

Descriptions - LYMAN BRIGGS COLLEGE

of

Courses

361. *Philosophy of Technology*

Fall, Winter. 4(4-0) Sophomores or approval of college. Interdepartmental with the Department of Philosophy.
Is our technology desirable? Are its social forms desirable? What alternatives are there? Students will develop and defend their own appraisals of technology.

372. *Introduction to Symbolic Logic*

Fall, Winter. 4(4-0) Sophomores or approval of college.
Concepts, notation and application of truth—functional and quantificational logic. Special topics may include axiomatics, meta-theory, modal logic, fallacies, paradoxes, inductive argument, the justification of logic.

373. *Introduction to the Philosophy of Science*

Winter, Spring. 4(4-0) Juniors or approval of college.
Philosophical problems about the character and justification of scientific knowledge. Possible topics: concept formation, theory construction, scientific explanation, confirmation theory, "logic" of discovery, philosophical implications of physical theories.

374. *Historical Problems in the Biological Sciences*

Fall, Winter. 4(4-0) Juniors or approval of college.
Various themes or periods in the biological sciences. The course may emphasize the pattern of theoretical development, changes in explanatory ideals, the interaction of external factors and scientific ideas, etc.

375. *Historical Problems in the Physical Sciences*

Spring. 4(4-0) Juniors or approval of college.
Various themes or periods in the physical sciences. The course may emphasize the pattern of theoretical development, changes in explanatory ideals, the interaction of external factors and scientific ideas, etc.

376. *Historical Problems in Technical Change*

Fall, Spring. 4(4-0) Juniors or approval of college.
Factors which influence technical change. Exploration of both historical and contemporary problems of technology and technical change.

377. *The Natural Environment: Perceptions and Practices*

Spring. 4(4-0) Sophomores.
Factors which have influenced U.S. environmental attitudes as reflected in art and literature. Ways in which changing attitudes have led to changes in legislation and practice.

378. *Popular Culture and Technical Change*

Winter. 4(4-0) Juniors or approval of college. Interdepartmental with American Studies.
Interrelationships among elements of mass culture and technical change. Introduction to relevant research methods.

483. *Philosophy of Physical Science*

Fall. 4(4-0) Nine credits in physical science or approval of department. Interdepartmental with the Department of Philosophy.
Philosophical problems of the physical sciences. The topics will be taken from such areas as: quantum mechanics, space-time, classical mechanics, relativity.

484. *Philosophy of Biological Sciences*

Winter, Spring. 4(4-0) Nine credits in science or approval of department. Interdepartmental with the Department of Philosophy.
Methodological notions and problems of the biological sciences such as: observation and measurement, classification, teleological and functional explanation, teleological systems, emergentism, vitalism, value neutrality.

490. *Directed Study*

Fall, Winter, Spring. 1 to 6 credits. May reenroll for a maximum of 12 credits. Juniors and approval of college.
Faculty directed studies in curricular areas which are normally related to regular course offerings.

- A. Directed Study—General
- B. Directed Study—Biology
- C. Directed Study—Chemistry/Physics
- D. Directed Study—Mathematics
- E. Directed Study—Science Studies

491. *Senior Seminar I*

Fall, Winter, Spring. 3(3-0) Seniors or approval of college.
Selected interdisciplinary problems concerned with the interface between science and society or science and man are identified and formulated. A bibliography is generated and an outline for a thesis prepared.

492. *Senior Seminar II*

Fall, Winter, Spring. 3(3-0) LBC 491.
The thesis planned in LBC 491 is written and evaluated.

493. *Field Experience*

Fall, Winter, Spring. 1 to 15 credits. May reenroll for a maximum of 16 credits. Approval of college.
Experiential learning related to the public or private practice of science and technology.

495. *Independent Study*

Fall, Winter, Spring. 1 to 12 credits. May reenroll for a maximum of 12 credits. Juniors and approval of college.
Student conceived individual courses of study in curricular areas. Preliminary faculty approval and continuing guidance.

