

To earn a minor, students must complete four courses within the chosen track.

HUMAN RESOURCE MANAGEMENT

Employment Law — A conceptual and functional analysis of the legal framework and principles of industrial and employment relations with special emphasis on discrimination based on race, sex, age and disability; testing and performance appraisal; wrongful discharge; labor/management issues; and employee benefits.

Conflict Management — An introduction to conflict management that balances coverage of major theories with practice in communication skills and conflict intervention techniques (e.g. assertiveness training, mediation, negotiation). Focus on experiential learning, with heavy emphasis on written analysis that includes analytical journaling and analysis of scientific journal articles.

Staffing and Performance Management — Examination of recruiting, selection, and performance appraisal and an understanding of all facets of performance management including training and development, developing reward systems, performance measurement, equal employment practices, counseling and promotion processes. Discussions will also include strategies to recruit, retain and develop a diverse workforce.

Business Ethics — Ethics-related aspects of the business decision-making process. Students will address a variety of topics, including theoretical underpinnings of ethics, stakeholders, decision-making strategies, and utilization of such strategies in specific areas such as shareholder and employment relations, marketing and globalization. The emphases of the course are issue recognition, application of ethical principles, and analysis of the consistency of corporate decision-making process with such principles.

Employee Training and Development — An examination of employee training and human resource development in various organizations. Topics include the development, administration, and evaluation of training programs; employee development, career development; and organizational change. Issues in employee development (including assessment of employee competencies, opportunities for learning and growth, and the roles of managers in employee development) are explored.

Employee Relations — Survey of the collective bargaining system in the U.S. The development of managerial approaches is provided to achieve labor-management cooperation, negotiations between management and employees' organizations, the nature and significance of collective bargaining, procedures of collective bargaining, bargaining issues, contract administration, current practices and the future directions of unions.

LEADERSHIP

Social Psychology — Social behavior from a sociological and psychological perspective, examining the interaction of behaviors of individuals in groups. Topics: prejudice, group processes, leadership, conformity, attitudes, change.

Psychology of Personality — Description, development, dynamics, determinants and assessment of the normal personality. Emphasis on contemporary theories and research.

Conflict Management — See description above under Human Resource Management

Leadership Development — A study of the principles of leadership found in biblical leaders, throughout history, and in our own lives. Designed as an interdisciplinary course, specifically to help guide personal understanding both of leadership responsibilities and leadership abilities. It is not intended only for individuals who aspire to positions of leadership or just for those who think they have what are normally considered "leadership" abilities. It is intended for anyone seeking to understand how to better be able to influence others for good, regardless of their profession, position, gifts or calling.

Business Ethics — See description above under Human Resource Management

MARKETING

Marketing Principles — An overview of consumer behavior and strategies related to product development, pricing, promotion and distribution of consumer and business products and services, in both domestic and international markets.

Advertising Principles — Overview of the advertising field and how it functions in society. Studies research, strategies, methods, creativity and media planning. Typically includes case study.

Marketing Research — Study of the techniques used in collection and analysis of secondary and primary data and use of that format for decision-making in marketing environment. Student teams work on real business marketing research projects.

Business Ethics — See description above under Human Resource Management

For further Option Course offerings and descriptions
visit www.houghton.edu/pace/options.htm

HOUGHTON
P. A. C. E.