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## LaGrange College

### Course Catalog - Business

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#### Business - Minor in Business

**Type:**Minor

Any major course of study may be enriched by a minor in Business. If you plan to manage your own practice (medicine or law), open your own gallery or performance venue (art or music), or if you just want to be more savvy about operations, marketing, or entrepreneurship, you will benefit from skills gained in this minor.

A Minor in Business consists of the following 15 semester hours of coursework:

- [ACCT 2211](#)
  - [ECON 2200](#)
  - [MGMT 2200](#)
  - [MRKT 3380](#)
  - [MGMT 3370](#) or [ENTR 3000](#)
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## Marketing Design (Minor) - Minor in Marketing Design

**Type:**Minor

The minor in Marketing Design is available to students majoring in any area. Students will enhance their skills in technology, communication and business with this interdisciplinary minor from the Departments of Art and Design and Business.

A minor in Marketing Design consists of the following 18 semester hours of coursework:

- [ARTD 2201](#)
- [ARTD 2222](#)
- [ARTD 3222](#)
- [MRKT 3380](#)
- [MRKT 4435](#)
- [MRKT 4480](#)

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## ECON 2200 - Principles of Economics

An introduction to the science of economics and its analytical tools. This course is devoted to providing the student with a thorough understanding of the basic principles of a) microeconomics: the study of the economic behavior of individual households and firms and the determination of factor prices, and b) macroeconomics: the study of the determination of the aggregate levels of income, output, employment, and prices and the examination of fiscal and monetary policy.

**Grade Basis:** AL

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Restrictions:**

- Offered in fall and spring semesters

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## MGMT 2200 - Foundations in Business

Businesses – whether large or small, public or private, product or service oriented, traditional corporate model or mission-based – have much in common. Students explore those commonalities in the course, which offers an introduction to the functional areas of business. The course is designed around a business simulation called BizCafé, in which entrepreneurial teams managing all aspects of a small coffee shop for nine weeks, developing creative, critical thinking, and problem-solving skills and gaining insights into the integrative approach required in today's business world.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Restrictions:**

- Offered in fall and spring semesters
- 

**MGMT 3312 - Business Communication**

This course provides an opportunity for students to practice all forms of business communication, including written documents and reports, oral presentations, phone, e-mail, and meetings. Particular consideration will be given to audience analysis, appropriate medium, cultural and gender issues, feedback, and biases affecting communication.

**Grade Basis:** L**Credit hours:** 3.0**Lecture hours:** 3.0**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered in Fall and Spring terms
- 

**MGMT 3370 - Management and Organizational Behavior**

The course explores the art and science of management and examines behaviors at the individual, group, and enterprise levels that advance or hinder work in organizations. The focus will be on understanding how to effectively manage performance and change in today's complex business environment.

**Grade Basis:** AL**Credit hours:** 3.0**Lecture hours:** 3.0**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered in Fall and Spring terms
-

## **MGMT 3372 - Operations Management**

A study of the application of the science of management in the operations management environment. Primary emphasis placed on the theories, principles, and tools that improve the efficiency and effectiveness of the operations manager.

**Grade Basis:** AL

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [MGMT 3370](#) - Management and Organizational Behavior

**Restrictions:**

- Offered on demand.
- 

## **MGMT 3385 - Management Information Systems**

This course teaches students to appreciate and critically evaluate the ways management employs technology to advance the objectives of business and industry. Topics include IT infrastructure and new technologies in use, including AI, managing digital applications to meet operational expectations, and ethical challenges inherent in increased access to customer information. Note: Students may also satisfy this major requirement with the successful completion of DATA 3000.

**Grade Basis:** AL

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered in spring semester
- 

## **MGMT 3392 - International Business**

This course is a comprehensive study of the economic forces affecting global commerce and the socioeconomic complexity in which the international manager live and work. The course is designed to provide the student with an understanding of both the global macro-economic environment as well as grasp some of the essentials of managing the micro-economic variables in a global context.