- A. Independent Study—General
- B. Independent Study—Biology
- C. Independent Study—Chemistry/Physics
- D. Independent Study—Mathematics
- E. Independent Study—Science Studies

MANAGEMENT

MGT

College of Business

101. *Introduction to Business*

Fall, Winter, Spring. 4(4-0) University College students or approval of department.
Functions performed by business and the role of administration in our economy as a whole and in the operation of a specific business. Four major objectives: to aid students in choosing a vocation, to help business majors select a field of concentration, to show the place of specialized techniques presented in more advanced business courses, and to give some familiarity with common business practices and terminology.

302. *Organization and Administration*

Fall, Winter, Spring, Summer. 4(4-0) Junior Business majors; EC 201 and AFA 201.
Analysis of the internal organization structure and of executive roles and functions in the business enterprise and other goal-directed institutions. Examines administrative and managerial concepts in the context of behavioral research in business. Cases and outside research reports are used for specific analyses.

303. *Materials and Logistics Management*

(300.) Fall, Winter, Spring, Summer. 4(4-0) Juniors in the College of Business or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.
Management concepts and techniques for purchasing, operations and distribution processes. Productivity and profit contributions. Planning, analysis and control of purchasing, production and transportation-distribution.

304. *Operations Planning and Control*

(301.) Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.
Managing the production system. Product development, process selection, facilities location and layout; staffing; materials, cost and quality control.

305. *Purchasing Management*

Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.
Planning, organizing and controlling the purchasing function within organizations. Purchasing responsibilities, objectives and policies. Source selection and evaluation. Price, cost and value analysis. Negotiation. Managing purchase inventories.

306. *Analysis of Processes and Systems*

Fall, Winter, Spring. 4(4-0) CPS 110, MTA 317 or concurrently.
Analysis of some fundamental systems and process concepts which are basic to industrial management. The course is oriented toward computer model building, acquainting the student with the use of the computer as an instrument for analysis of complex problems in industry. Course includes consideration of criteria for efficiency and optimization, and program planning.

310. *Fundamentals of Personnel Administration*

Fall, Winter, Spring, Summer. 4(4-0) Juniors.
Organization, functions, and policy administration of employee relations activities in the business enterprise; consideration of new techniques of employment, training, wage payment, morale-building, and employee security.

341. *Transportation Distribution Systems*

Fall, Winter, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.
Application of economic and business principles to transportation and distribution systems. Functional analysis of all major transport modes. Identification of major issues, analysis of alternatives and discussion of probable future outcomes.

