considerations. Addresses current challenges in managing a diverse workforce.

- **Prerequisites:** MGMT 101

MGMT 217: Operations Management

- **Credits:** 3

- **Description:**

Covers critical concepts in production and service operations, process analysis, quality management, inventory systems, and operations strategy.

- **Prerequisites:** MGMT 101, STAT 105 (Introduction to Statistics)

MGMT 230: Business Ethics and Corporate Social Responsibility

- **Credits:** 2

- **Description:**

Investigates ethical dilemmas and social responsibilities faced by organizations. Case studies focus on sustainable business practices and ethical decision-making.

- **Prerequisites:** MGMT 101

MGMT 251: Entrepreneurship and Innovation

- **Credits:** 3

- **Description:**

Provides an overview of entrepreneurship, idea generation, feasibility analysis, and launching new ventures. Includes a capstone project developing a business plan.

- **Prerequisites:** MGMT 101, ACCT 102 (Principles of Accounting)

MGMT 272: Strategic Management

- **Credits:** 3
 - **Description:**
Integrative study of strategy formulation and implementation in business organizations. Covers environmental analysis, competitive advantage, and strategic decision-making.
 - **Prerequisites:** MGMT 101, MGMT 217
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MGMT 280: International Business Management

- **Credits:** 3
 - **Description:**
Overview of challenges and strategies in managing internationally. Topics include global trade, cross-cultural management, international finance, and multinational structures.
 - **Prerequisites:** MGMT 101, ECON 110 (Principles of Economics)
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MGMT 299: Management Internship

- **Credits:** 2–4 (variable)
 - **Description:**
Supervised work experience in a business, non-profit, or government organization. Requires completion of internship objectives and a final reflection report.
 - **Prerequisites:** Junior standing, departmental approval
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Graduate Courses (M.B.A.)

MGMT 501: Advanced Management Theory

- **Credits:** 3
 - **Description:**
An in-depth analysis of classical and contemporary management theories, with a critical approach to their application in modern organizational settings.
 - **Prerequisites:** Graduate standing
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MGMT 512: Executive Leadership

- **Credits:** 3
 - **Description:**
Examines leadership frameworks and practices at the executive level. Emphasizes strategic visioning, change management, and ethical leadership in global contexts.
 - **Prerequisites:** MGMT 501
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MGMT 524: Strategic Human Resources

- **Credits:** 3
 - **Description:**
Focuses on aligning human resource strategies with organizational goals. Special emphasis on talent management, organizational development, and labor relations.
 - **Prerequisites:** MGMT 501
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MGMT 535: Project and Operations Management

- **Credits:** 3
 - **Description:**
Applies advanced methods to project management, process improvement, lean operations, and supply chain integration.
 - **Prerequisites:** MGMT 501
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MGMT 541: Entrepreneurial Finance

- **Credits:** 2
 - **Description:**
Explores sources of funding for new ventures, financial planning, and risk management for entrepreneurs. Case studies highlight real-world scenarios.
 - **Prerequisites:** MGMT 501, FINC 502 (Managerial Finance)
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MGMT 558: Management Consulting Practicum

- **Credits:** 4
- **Description:**
Real-world consulting project with partner organizations. Students work

in teams to analyze client issues, develop recommendations, and present solutions.

- **Prerequisites:** MGMT 535, departmental approval
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MGMT 570: Global Strategy

- **Credits:** 3
- **Description:**

Involves analysis and formulation of strategies for competing internationally. Covers global market entry, competitive dynamics, and cross-border mergers and acquisitions.

- **Prerequisites:** MGMT 501
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MGMT 598: Special Topics in Management

- **Credits:** 1–3 (variable)
- **Description:**

Selected advanced topics in management offered on a rotating basis. Recent topics include sustainable business models, digital transformation, and agile organizations.

- **Prerequisites:** As announced per offering
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MGMT 599: Capstone Management Project

- **Credits:** 4
- **Description:**

Culminating project synthesizing knowledge from the MBA program. Students develop and present a comprehensive business case or strategic plan for a real or hypothetical organization.

- **Prerequisites:** Completion of core MBA courses, departmental approval
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Notes

- **Course Rotation:** Some courses are offered every semester, while others are available annually or biennially. Current schedule available on the Cendara University portal.
- **Enrollment:** For prerequisites marked “departmental approval,” contact the department office at management@cendara.edu.
- **Internship and Practicum:** Placement assistance is provided. Enrollment contingent on GPA and advisor recommendation.

For further details or course planning, please consult with your academic advisor in the Department of Management.