

# Bachelor of Management for Engineers (BME)

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## Major Requirements

The Bachelor of Management for Engineers (BME) degree is open to students admitted to the five-year joint degree program in engineering and management. The program leads to a joint degree comprising the Bachelor of Management for Engineers degree and the Bachelor of Science degree in one of the specific engineering disciplines.

**All BME majors** must fulfill all University degree requirements, including the College of Arts and Sciences College Core Curriculum and must take the following six required MGMT courses:

MGMT 101	Introduction to Organization and Management	1
MGMT 200	Foundations Accounting and Financial Management I	1
MGMT 201	Marketing	1
MGMT 203 or ACFM 370	Managerial Finance Corporate Finance	1
MGMT 302	The Stakeholder Organization	1
MGMT 304	The Strategic Organization	1

In addition, **all BME majors** must take TWO School of Management electives courses, chosen from MGMT, ACFM, GLBM, MIDE and/or MSUS course offerings – one at the 200- or 300-level and the other at the 300-level.

Students in this program may satisfy one of their eight School of Management courses through transfer of credit from a non-Bucknell program, with prior approval of the School of Management. Suggested course sequences for the program and detailed information on the degree requirements are available from the School of Management or the Office of the Dean of Engineering.

## Courses

### **MGMT 100. Management Past, Present and Future. .5 Credits.**

**Offered Either Fall or Spring; Lecture hours:1.5**

Explores the historical context from which complex organizations have arisen, their evolution, and the emerging areas of inquiry necessary to understanding the future of organizations, management, and business.

### **MGMT 101. Introduction to Organization and Management. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3,Other:3**

Each section of 28 students learns management theories, concepts, and models, putting them into practice by designing and managing their own multi-divisional hybrid organizations that conduct major service projects funded by selling business products they created. Storytelling and writing are key pedagogies. Not open to first semester first-year students.

### **MGMT 102. Quantitative Reasoning for Managers. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3,Other:1**

This course serves as a student's introduction to quantitative modeling and basic statistical analysis, especially as they apply to managerial decision making.

### **MGMT 1NT. Management Non-traditional Study. 1 Credit.**

**Offered Fall, Spring, Summer; Lecture hours:Varies,Other:3**

Non-traditional study in management. Prerequisite: permission of the instructor.

### **MGMT 200. Foundations Accounting and Financial Management I. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Introduction to accounting and financial management including financial statement preparation and analysis, financial forecasting, cost relationships, time value of money and capital budgeting.

### **MGMT 201. Marketing. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Introduction to principles of marketing. Examines how organizations facilitate exchange relationships by customers' needs and wants. Explores the intricacies of identifying and establishing market positions and understanding consumer behavior. Prerequisite: MGMT 101 or permission of the instructor.

### **MGMT 202. Operations. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

This course introduces students to the ways in which to model, analyze, and improve processes for producing services and goods. Prerequisite: MGMT 102 or MATH 216 or permission of the instructor.

**MGMT 203. Managerial Finance. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Financial analysis, forecasting, and valuation of projects and companies incorporating risk-return tradeoffs and capital structure and dividend decisions. Employs 10-K research and presentations. Prerequisite: MGMT 200. Intended ACFM majors must take ACFM 370 instead of MGMT 203.

**MGMT 270. South Africa: Social Entrepreneurship. 1 Credit.**

**Offered Occasionally; Lecture hours:15**

The course examines the legacy of apartheid and the role of social entrepreneurship in transforming communities. Students will be placed in community organizations in nearby townships. Crosslisted as ECON 270 and WMST 275 and PSYC 270. Prerequisite: permission of the instructor.

**MGMT 285. Leadership in Management and Technology. 0 Credits.**

**Offered Summer Session Only; Lecture hours:1.5**

Interdisciplinary program for leadership in technology and management; macro and micro perspectives, design and TQM, ethical/professional considerations, environmental and energy management. Open only to students admitted to the Institute for Leadership in Technology and Management. Prerequisite: permission of the instructor. Crosslisted as ENGR 285.

**MGMT 2NT. Management Non-traditional Study. 1 Credit.**

**Offered Fall, Spring, Summer; Lecture hours:Varies,Other:3; Repeatable**

A non-traditional study project arranged with an instructor and approved by the department or program chair and academic dean. Prerequisite: permission of the instructor.

**MGMT 302. The Stakeholder Organization. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Students explore the moral and ethical challenges associated with complex organizational decisions in a variety of contexts. Prerequisite: MGMT 101. Juniors and seniors only.

**MGMT 303. The Technological Organization. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Organizations solve a variety of problems by deploying information systems. This course explores a range of technological impacts on organizations from their behavior to survival.

**MGMT 304. The Strategic Organization. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Students learn strategic concepts and explore the challenges of formulating and implementing organizational strategies. Prerequisite: MGMT 101. Senior BSBA and MGEg seniors only. MGEg sub-seniors and others by permission.

**MGMT 310. Independent Study in Management. .25-2 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Individual study or projects, supervised by instructor. Prerequisite: permission of the instructor.

**MGMT 315. Special Topics in Management. .5-1 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

A seminar on selected topics in management. Prerequisite: permission of the instructor. Crosslisted as MGMT 615.

**MGMT 384. Consumer Behavior. 1 Credit.**

**Offered Occasionally; Lecture hours:3**

Study of consumer buying decision processes within context of marketing strategies. Topics include models of information processing and product evaluation; historical changes in role of culture in assigning meaning to goods as indicators of social status; the diffusion of innovation; and marketing consumer products in international markets. Prerequisite: permission of the instructor.

**MGMT 385. Internship in Management and Technology. .5 Credits.**

**Offered Summer Session Only; Lecture hours:1.5**

Internship in complex management challenges, the integral role of technology in organizations, and interdisciplinary decision making. Open only to students admitted to the Institute for Leadership in Technology and Management. Prerequisites: MGMT 285 and permission of the instructor. Crosslisted as ENGR 385.

**MGMT 390. Honors Course in Management. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Special and independent studies for BSBA students selected under guidelines of the school and the University Honors Council. Honors thesis required. Prerequisites: nomination by the school and permission of the instructor.

**MGMT 3NT. Management Non-traditional Study. 1-4 Credits.**

**Offered Fall Semester Only; Lecture hours:Varies,Other:Varies; Repeatable**

Non-traditional Study in management.