- 342. Traffic Management**
Winter, Spring, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration. Basic practices related to purchasing and operating transportation services for private and public enterprises.
- 403. Research and Negotiation for Purchasing Materials and Management**
Winter. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration. Applied research and planning focusing on the purchasing and materials management functions in organizations. Preparation for and conducting purchase negotiations. Field research studies. Administration of the research and planning effort.
- 405. Operations Management Topics**
Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration. Consideration of current and controversial questions in operations management. Field experience to study operations and policies in business. Industry studies; impact of new technology and government regulations.
- 406. Introduction to Management Science**
Winter. 4(4-0) MGT 306. Quantitative models and techniques applied to various business problems integrating the computer into the problem solving process. Topics include linear programming, integer programming, dynamic programming, queuing problems, Bayesian Decision Theory, theory of games.
- 407. Materials and Logistics Policy**
Winter, Spring. 4(4-0) MGT 303 plus 12 credits in MLM Program. Interdepartmental with and administered by the Department of Marketing and Transportation Administration. Analysis of comprehensive cases incorporating topical coverage of the entire materials and logistics management program.
- 409. Business Policy**
Fall, Winter, Spring, Summer. 4(4-0) Seniors in business administration and MGT 302; AFA 391; MTA 300. Problems, methods, and analytical frameworks for building and maintaining consistent and effective policy frameworks in the business enterprise. Written and oral analyses are made of comprehensive cases cutting across the major functions within business organizations. Team and individual reports are required.
- 411. Personnel Selection and Development**
Winter. 4(4-0) MGT 310; MTA 317. Manpower input problems of business organizations—manpower planning, recruitment, selection, placement, training and development at all levels. Focus is on policy issues, research findings, and advanced techniques.
- 412. Compensation and Motivation**
Spring. 4(4-0) MGT 310. Manpower motivation and compensation problems in business organizations—performance appraisal, job evaluation, wage and salary administration, non-financial incentives and the impact of job content and job context factors on performance.
- 413. Occupational Safety and Health Administration**
Fall, Winter. 4(4-0) Juniors; MGT 302 for majors. Programs and procedures for control of work accidents and maintenance of health in business and other organizations. Analysis of costs related to employee and product safety. Administration of a safety program in compliance with new Federal law.
- 414. Human Relations in Business**
Fall, Winter, Summer. 4(4-0) MGT 310. Seniors; approval of department. Students may not receive credit in both MGT 414 and PSY 356. Human problems in business administration: examination of the empirical research dealing with organizational and administrative problems in business, including morale, motivation, authority, power, centralization, commitment, and mobility.
- 415. Managerial Approaches to Collective Bargaining**
Winter, Spring. 4(4-0) MGT 302 or Junior non-business majors. Union-management problems and managerial strategy and tactics in collective bargaining—the union challenge, legal constraints, negotiations and operating under the contract, dimensions of cooperation and conflict.
- 417. Minorities and Women in the World of Work**
Fall, Spring. 4(4-0) Senior majors or approval of department. Interdepartmental with the Department of Racial and Ethnic Studies and the School of Social Work. Racial, ethnic, sexual and other minority experiences and problems in the world of work. Awareness training approach (what it's like to be ...) featuring movies, guests, subgroup discussions and encounter-type exercises.
- 445. Physical Distribution Management**
Fall, Winter, Spring. 4(4-0) MTA 303 or approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration. Micro analysis of private and public physical distribution systems. Emphasis on component parts of the movement system; analytical tools used in planning, implementing and controlling the system.
- 468. Field Studies**
Fall, Winter, Spring, Summer. Variable credit. May reenroll for a maximum of 8 credits. Business administration majors and approval of department. Planned program of observation, study, and work in selected business firms. Designed to supplement classroom study in such a way as to make maximum contribution to students' total educational experience. Field work may be arranged in finance, insurance, marketing, personnel management, production management, purchasing, real estate, retailing, transportation and banking.
- 800. Materials and Logistics Management**
Fall, Winter, Spring, Summer. 4(4-0) Graduate students. Interdepartmental with the Department of Marketing and Transportation Administration. Management concepts of and frameworks for acquisition, conversion and distribution processes. Impact on business and social systems, productivity and profits. Emphasis on planning, analysis and control of purchasing, production and physical distribution.
- 801. Operations Management**
Winter. 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration. Managing the production system. Strategies of product and process selection. Design of production facilities: location, layout and capacity. Organizing and staffing operations and work measurement. Controlling quality and costs.
- 803. Purchasing Administration**
Winter, Spring. 4(4-0) MGT 800. Interdepartmental with the Department of Marketing and Transportation Administration. Purchasing objectives, responsibilities, policies and organization. Source selection, evaluation and development. Negotiations. Purchase planning and evaluation.
- IDC. Seminar in Industrial Relations**
For course description, see Interdisciplinary Courses.
- 806. Organization and Administration**
Fall, Winter, Spring, Summer. 4(4-0) Approval of department. Dynamics of organization: the organization seen as an open system interacting with a rapidly changing environment, as a structure of organized human cooperation, as an instrument of managerial strategy; current theory and research applied to organizational process and design.
- 807. Administrative Policy**
Fall, Winter, Spring, Summer. 4(4-0) MGT 806, MTA 805, AFA 889. Last term MBA students or approval of dean. Application of administrative theory and techniques to business situations through cases cutting across major functions within business organization. Cases viewed from standpoint of general management with consideration of social and physical environmental forces surrounding the firm.
- 808. Seminar in Management, Organization, and Administration**
Fall, Winter, Spring, Summer. 4(4-0) May reenroll for a maximum of 12 credits. Philosophy, practice, research, and current problems in management, organization, and administration. Historical and current literature, lectures, discussion, individual research, cases and plant visits are methods of study used in various terms.
- History of Management Thought**
Fall. Development of management concepts as evidenced in the writings of major contributors. Environment factors and relation of early ideas to current thought.
- Contemporary Issues in Administration**
Spring. Recent and current developments in the administration of business enterprises. Examination of theory and practice.

