DEPARTMENT OF MANAGEMENT

College of Business and Public Management
404 Business and Public Management Center
50 Sharpless Street
West Chester, PA 19383
610-436-2304
Department of Management (http://www.wcupa.edu/management)
Evan Leach (ELeach@wcupa.edu), Chairperson
Lisa Calvano (lcalvano@wcupa.edu), Assistant Chairperson

The primary objective of the Department of Management is to provide students with the skills required to manage business and public organizations effectively.

To accomplish this objective, the faculty of the Department of Management will strive:
1. To increase the student’s ability to reason analytically and critically and enhance information literacy;
2. To increase the student’s awareness of the concepts and terms used in current managerial practice;
3. To increase the student’s awareness of the international dimension of business;
4. To increase the student’s skills in written and verbal communication;
5. To increase the student’s ability to use quantitative methods and technology to analyze a business problem;
6. To give the student experience in working productively as part of a team; and
7. To increase the student’s ability to analyze ethical issues in business.

The Department of Management offers a B.S. in Business Management and a B.S. in International Business.

All freshmen and those transfer students who have not completed the required courses will be admitted to the pre-business program.

Philadelphia Campus

The B.S. in Business Management is also offered at the Philadelphia Campus.

Curriculums for programs offered at the alternative PASSHE Center City (http://wcupa.edu/philly) satellite campus in Philadelphia are equivalent to those found on WCU’s main campus. With state-of-the-art classrooms, the Center City location serves the needs of degree completers and/or adult learners who are balancing work and family obligations.

Programs

Majors in Management

Minors in Management


Graduate Opportunities

See the graduate catalog for more information on the Management (http://catalog.wcupa.edu/graduate/business-public-management/management) and Business Administration (http://catalog.wcupa.edu/graduate/business-public-management/business-administration) programs.

Policies
- See undergraduate admissions information. (http://catalog.wcupa.edu/general-information/admissions-enrollment/undergraduate-admissions)
- See academic policies. (http://catalog.wcupa.edu/undergraduate/academic-policies-procedures)

All undergraduate students are held to the academic policies and procedures outlined in the undergraduate catalog. Students are encouraged to review departmental handbooks for program tips, suggested course sequences, and explanations of procedures. When applicable, additional policies for specific department programs may be listed below.

Prerequisites for Entry into the Business Majors:
Accounting, Economics, Finance, Management and Marketing

To apply for their business major, students must:
1. Complete ECO 111, ECO 112, ECO 251, MGT 200, MKT 250, and ACC 201 with a C or better in each course
2. Pass and complete both MAT 113 and MAT 143 with a C or better required in at least one of them. If a student is placed directly into MAT 143 and receives a C or higher or has completed MAT 161 or MAT 162 with a C or better, then the student does not have to take MAT 113 (replaced as a free elective).
3. Have a minimum overall GPA of 2.50
4. Pass an Excel basic skills exam with an 88% or better
5. Have at least 45 credit hours.

These requirements must be met to be eligible to register for 300 and 400 level business courses. The same rules apply to all transfer students—both internal (those from within the University) and external (those from a non-WCU institution).

Management Major Graduation Policies

To graduate with an earned degree from the Department of Management’s major programs, students must have a 2.50 overall GPA.

GPA Requirement for the Minor in Business Law

To be admitted to the business law minor students must have an overall 2.5 GPA. Students must maintain an overall 2.5 GPA and earn a grade of C or better in each course required for the minor.

Faculty

Professors
Brian Halsey (bhalsey@wcupa.edu) (2010)
Graduate Director, School of Business
B.A., Shippensburg University; J.D., Widener University School of Law; LL.M., Villanova University School of Law

Evan A. Leach (eleach@wcupa.edu) (1993)
Chairperson, Management
B.A., Pennsylvania State University; M.A., West Chester University; M.A., Ph.D., Yale University
Courses

BLA

BLA 201. Legal Environment of Business. 3 Credits.
Examines the framework of the American legal system and its impact on the environment in which business operates. Sources of law, including constitutional, statutory, administrative, and common law principles, that define the relationships between government and business; buyers and sellers of goods and services; and employers and employees are discussed. Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

BLA 302. Business and Commercial Law. 3 Credits.
A study of the most widely examined commercial law subjects. It is meant to be a partial preparation for the uniform Certified Public Accountant (CPA) examination. The course also provides business students with knowledge of advanced business law topics, including the following: the Uniform Commercial Code; debtor-creditor relationships; business organizational structures; and, other relevant federal laws and regulations.
Pre / Co requisites: BLA 302 requires a prerequisite of BLA 201.
Distance education offering may be available.
Typically offered in Spring & Summer.

