A BRIEF
OVERVIEW
OF ECONOMICS

By William L. Casey, Jr.
Professor of Economics

Courses in this discipline examine the economic environment in which we all live and work. Students are taught to understand the functioning of the marketplace, the trends and problems of the national economy, and the role of government. The subject material and instructional methodology are designed to assist students in the development of analytical and communication skills and in the understanding of abstract ideas. The study of economics provides an important foundation for careers in business, law, government, or academic life.
William C. Nemitz
Management

John W. Newman
Management

Joel Nydahl
Arts & Human.

Shailendra Palvia
Math/Science

Joseph M. Ricciardi
Economics

Robert F. Reiser
Management

Lynne M. Rosansky
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Charles B. Rotman
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John H. Stamm
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Jennifer A. Starr
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Sydel Sokuvitz
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THE AREAS OF MANAGEMENT

By John M. Stengrevics
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The Management Division contains within it five distinct areas of study and instruction: Organizational Behavior, Operations Management, International Business, Industrial Relations, and Policy.

Organizational Behavior seeks to provide a fundamental understanding of individual motivation and human interaction in organized settings. Based on that understanding, students learn to design organizations, to manage individual and group behavior and to lead. A key topic in this area is the management of change.

Operations Management is concerned with the design of systems for delivering a manufactured product or a service in a cost effective way. One of the key aspects of operations today is the establishment of Total Quality Management.

International Business considers the complications (and opportunities!) which arise when taking a business beyond its original national boundaries. It is aimed at making companies globally competitive.

Industrial Relations — The organization’s employer-employee relationships are of central concern to the area of Industrial Relations. Through situational analysis of the legal, economic, behavioral and institutional environments affecting these relationships, students develop their decision-making and implementation skills regarding employment issues. One key objective is the development of students’ negotiating skills regarding the terms and conditions of employment.

Lastly, Policy takes the General Manager’s perspective. Management at the divisional and corporate levels is concerned with the development of strategies and policies which make optimal use of all the organization’s functions, give it enduring competitive advantage, and guide it toward a successful future.