Management

The Franklin Pierce Difference

The Management Major at Franklin Pierce University prepares students for leadership positions in private industry, non-profits, government, education and international settings. The curriculum builds competence in essential management skills such as motivation, leading a team, goal-setting, entrepreneurship and measuring productivity. Students also gain specific skills in controlling the marketing mix, financial analysis, human resource issues and quality control. The liberal arts core at Franklin Pierce helps Management majors become effective communicators, critical thinkers, creative problem solvers and solid contributors to a work team. This provides a strong advantage in today’s business climate and helps Franklin Pierce graduates make significant contributions to the management field and their companies throughout their careers.

Course Details

Management majors must successfully complete courses in the areas of Organizational Behavior, Economics, Managerial Finance, Human Resources Management, Small Business Management, Public Administration or Government and Business, and Production and Operations Management. A required Senior Independent Project or Internship in Management provides students with real-world business experience and networking opportunities. Electives within the major offer flexibility allowing students to pursue a management focus in such areas as finance, accounting, marketing, and business administration.

Co-curricular Opportunities

- Management students are able to join the Small Business Advisory Group where they serve in a consulting role helping local firms solve management challenges. The Business Advisory group is open to students from several majors, allowing management students to work in a team structure that mirrors the corporate environment.
- Students can participate in the Franklin Pierce chapter of the internationally-recognized Students in Free Enterprise (SIFE) group, partnering with organizations on educational outreach projects and socially-responsible business ventures.
- Franklin Pierce University maintains an active chapter of the Sigma Beta Delta Honor Society for students pursuing management and other business fields.

Student Success

- The Franklin Pierce University SIFE team won the SIFE regional championship in 2005 and 2008, advancing to the national finals where students were able to network with Fortune 500 executives.
- Management students have landed competitive internships with such organizations as the New England Patriots, WHDH-TV and Arnold Worldwide Advertising in Boston.
- Management students helped forge a five-year agreement with the Boston Red Sox to serve as a “Green Team,” promoting recycling efforts and environmentally-friendly practices at Fenway Park.
Management

Major Requirements

In addition to the Individual and Community Curriculum (page 118 of the Academic Catalog) and Divisional Core Requirements (below), the courses listed below must be completed successfully.

MN321 Organizational Behavior
ET102 Principles of Economics II
FM311 Managerial Finance
MN314 Human Resource Management
MN371 Small Business Management
MN348 Public Administration or
MN426 Government and Business
MN365 Production and Operations
MN390 Management Internship or
MN495 Senior Independent Project
MN001 Comprehensive Exam

Students must also complete one managerial elective chosen from the 300 or 400 levels with a MN prefix (Management) and two electives chosen from the 300 or 400-level courses with any of the following business prefixes: AC (Accounting-Finance), BA (Business Administration), ET (Economic Theory), FM (Financial Management), MK (Marketing), MN (Management), and SR (Sports and Recreation Management).

Division of Business Administration

Core Requirements

All students graduating with a major in one of the Division of Business Administration areas must successfully complete the following courses:

AC101 Principles of Accounting I
MN201 Principles of Management
MK201 Principles of Marketing
ET101 Principles of Economics I
FM224 Principles of Financial Management
BA258 Legal and Social Environment of Business
IB364 The Global Economy
MT260 Statistics
BA471 Senior Business Seminar
MN001 Comprehensive Exam

Each student must also complete an internship or Senior Independent Project that includes either a thesis, business plan, or other significant research project.

Divisional Honors

An Honors candidate for any major in the Business Division must have a 3.0 cumulative grade point average and a 3.25 grade point average in all major courses with no grade lower than a C-. A High Honors candidate for any major in the Business Division must have a 3.0 cumulative grade point average and a 3.5 grade point average in all major courses with no grade lower than a C-. Candidates for Honors/High Honors must have completed an advanced internship or a Senior Independent Project that includes either a thesis, business plan, or a significant research project in their major area.

Areas of Study within the Division of Business Administration

- Accounting-Finance (Major, with a Minor in Accounting and a Minor in Finance available to students pursuing a major within the Division)
- Advertising (Minor)
- Arts Management (Major, with concentrations available in Art History, Dance, Fine Arts, Graphic Communications, Mass Communication, Music, and Theatre Arts.)
- Business Administration (Minor)
- Economics (Minor)
- Management (Major, with a Minor in Management available to students pursuing a major within the Division)
- Marketing (Major and Minor offered)
- Sports and Recreation Management (Major and Minor offered)

Management Faculty

Faculty:

Dr. Mack Bean
B.S., Greenville College,
M.B.A., Franklin Pierce College,
Ed.D., Nova Southeastern University

Dr. Bonnie C. Black
B.S.P.E., University of Florida,
M.A., Ed.D., University of Northern Colorado

Dr. Mary Ann Gaal
B.S., Texas A & M University, M.B.A., University of New Hampshire, Ph.D., Walden University

Dr. Bryan L. O’Neil
B.A., Merrimack College,
M.B.A., Suffolk University,
Ed.D., Nova University

Senior Lecturers:

William Costa
B.A., M.A., Goddard College,
M.B.A., Franklin Pierce College

Kent Whitman
B.S., University of Massachusetts,
M.A., Webster University

The Academic Catalog can be viewed online at www.franklinpierce.edu/catalog. Copies are also available through the Admissions Office.

For more information or to arrange a campus visit, contact the Admissions Office at 800.437.0048.