BLA 306. Employment Law. 3 Credits.
This course introduces students to the body of statutory and common law that affects employees and employers in the workplace, with a special emphasis on laws that prohibit discrimination, such as Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act and the Age Discrimination in Employment Act. Other laws examined in this course include laws affecting employee health, safety and welfare as well as statutes designed to protect employees' rights to engage in whistleblower and union activity. Employment Law is designed to help students examine the interaction of legal considerations in the management process. This class is delivered in an online format, and includes video lectures, readings and discussion boards.
Pre / Co requisites: BLA 306 requires a prerequisite of BLA 201.
Distance education offering may be available.
Typically offered in Fall & Spring.

BLA 307. Intellectual Property and the Online Environment. 3 Credits.
Coverage of the basics of patent, copyright, trademark, trade secrets, salient current issues in intellectual property law, and the challenges to copyright law posed by new technologies.
Pre / Co requisites: BLA 307 requires a prerequisite of BLA 201.
Distance education offering may be available.
Typically offered in Spring.

BLA 308. Entrepreneurial Law. 3 Credits.
In-depth coverage of the legal considerations affecting an entrepreneurial enterprise throughout the life cycle of an organization, including pre-startup phases, launch considerations, growth challenges, and exit options.
Pre / Co requisites: BLA 308 requires prerequisites of BLA 201 and ACC 201.
Distance education offering may be available.
Typically offered in Spring.

BLA 309. Labor Law. 3 Credits.
This course examines and analyzes labor-management relationships, particularly with respect to federal laws and regulations, administration of labor contracts, mediation, and arbitration processes. It incorporates all legal aspects of collective bargaining as well as related practices, and strategies of negotiation, unfair labor practices, and the management of organization-union relations. This class is delivered in an online format, and includes video lectures, readings and discussion boards.
Pre / Co requisites: BLA 309 requires a prerequisite of BLA 201.
Distance education offering may be available.
Typically offered in Spring.

BLA 310. Constitutional Law & Business. 3 Credits.
This course is designed to provide students with a more sophisticated understanding of the relationship between government and business. We will examine the sources of constitutional authority for government regulation of business and the constitutional rights afforded business. Students will be encouraged to develop critical thinking and analytical reasoning skills to enhance their decision-making ability. This class is delivered in an online format, and includes video lectures, readings and discussion boards.
Pre / Co requisites: BLA 310 requires a prerequisite of BLA 201.
Distance education offering may be available.
Typically offered in Fall.

DEPARTMENT OF MANAGEMENT

Sandra M. Tomkowicz (stomkowicz@wcupa.edu) (1993)
Director, Pre-Law Program
B.S., La Salle University; J.D., University of Pennsylvania

Xiaowei Zhu (xzhu@wcupa.edu) (2006)
B.S., Beijing Union University; M.A., University of Iowa; Ph.D., University of Wisconsin-Milwaukee

Monica Zimmerman (mzimmerman@wcupa.edu) (2008)
B.S., Messiah College; M.B.A., Pennsylvania State University; Ph.D., Temple University

Associate Professors
Lisa Calvano (lcalvano@wcupa.edu) (2011)
Assistant Chairperson, Management
B.S., Drexel University; M.Sc., London School of Economics; M.B.A., Ph.D., Temple University

David Perri (dperri@wcupa.edu) (2005)
B.A., College of the Holy Cross; M.A., Pennsylvania State University

Paul F. Rotenberg (protenberg@wcupa.edu) (2005)
B.A., Widener University; M.A., Ph.D., University of Akron; SHRM-SCP, The Society for Human Resource Management

Matthew I. Shea (mshea@wcupa.edu) (2012)
B.A., Connecticut College; M.H.A., M.B.A., University of Pittsburgh; Ph.D., Temple University

Assistant Professors
Jennifer R. Bozeman (jbozeman@wcupa.edu) (2016)
B.A., University of Winnipeg; M.B.A., Drexel University; Ph.D., University of Manitoba

Johnna Capitano (jcapitano@wcupa.edu) (2016)
B.S., Ph.D., Drexel University; M.B.A., University of California, Los Angeles

Susan Fiorentino (sfiorentino@wcupa.edu) (2013)
Graduate Coordinator, Management
B.A., West Chester University; M.A., J.D., Villanova University

Kelly Fisher (kfisher@wcupa.edu) (2014)
B.S., Excelsior College; M.B.A., University of North Florida; Ph.D., Monash University

Shayna Frawley (sfrawley@wcupa.edu) (2017)
University of Western Ontario, B.A.; Queens University, M.S.; York University, Ph.D.

Guohua Jiang (gjiang@wcupa.edu) (2013)
B.S., Shanghai Jiaotong University; M.S., Nanjing University; Ph.D., Florida Atlantic University

Vicky Katsioloudes (vkatsiolou@wcupa.edu) (2017)
West Chester University, B.A.; London School of Economics and Political Science, M.S.; Louisiana State University, Ph.D.

