

Service Management and Engineering Concentration Course Descriptions	
Core Courses for the Service Management and Engineering Concentration	Course Definition
<p>Foundations of Service Management and Engineering. TCMG 571/MGMT 571</p>	<p>With the rapid growth of the services industry, this course integrates topics from economics, engineering, law, technology and organizational theory to deal with how firms change over time to become more service oriented or become service business and the mechanisms and tools by which they seek innovation and competitive advantage in the service sector. The services life cycle is reviewed. In addition, enabling technologies and how different disciplines help to answer questions about how business services combine, evolve, standardize and mature are covered.</p>
Core Courses for the Technology Management Degree Candidates	Course Definition
<p>Total Quality Management and Continuous Process Improvement TCMG 424</p>	<p>This course presents a comprehensive summary of methods for managing quality and continuous process improvements. The course objective is to develop an operational familiarity with contemporary methods found to be effective. Topics covered include statistical process control, quality function deployment, concurrent design, the house of quality, the Taguchi method, Six Sigma, lean and others. It also covers continuous process improvement methodologies and techniques. This course is intended for those students who do not plan to specialize in quality management.</p>
<p>Finance and Accounting for Non-financial Managers MGMT 535</p>	<p>This class will provide managers with the skills required to read, interpret and apply information about an organization's financial position. Managerial accounting and finance concepts will be presented, followed by financial statement analysis. Topics presented from a managerial perspective will include how accounting data is generated during business operations, how financial statements are created, management of finance to maximize return on investment and stakeholder equity and other related topics. Students will be</p>

	<p>required to participate in case work applying the principles presented in the class. This course is not intended for those seeking to pursue a career in either the financial or accounting services fields.</p>
<p>Global Program and Project Management MGMT 537 / MGMT 532</p>	<p>This course focuses on the managerial aspects of how to more effectively manage, plan and execute programs/projects with a focus on high quality deliverables arriving on time, within budget, within scope and to the customer's satisfaction. Areas covered will include program and project management life cycle phases, executive sponsorship, portfolio investment management selection and prioritization, requirements, scope and project charters, planning, development, estimating, staffing, leadership, scheduling, risk management, change management, project metrics, vendor integration and management and other related topics. This course is based on current and emerging best practices and principles</p>
<p>Leadership, Teams & Managing Change MNGM 580 / MGMT 523</p>	<p>This course focuses on the development of leadership skills important in the effective management of change. Through role-playing exercises, videotapes, diagnostic tools, seminar discussion, selected readings, and a group project, students will learn theory and build interpersonal skills necessary for providing leadership in diverse multicultural groups and organizations. The course will address the managerial issues present in organizations undergoing accelerating change and adopting a culture of creativity. Creating and sustaining high performance multi-cultural and interdisciplinary traditional and virtual teams is covered.</p>
<p>Business Strategy (Capstone) MGMT 561 / MGMT 597</p>	<p>A capstone course dealing with the development and implementation of business strategy and plan within a framework of ethical decision-making, globalization and managing accelerating change. It tests the capability of the student to apply all prior learning to solve actual strategic management problems. The final project of this course is project-based and shall constitute, therefore, an outcome assessment of what the student has learned in the MBA program. This project, normally an extensive and comprehensive case study, will be graded by</p>

	several faculty members representing different and relevant disciplines.
<p>Marketing, Entrepreneurial and Innovation Issues and Practices in Management TCMG 400</p>	<p>This course focuses on strategic marketing, entrepreneurial, intrapreneurial and innovation issues, opportunities and best practices in helping organizations grow in a complex global environment. which have emerged in the last few years such as the growing importance of strategic marketing, voice of the customer, customer service and innovation in helping companies grow as well as achieve and sustain competitive advantage. The business impact of new technologies which enable marketing and innovation are covered. The course also examines the principles of entrepreneurship and intrapreneurship in developing new products, services and processes. In addition to individual assignments, students are assigned to team projects to develop product or service market plans either for start-up businesses or within the context of a corporate venture.</p>
<p>Elective Courses for Service Management and Engineering Concentration</p>	<p>Course Definition</p>
<p>Services Marketing MGMT 546 / MKTG 552</p>	<p>The course addresses the unique problems of marketing intangibles in the broad spectrum of service industries. The course focuses on the development, implementation and control of strategy, systems and people for effective service operations. This is a case study course.</p>
<p>Information Technology Strategy and Governance MGMT 538 / MGMT 533</p>	<p>This course covers information technology plans, strategy, business/IT alignment, governance, environmental, ethical, economic, regulatory, compliance and technical issues and trends with a focus on planning, organizing, justifying, controlling, implementing and integrating concepts and real world experiences. It discusses business and IT balanced scorecards, metrics and key performance indicators. Current and emerging best business and technology strategy and governance best practice frameworks such as COBIT, CMMI, PMBOK, Kano, VOC, QDF, ITIM, Prince2, ITIL, select ISO standards and others will be covered with emphasis on lessons learned, critical success factors and pragmatic solutions. Individual and team projects and case studies are</p>

	integrated into the course.
<p>Information Services Infrastructure, Service Management and Delivery MGMT 557 / IT 552</p>	<p>This course covers the fundamentals of data networking, including signaling, routing and technologies underlying the explosive growth of e- and m-commerce. The managerial issues relevant to network utilization, security and service delivery will be addressed as the underlying communications technologies are discussed.</p>
<p>Additional Elective Courses which can be counted towards the Service Management and Engineering Concentration</p>	<p>Course Definition</p>
<p>Supply Chain Management TCMG 573/MGMT 573</p>	<p>The goal of this course is to cover not only high-level supply chain strategy and concepts, but also to give students a solid understanding of the analytical tools, to understand supply chain design, planning, and operation driven the performance of a firm. It also conveys how supply chain drivers used on a conceptual level during supply chain design and operation leading to performance improvement.</p>
<p>Advanced Intellectual Property Management TCMG 512/MGMT 598</p>	<p>Protection of a business' intellectual property assets can make the difference between success and failure. This course will discuss the strategies and methods available for protection of intellectual property in the global environment. Students will work through the American patent, copyright and trademark processes, including how to prepare and file applications for each. Students completing this course should be able to pass the Patent Agent exam. Global business issues, such as protection of ideas in an off-shoring arrangement, IP co-development and other issues, will also be addressed.</p>
<p>Strategic Sourcing and Vendor Management TCMG 534/MGMT 534</p>	<p>This course covers the rewards and risks of outsourcing and vendor management and identifies where outsourcing should be used and not used. The objectives of the course are to help students understand how to plan, direct, manage and more effectively participate in outsourcing initiatives in terms of the feasibility of outsourcing (off-shore, near-shore, rural-shore, best</p>

	shore), vendor selection, contract negotiation, vendor management and evaluation, risk assessment and terminating outsourcing deals.
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