Descriptions - MANAGEMENT

of

Courses

Organization Theory

Winter, Summer.

Critical and comparative consideration of organization theory with special reference to industrial organizations. Problems of organization structure and administrative practice in the management of business concerns are analyzed in the light of objectives, environment, and current theories.

809. Transportation Distribution Strategies

Fall, Winter. 4(4-0) MGT 800.

Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Planning and control of the enterprise's transportation and physical distribution system. Emphasis on detailed examination of component parts of the movement storage system.

810. Personnel Management

Fall, Winter, Summer. 4(4-0) MGT 806.

Principles and methods of recruiting, selecting, training, evaluating, motivating, and rewarding personnel. Fringe benefits, retirement, absenteeism, and other employee benefit problems.

811. Advanced Problems in Personnel Management

Fall, Spring, Summer. 4(4-0) May reenroll for a maximum of 8 credits. MGT 810.

Advanced studies in selected administrative and technical policies and practices in employee relations, with individual and group project work and research.

812. Systems Design Modeling

Winter, Spring. 4(4-0) MGT 800.

Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Research procedure and planning models for design of the firm's logistical system. Emphasis on situational analysis, research methodology, data analysis, analytical techniques and implementation.

813. Human Relations in Management

Fall, Spring. 4(4-0) Approval of department.

The executive role: Theories and techniques of leadership, communications, conflict management, morale, motivation, authority, power, examined by means of cases, role playing, laboratory exercises, and study of behavioral science research findings.

814. Occupational Safety and Health Management

Spring. 4(4-0) Graduate students or approval of department.

Objectives and procedures for managerial control of work injuries and illness in business and other organizations. Complying with federal and state law, correcting hazards, analyzing costs, modifying behavior. Product safety.

815. Materials Forecasting

(802.) Fall, Spring. 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Causes and consequences of supply dynamics. Analyses and forecasts of national and international materials and purchasing business trends. Influences of material resource problems on policies, strategies and behaviors.

816. Transportation Policy and Plans

Fall, Winter. 4(4-0) MGT 800. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

An operational model and theoretical perspective on national policies that are apt to shape the future of the transportation system. Interaction of government, carrier, and user logistics and distribution strategies.

818. Supervisory and Executive Development

Fall, Spring, Summer. 4(4-0) MGT 806 or MGT 808.

Theory and research of developmental stages of executive careers. Special emphasis on: impact of organization on executive potentiality; forces influencing development of executive skills and abilities; studies of antecedents of executive role performance; role of training programs.

821. Production and Inventory Planning and Control

Winter, Spring. 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Theory and practice of production and inventory planning and control. Focus on computer based planning systems for material requirements including aggregate planning, master scheduling, capacity planning, shop floor control and inventory planning.

831. Computers and Systems Analysis for Business

Fall, Spring. 4(4-0) MGT 832 or concurrently; MTH 111 and STT 315 or concurrently; or 12 credits of college mathematics. Open only to selected MBA candidates.

Computer programming and systems analysis in business administration.

832. Statistical Methods for Business

Fall, Spring. 4(4-0) MGT 831 or concurrently; MTH 111 and STT 315 or concurrently. Open only to selected MBA candidates.

Statistics for analysis and research in business.

833. Decision-Making Models

Fall, Winter, Spring, Summer. 4(4-0) MGT 831, MGT 832; AFA 840 or concurrently.

Normative decision analysis in business under different assumptions of information availability.

834. Linear Optimization Models

Fall, Spring. 4(4-0) MGT 833, MTH 228, STT 423.

Linear Programming; basic concepts and terminology. Model building with LP with applications to problems from business. The simplex method. Introduction to dual problems. Economic interpretations of duality. Post-optimality analysis.