Li Lu (lulu@wcupa.edu) (2016)
B.A., Peking University; M.S., Cornell University; Ph.D., University of Southern California

Ma Ga (mark) Yang (myang@wcupa.edu) (2013)
B.A., Hankuk University of Foreign Studies; M.B.A., Ph.D., The University of Toledo

Instructor
Gerard A. Callanan (gcallanan@wcupa.edu) (2001)
B.A., Temple University; M.B.A., La Salle University; Ph.D., Drexel University

Typically offered in Fall.

WEST CHESTER UNIVERSITY
INB

INB 199. Transfer Credits. 1-10 Credits.
Transfer Credits.
Repeatable for Credit.

INB 300. Introduction to International Business. 3 Credits.
Analysis of international business transactions in large and small businesses, multinational and domestic. Functional emphasis on multinational environment, managerial processes, and business strategies.
Pre / Co requisites: INB 300 requires prerequisites of MGT 200 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall & Spring.

INB 403. International Accounting. 3 Credits.
Deal with accounting problems which are peculiar to international or multinational businesses. The financial reporting requirements for foreign income and investments of the FASB and SEC will be analyzed as they affect depreciation, foreign exchange, and statements of income and expenses.

INB 469. International Management Seminar. 3 Credits.
Study of issues confronting executives as they plan, organize, staff, and control a multinational organization. Lectures, case analyses, and outside projects with local firms engaged in, or entering, international business will be utilized.
Pre / Co requisites: INB 469 requires prerequisites of INB 300 and MGT 200 and minimum 2.50 CUM GPA.
Typically offered in Fall & Spring.

MGT

MGT 100. Introduction to Business. 3 Credits.
Survey of the structure and function of the American business system. Topics covered include forms of business organization, fundamentals of management, fundamentals of marketing, basic accounting principles and practices, elements of finance, money and banking, business and government, and careers in business. Open to nonbusiness majors.

MGT 200. Principles of Management. 3 Credits.
Introduction to the principles and functions of management. Examines the management process, organizational theory, planning, decision making, motivation, and leadership in supervisory contexts.
Pre / Co requisites: MGT 200 requires prerequisite of ECO 111.
Typically offered in Fall, Spring & Summer.

MGT 287. Operations and Supply Chain Management in China. 3 Credits.
The course objectives are to learn the latest approaches to Operations and supply chain management in China. A combination of coursework and company site visit in China will enable students to gain a firsthand understanding of Chinese business practices and culture.

MGT 313. Business and Society. 3 Credits.
An analysis of the social, political, legal, environmental, and ethical problems faced by business firms.
Pre / Co requisites: MGT 313 requires prerequisite of MGT 200 (Majors only) and minimum 2.50 CUM GPA.
Gen Ed Attribute: Writing Emphasis.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MGT 321. Organization Theory and Behavior. 3 Credits.
Study of the theoretical foundations of organization and management. The system of roles and functional relationships. Practical application of the theory through case analysis.
Pre / Co requisites: MGT 321 requires prerequisites of MGT 200 (Majors only) and minimum 2.50 CUM GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MGT 341. Production and Operations Management. 3 Credits.
Methods analysis, work measurement, and wage incentives. Production process and system design. Plant location, layout, sales forecasting, inventory, production, and quality control, to include statistical aspects of tolerances, acceptance sampling, development of control charts, PERT, and cost factors.
Pre / Co requisites: MGT 341 requires prerequisites of ECO 351 and MGT 200 and minimum CUM GPA of 2.50.
Distance education offering may be available.
Typically offered in Fall & Spring.

MGT 361. Principles of Project Management. 3 Credits.
This course aims to provide students the principles and concepts of project management and essential skills in project management. This course also helps students to prepare PMI (Project Management Institute) certifications exams, like CAPM Project Management certification. Topics include the core knowledge areas of project management: integration, scope, time, cost, quality, human resources, communication, risk procurement. Several basic tools/methods will be studied, such as Work Breakdown Structure, Gantt Chart, PERT/CPM method, and Crashing. This course will explore the challenges facing today’s project managers and will provide a broad understanding of the project management environment focused on multiple aspects of the project. Skill development is accomplished through lectures, discussion, and project.
Pre / Co requisites: MGT 361 requires a prerequisite of MGT 200.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MGT 399. Transfer Elective Upper Level. 1-10 Credits.
Transfer Elective Upper Level.
Repeatable for Credit.

