

ADDENDUM

Page 139:

ENG 1301 is no longer a co-requisite to COM 1301, it is a pre-requisite.

COM 1301 Communication through Speaking 3(3-0)

Pre-requisite: ENG 1301

The focus of the course is to develop public speaking and group discussion skills. Students will engage in a number of public speaking activities designed to promote competency in the delivery of speeches, organization of ideas, methods of argumentation, utilization of supporting materials, selection of language, and use of narratives. Students will work in small groups and teams to do research, presentations, interviews and interactive role plays.

Page 101 (see additional courses in bold text):

CONCENTRATION ONE IN MANAGEMENT

HRD 3301*	Human Capital Management	3 SCH
HRD 4303	Leadership and Management Development	3 SCH
MGT 4304	Organizational Behavior	3 SCH
MGT 4305	Advanced Organizational Behavior	3 SCH
MGT 4306	Seminar in International Management	3 SCH
MGT 4307	Management of Small Enterprises	3 SCH
MGT 4308	Management of Change	3 SCH
MGT 4310	Tourism and Hospitality Management	3 SCH
MGT 4311	Quality Management	3 SCH
MGT 3399	Special Topics in Management	3 SCH

*BA students with a concentration in Management and a minor in HRD (who need to take HRD 3301 as part of their minor requirements) will have the choice to:

- a. Count HRD 3301 as part of their concentration in Management, and be given the right to choose another course as the third required course of their minor, or
- b. Count HRD 3301 as part of their minor in HRD and fulfill their concentration requirements with other courses (that may include HRD 4303).

Note: GBU 5399 (Research Methodology) is no longer offered as a course for the Concentration One in Management.

Page 102 (see additional courses in bold text):

CONCENTRATION TWO IN MANAGEMENT 12 SCH

1. Required courses

MGT 4304	Organizational Behavior	3 SCH
MGT 4306	Seminar in International Management	3 SCH

2. At least two courses from the following list:

HRD 3301*	Human Capital Management	3 SCH
HRD 4303	Leadership and Management Development	3 SCH
MGT 4305	Advanced Organizational Behavior	3 SCH
MGT 4307	Management of Small Enterprises	3 SCH
MGT 4308	Management of Change	3 SCH
MGT 4310	Tourism and Hospitality Management	3 SCH
MGT 4311	Quality Management	3 SCH
GBU 5399	Research Methodology	3 SCH
MGT 3399	Special Topics in Management	3 SCH

*BA students with a concentration in Management and a minor in HRD (who need to take HRD 3301 as part of their minor requirements) will have the choice to:

- a. Count HRD 3301 as part of their concentration in Management, and be given the right to choose another course as the third required course of their minor, or
- b. Count HRD 3301 as part of their minor in HRD and fulfill their concentration requirements with other courses (that may include HRD 4303).

Note: GBU 5399 (Research Methodology) is no longer offered as a course for the Concentration Two in Management.

Page 201 (see additional course in bold text):

CONCENTRATION IN MANAGEMENT

MKT 5315	Product Management and Marketing	3 SCH
MGT 5307	Managing Organization Resources - Human, Capital and Technical	3 SCH
MGT 5308	Management of Operations and Information Systems	3 SCH
MGT 5309	Logistics and Supply Chain Management	3 SCH
MGT 5310	Risk and Crisis Management	3 SCH
MGT 5311	Diversification and Merger Strategies	3 SCH
MGT 5314	International Business Strategy	3 SCH
MGT 5312	Power, Politics, and Leadership for Global Managers	3 SCH
MIS 5310	Managerial Decision Support Systems	3 SCH

Page 202 (see additional course in bold text):

CONCENTRATION IN MARKETING

MKT 5306	International Marketing	3 SCH
MKT 5307	Marketing Research	3 SCH
MKT 5308	Services Marketing	3 SCH
MKT 5309	Strategic Market Planning	3 SCH
MKT 5310	Advertising and Promotion Management	3 SCH
MKT 5315	Product Management and Marketing	3 SCH
MGT 5309	Logistics and Supply Chain Management	3 SCH

Course Description:

MKT 5315 Product Management and Marketing

3(3-0)

Pre-requisite: MKT 5302 or special permission

This is an advanced course in the marketing management discipline. Students will be exposed at least to the following topics:

- Product concept and requirements/general principles
- Product innovation cycle/interactions within an organization
- Product launch management/influence of brand image
- Product testing – available market research techniques