**Grade Basis:** AL  
**Credit hours:** 3.0  
**Lecture hours:** 3.0

**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered on demand.
- 

## **MGMT 3393 - Cultural Aspects of International Business**

In today's global environment, business professionals are likely to work alongside people and organizations whose organizing frameworks and practices are informed by value systems and perspectives that differ from those of the Western world, often resulting in behavior patterns with which many of us are unfamiliar. In this course, students will explore global business models and operations through the lenses of various cultural traditions and orientations and learn why developing cultural intelligence is critical to meeting the challenges and complexities of international business.

**Grade Basis:** L  
**Credit hours:** 3.0  
**Lecture hours:** 3.0

**Prerequisites:**

- [MGMT 3370](#) - Management and Organizational Behavior

**Restrictions:**

- Offered in spring semester
- 

## **MGMT 4451 - Legal and Ethical Environment of Business**

This course addresses the legal and ethical implications of business decisions. Using texts, case studies, and current issues, students will study topics including hiring policies and practices, workplace culture, contracts and negotiation, workplace safety, and antitrust issues. The emphasis in each topic covered will be understanding the ethical underpinning of a proposed action or policy.

**Grade Basis:** AL  
**Credit hours:** 3.0  
**Lecture hours:** 3.0

**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered in fall and spring semesters
- 

## **MGMT 4460 - Internship in Business**

An internship is designed to give students direct exposure and experience working in a professional environment. It requires, and develops, both content knowledge and soft skills. Pre-majors may consider an exploratory internship in any area; majors are encouraged to complete an internship in the discipline in which they desire to work after graduation. Students will work with the department faculty and the Assistant Director of the Career Planning Center to initiate the internship request. Since this is an academic experience, students will develop a learning contract in collaboration with the site supervisor, will complete written reflections during the semester, and will complete a portfolio at the end of the semester. Students may choose to complete more than one internship, but no more than 6 credit hours may be applied toward the student's graduation requirements.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Restrictions:**

- must have sophomore standing
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## **MGMT 4492 - Seminar in Global Business**

The seminar allows students to conduct in-depth research on a current global business issue. While general guidance is provided by the instructor, students will be expected to work independently on the approved research topic(s) to examine issues from multiple perspectives and to make recommendations to resolve or mitigate those issues. In addition to submitting the research paper, students will present their findings during a scheduled Contact Hour.

**Grade Basis:** AL

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [MGMT 3393](#) - Cultural Aspects of International Business

**Restrictions:**

- Offered on demand.
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## **MRKT 3380 - Principles of Marketing**

This course is designed to expose the student to the basic framework on which marketing and its decisions are based. It provides an understanding of marketing in a changing environment and incorporates the traditional concepts with the realities of business today. It presents the concepts and applications that are relevant to the decision maker and is the foundation for the advanced courses in marketing.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

**Restrictions:**

- Offered on demand.
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## **MRKT 4435 - Social Media and Branding**

Companies must develop effective branding strategies for their products and services. This course focuses on the strategic essentials of creating strong brands, brand management strategy, and strategies for using social media to build brands. Topics covered through text and simulations include: what constitutes a strong “brand” (from both marketing and legal perspectives); using brand personalities and cultures to create customer value and loyalty; strategies for building brand equity through positioning and social media; brand leveraging strategies (e.g. brand extensions) and brand alliances (e.g. co-branding). Students will have the opportunity to own certification in Hootsuite and Hubspot.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [MRKT 3380](#) - Principles of Marketing

**Restrictions:**

- Offered in spring semester
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## **MRKT 4480 - Advanced Marketing**

This course provides training in marketing decision making, using case studies simulating actual business settings to help students develop analytical abilities and sharpen their communication skills. Note: Students may complete SPMG 3100 in lieu of MRKT 4480 to satisfy this major requirement.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [MRKT 3380](#) - Principles of Marketing

**Restrictions:**

- Offered on demand
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## **MRKT 4484 - Special Topics in Marketing**

A series of “special topic” courses providing students with exposure to issues and concepts not covered in their regular coursework. Prerequisites: senior standing and consent of instructor.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

**Prerequisites:**

- [MRKT 3380](#) - Principles of Marketing

**Restrictions:**

- Offered on demand.
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**LaGrange College**

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