MGT 431. Human Resource Management. 3 Credits.
Study of the effective management of an organization’s human resources. Topics include recruitment, selection, compensation, performance appraisal, labor relations, and enforcement of equal employment opportunity laws.
Pre / Co requisites: MGT 431 requires prerequisites of MGT 200 (Majors only) and 2.50 Minimum CUM GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MGT 432. Staffing & Development. 3 Credits.
This course examines all aspects of talent acquisition and management in organizations, including workforce planning, staffing, training, career development and performance management. The importance of building an ethical culture that enhances employee engagement and organizational effectiveness is emphasized.
Pre / Co requisites: MGT 432 requires a prerequisite of MGT 200 or department consent for non-business majors.
Typically offered in Fall.

MGT 433. Compensation Management. 3 Credits.
This course examines the development and implementation of compensation systems in organizations. Topics covered include compensation philosophies; economic and social factors affecting compensation plans; pay surveys; pay equity, and specific types of financial and non-financial compensation and benefits.
Pre / Co requisites: MGT 433 requires a prerequisite of MGT 200 or department consent for non-business majors.
Typically offered in Spring.

MGT 441. Introduction to Management Science. 3 Credits.
Business problems in production, inventory, finance, marketing, and transportation translated into application of scientific methods, techniques, and tools to provide these in control of the system with optimum solutions.
Pre / Co requisites: MGT 441 requires prerequisite of MGT 341 (Majors only) and minimum 2.50 CUM GPA.
Typically offered in Fall & Spring.

MGT 451. Systems Management. 3 Credits.
Application of systems theory and principles to the operation of contemporary organizations with emphasis on nonquantitative methods of analysis.
Pre / Co requisites: MGT 451 requires prerequisite of MGT 321 and minimum 2.50 CUM GPA.
MGT 471. Entrepreneurship. 3 Credits.
Organization of a business venture with emphasis on risk, requirements, roles, and rewards. Students develop a simulated venture, with oral and written report.
Pre / Co requisites: MGT 471 requires prerequisites of ACC 201 and ACC 202 and FIN 325 and MGT 200 and MKT 250 and minimum 2.50 CUM GPA. Typically offered in Fall & Spring.

MGT 472. Entrepreneurship: Feasibility and Launch. 3 Credits.
The focus of this course is testing the feasibility and writing a business plan for a new business launch. Students will learn about industry analysis, market research, funding, financial statement projections, management team and personnel, and marketing strategy. Students will test the feasibility of business ideas, select a feasible idea, develop a business plan and present it.
Pre / Co requisites: MGT 472 requires a prerequisite of MGT 471. Typically offered in Fall & Spring.

MGT 483. Management Internship. 3 Credits.
The management internship is designed to enhance the student’s educational experience by providing a substantive work experience in the business world.
Pre / Co requisites: Minimum 2.50 CUM GPA. Consent: Permission of the Department required to add. Repeatable for Credit.

MGT 484. Management Internship. 6 Credits.
The management internship is designed to enhance the student’s educational experience by providing a substantive work experience in the business world.
Pre / Co requisites: Minimum 2.50 CUM GPA. Consent: Permission of the Department required to add. Repeatable for Credit.

MGT 487. Special Topics in Management. 3 Credits.
This course deals with current concepts in management not covered by existing courses. The course content is determined at the beginning of each semester.
Pre / Co requisites: MGT 487 requires prerequisites of MGT 200 and minimum 2.50 CUM GPA. Typically offered in Fall & Spring. Repeatable for Credit.

MGT 488. Independent Studies in Management. 1-3 Credits.
Special research projects, reports, and readings in management.
Pre / Co requisites: Minimum 2.50 CUM GPA. Repeatable for Credit.

MGT 498. Seminar in Management. 3 Credits.
Students are engaged in reading and research on current developments in management. Research project is required to help expand and deepen the horizons of the participants.
Pre / Co requisites: MGT 498 requires a minimum 2.50 CUM GPA and a minimum of 90 credits completed.
Gen Ed Attribute: Writing Emphasis. Typically offered in Fall, Spring & Summer.

MGT 499. Business Policy and Strategy. 3 Credits.
This School of Business capstone course requires all business majors to integrate and apply multidisciplinary knowledge and skills in actively formulating improved business strategies and plans. Case method predominates, and written reports are required.
Pre / Co requisites: MGT 499 requires prerequisites of BLA 201, FIN 325, MGT 200, and MKT 250 and a minimum 2.50 cumulative GPA.
Gen Ed Attribute: Writing Emphasis. Distance education offering may be available. Typically offered in Fall & Spring.

MIS

MIS 199. Transfer Credit Electives. 1-15 Credits.
Transfer Credit. Repeatable for Credit.

MIS 300. Introduction to Management Information Systems. 3 Credits.
A comprehensive introduction to the role of information systems in an organizational environment. This course focuses on transforming manual and automated data into useful information for managerial decision making.
Pre / Co requisites: MIS 300 requires prerequisites of MGT 200 and minimum CUM GPA of 2.50. Distance education offering may be available. Typically offered in Fall & Spring.