835. Nonlinear Optimization Models

Winter, Summer. 4(4-0) Students may not receive credit for both SYS 835 and MGT 835. CHE 465 or MGT 834 or knowledge of linear programming. Interdepartmental and jointly administered with Systems Science. Interdepartmental with the Department of Chemical Engineering.

Nonlinear optimization-examples and applications. Kuhn-Tucker Theory. Saddle point optimality conditions. Algorithms for problems with constraints. Unconstrained optimization; introduction to search methods.

836. Applied Stochastic Processes for Business

Spring. 4(4-0) MGT 833, MTH 228, STT 423.

The structure and analysis of stochastic models common to business and economics. Topics may include the Poisson process, renewal-reward processes, discrete Markov processes, with examples from queuing, reliability, maintenance and inventory.

841. Materials and Logistics Management Policy

Spring, Summer. 4(4-0) MGT 800 plus 30 credits in the MBA Program.

Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Case course that integrates the materials and logistics management program. Emphasis on problem recognition, applying course materials and preparation of plans that improve total systems performance.

860. Corporation Management and Society

Spring. 4(4-0) MGT 806.

Analysis of the emerging character of administrative structure of the large corporation. Administrative autocracy, corporate government, stockholder and director relationships. Examination of ethics of decision making, strategic values and priorities basic to resource allocation decisions.

880. Organization and Control in the Political Economy: Institutions and Theory

Winter of even-numbered years. 4(4-0) Interdepartmental with and administered by the Department of Economics.

Organization and technique in choice and implementation of economic, especially planning and programming, functions of political authority.

881. Organization and Control in the Political Economy: Selected Problems

Winter of odd-numbered years. 4(4-0) Approval of instructor. Interdepartmental with and administered by the Department of Economics.

Analysis of role and tasks, appropriate techniques and organizational structures of political agencies in planning and management of complex programs.

890. Special Problems

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

906. Behavioral Research: Organization

Winter. 3 credits. MTA 905.

Concepts and methods of behavioral science research that are applicable to the study of organization as a strategic device in the development of tangible and intangible values and in the control of elements of business enterprise.

907. Seminar in Organizational Behavior

Fall. 4(4-0) MGT 806.

Directed reading on the behavior of individuals within business organizations. Theory and research in motivation, leadership, and group dynamics are covered.

908. Seminar in Organization Theory
Winter. 4(4-0) MGT 806; doctoral candidates; master's candidates with approval of department.
Directed reading and research on issues in contemporary organization theory.

911. Seminar in Personnel Research
Spring. 4(4-0) MGT 810; doctoral candidates; master's candidates with approval of department.
Directed reading and research on issues in contemporary personnel administration theory and practice.

937. Systems Simulation
Fall. 4(4-0) MGT 836, STT 423, MTH 228. Interdepartmental with the Department of Statistics and Probability.
The concept of a model, model building, characteristics of simulation models. Techniques of computer simulation. Simulation models in research and management planning/control. Validation and experimental design. Special purpose languages.

948. Mathematical Programming For Business
Spring. 4(4-0) MGT 836, MTH 334, MTH 426, STT 863. Interdepartmental with the Department of Statistics and Probability.
Large mathematical programs with special structure. Duality and decomposition in mathematical programming. Basic theory of dynamic programming; multistage decision processes and the principle of optimality. Risk, uncertainty, and introduction to stochastic and adaptive control processes.

949. Advanced Applied Stochastic Processes
Winter. 4(4-0) MGT 836, MGT 937. Interdepartmental with the Department of Statistics and Probability.
Selected topics from the following areas: Semi-Markov, Markov-renewal and regenerative process models; Markov and semi-Markov decision processes; decision theory, applications from production, inventory, reliability, queuing, and gaming theory.

999. Doctoral Dissertation Research
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

MARKETING AND TRANSPORTATION ADMINISTRATION MTA
College of Business

292. Selected Topics
Fall, Winter, Spring. 3(3-0) or 4(4-0) May reenroll for a maximum of 8 credits when a different topic is taken.
Selected subject matter of current interest in marketing: social, institutional, and managerial, etc., topics. Subject varies by terms.

300. Marketing Management in Business and Society I
Fall, Winter, Spring, Summer. 4(4-0) EC 200, AFA 201 or AFA 330.
Firm and consumer roles in the exchange system for goods and services. Competitive analysis of market structures and marketing management. Fitting product-service offerings to various customer group needs.

301. Marketing Management in Business and Society II
Fall, Winter, Spring, Summer. 4(4-0) Juniors, MTA 300.
Development of distribution, communication and pricing policies. Integration of product, distribution, communication and price policies into a marketing plan. Emphasis on financial aspects of marketing and impact on society.

303. Materials and Logistics Management
(MGT 300.) Fall, Winter, Spring, Summer. 4(4-0) Juniors in the College of Business or approval of department. Interdepartmental with and administered by the Department of Management.
Management concepts and techniques for purchasing, operations and distribution processes. Productivity and profit contributions. Planning, analysis and control of purchasing, production and transportation-distribution.

304. Operations Planning and Control
(MGT 301.) Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Management.
Managing the production system. Product development, process selection, facilities location and layout; staffing; materials, cost and quality control.

305. Purchasing Management
Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Management.
Planning, organizing and controlling the purchasing function within organizations. Purchasing responsibilities, objectives and policies. Source selection and evaluation. Price, cost and value analysis. Negotiation. Managing purchase inventories.

311. Personal Selling
Fall, Winter, Spring, Summer. 3(3-0) MTA 300.
Theories, principles, methods and techniques of personal selling with application to different buyer-seller situations. Development of interpersonal communication skill. Career opportunities in selling.

313. Sales Management
Fall, Winter, Spring, Summer. 4(4-0) MTA 300.
Organization and administration of the firm's personal selling. Topics include: recruitment, selection, training, compensation, evaluation, development, and motivation of salesmen; market assessment, territory alignment, and quotas; segmental analysis and budgeting.

316. Fundamentals of Statistical Inference
Fall, Winter, Spring, Summer. 4(5-0) STT 315. Primarily for students in the College of Business. Interdepartmental with and administered by the Department of Statistics and Probability.
Description of sample data, applications of probability theory, sampling, estimation, tests of hypotheses.

317. Quantitative Business Research Methods
Fall, Winter, Spring, Summer. 4(5-0) STT 315. Interdepartmental with the Department of Statistics and Probability.
Application of statistical techniques to business decision making. Topics covered include applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

320. Consumer and Buyer Behavior
(420.) Fall, Spring, Summer. 4(4-0) MTA 300.
Consumer buyer behavior characteristics, theories and research methods for marketing and strategies and problem solving. Emphasis on predicting and understanding purchase behavior for best firm/buyer needs match.

335. Food Processing and Distribution Management
Winter. 3(3-0) MTA 300 or FSM 200. Interdepartmental with Food Systems Economics and Management.
Analysis of problems faced in the food processing and distribution system. Includes functional interrelationships, consumer orientation and future development.

341. Transportation Distribution Systems
Fall, Winter, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Application of economic and business principles to transportation and distribution systems. Functional analysis of all major transport modes. Identification of major issues, analysis of alternatives and discussion of probable future outcomes.

342. Traffic Management
Winter, Spring, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Basic practices related to purchasing and operating transportation services for private and public enterprises.

351. Retail Management
Fall, Winter, Spring, Summer. 4(4-0) MTA 300, AFA 201 or concurrently.
Management methods, locational analysis, store organization, personnel planning, merchandising, buying and pricing techniques and customer service policies for retail firms. Survey of retailing and its role in distribution.

400H. Honors Work
Fall, Winter, Spring. 1 to 15 credits. Approval of department.
Investigates models, concepts and research findings of particular significance to effective decision making in administration of marketing and transportation systems.

403. Research and Negotiation for Purchasing Materials and Management
Winter. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Management.
Applied research and planning focusing on the purchasing and materials management functions in organizations. Preparation for and conducting purchase negotiations. Field research studies. Administration of the research and planning effort.