

College of Business

Background

The College of Business offers an undergraduate degree program in business administration – the bachelor of business administration; three graduate degree programs: master of science in accounting, master of business administration and executive MBA; and a doctor of business administration program.

Vision Statement:

The Prairie View A&M University College of Business envisions becoming a nationally recognized business program known for its transformative impact on students through an education that empowers them to reach their full potential.

Mission Statement:

The Prairie View A&M University College of Business transforms students from diverse academic and socioeconomic backgrounds into ethical business professionals and leaders who are entrepreneurial, productive, and prepared to succeed in the global economy. We achieve this through our strong commitment to high-quality teaching, relevant and impactful research, and outreach to the community.

Instructional Organization

Program	Degree Offered
Accounting	BBA, MS
Business Administration	DBA
Finance	BBA
General Business Administration	MBA
Management	BBA
Management Information Systems	BBA
Marketing	BBA

Accreditation

All baccalaureate and the graduate degree programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International.

Program Learning Goals (BBA)

- *Program Goal 1: Mastery of Content.* Graduates will demonstrate an ability to integrate and use knowledge from multiple business disciplines and will demonstrate proficiency in their major area of business discipline.
- *Program Goal 2: Ethics.* Graduates will have an ethical perspective.
- *Program Goal 3: Global Perspective.* Graduates will have a global perspective.
- *Program Goal 4: Communications.* Graduates will demonstrate an ability to be effective communicators.

Academic Standards and Progress

Following admission to the College of Business, students who remain in good standing are eligible to enroll in 3000/4000 level courses as long as they maintain a cumulative grade point average of 2.30 or better.

Students must earn a grade of “C” or better in all business courses presented for graduation except those courses used as unrestricted electives.

Transfer Credit

Prairie View A&M University has formal agreements with several area community colleges for course transfer to ensure a smooth transition for students with an associate degree to a baccalaureate degree program. The College of Business will generally accept credit for only freshman and sophomore level courses from community colleges which may be applied to the student's respective degree plan. For additional details, contact the Department Head or Dean.

Community/Junior College Transfers

Community/Junior college students who plan to transfer to the College of Business are advised to pursue courses recommended for the freshman/sophomore years as outlined in this section. Upper-division (3000/4000 level) courses taught in the College of Business should not be taken at a

community/junior college. The College has formal agreements with several area community colleges for course transfer to ensure a seamless transition to a baccalaureate degree program.

Admission to the College of Business

First-time undergraduates (first-year and transfer students) who meet University admissions requirements enter the College of Business as Pre-Business students. Current students changing their major to business must be in good academic standing and have a cumulative grade point average (GPA) of 2.30 or higher to enter the College of Business as Pre-Business students.

Transitioning from Pre-Business to Business requires:

1. Satisfactory completion of at least 45 semester hours from the courses listed in the recommended course sequence for the first-year students/sophomore years in their respective disciplines, including the ten admissions requirement courses listed below.
2. Earned cumulative grade point average of 2.30 in all credit course work.
3. Completion of the following courses with a grade of "C" or better.

ENGL 1301 & ENGL 1302	Freshman Composition I and Freshman Composition II	6
MATH 1314 & MATH 1324	College Algebra and Finite Mathematics	6
ACCT 2301	Principles of Accounting	3
MISY 1305	Business Computer Applications	3
ECON 2302 & ECON 2301	Principles of Microeconomics and Principles of Macroeconomics	6
MGMT 1301	Introduction to Business	3
MGMT 2000	Prof Development for Business	0
4. Cumulative grade point average (GPA) of 2.30 in the ten admission requirement courses listed above; students must earn a minimum grade of a "C" in the above-listed courses.
5. Meet the minimum university requirements for the Texas Success Initiative. The minimum requirements do not apply if the student is TSI-exempt.
6. Recommendation of a College of Business Advisor.
7. Approval of the Department Head and Dean.

Students in Good Standing

Students entering the College of Business after the fall 2010 semester must maintain a cumulative grade point average (GPA) of 2.30 or higher to remain in good standing. Failure to maintain a cumulative GPA of 2.30 or higher may result in a student being placed on probation. Pre-Business students may be dismissed from the College of Business if their cumulative grade point average drops below 2.00 in one semester.

Pre-Business students may be restricted from taking any 3000-level or 4000-level College of Business courses.

All students (Pre-Business and Business majors) who have entered the College of Business must maintain a cumulative grade point average of 2.30 or higher to be in good standing in the academic program. Failure to maintain a cumulative GPA of 2.30 or higher may result in students being placed on probation or dismissed from the College of Business.

The minimum cumulative GPA requirement to receive a Bachelor of Business Administration (BBA) from the College of Business is 2.30.

Honor Societies, Professional and Service Organizations

Business students are encouraged to participate in professional organizations and honor societies. These organizations allow students to develop professional skills, e.g., teamwork, planning, organizing, leadership, and communication. The following organizations are open to business majors.

Discipline-specific professional organizations are usually open to all students at Prairie View A&M University and are discussed in the department sections of the catalog.

American Marketing Association (AMA), is an international society for marketing professionals, is one of the largest professional associations for marketers. Members participate in regional, national and local marketing activities.

Beta Alpha Psi is an honor organization for financial information students and professionals. All chapters of BAP are AACSB (<https://www.aacsb.edu/>) and/or EQUIS (<https://efmdglobal.org/accreditations/business-schools/equis/>) accredited. Membership is available to those who meet the eligibility criteria.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

CompTIA, merged with the Association of Information Technology Professionals (AITP), is an elite network of Information Technology professionals, educators, and students dedicated to continuing education, professional growth, leadership, and exploring issues that face the IT industry. Membership provides access to the highest quality IT educational opportunities and forums for networking with experienced professionals and those new to the IT field.

Dean's Student Advisory Council is composed of the student organization presidents, one elected representative from each of the College of Business clubs/organizations and the College of Business Senator(s). The Council serves as a liaison between the Dean of the College of Business and students.

Enactus (formerly Students in Free Enterprise or SIFE) is a nonprofit organization that gives students the tools to learn the free enterprise system in a real working situation. Enactus challenges students on more than 800 college campuses nationwide to take what they're learning in the classroom and use their knowledge to better their communities.

The **Hispanic Business Student Association** is a group of individuals united with a similar academic and personal interest in business, with the desire to be united in a professional association to promote group identity, to develop professionally, to encourage students to self-improve, to foster moral and ethical standards, to recognize academic and professional achievement, to cultivate a sense of professional and civic responsibility and service to promote the study of accounting, finance, management and any business-related subject.

The **National Association of Black Accountants (NABA)** is a national organization for accountants and accounting students. NABA encourages and helps students enter the accounting profession, promotes professional development in accounting and provides assistance in developing accounting education for members of minority groups. Membership is open to students majoring in accounting and others who intend to enter the accounting profession.

PV Finance Association promotes the stimulation of the students' interest in finance, the achievement of excellence among students in the field of study in the department, and applying academic knowledge to practical situations and promoting ethical principles and industry.

Voices of Distinction, the Prairie View A&M University chapter of Toastmasters International, is offered through the College of Business. The club offers students an opportunity to improve their public speaking skills.

Probation

Student admission required GPA (ARGPA)s and cumulative GPA (GPA) will be reviewed after each fall and spring semester after final grades have been posted. The ARGPA is comprised of the ten admission requirement courses:

ENGL 1301	Freshman Composition I	3
ENGL 1302	Freshman Composition II	3
MATH 1314	College Algebra	3
MATH 1324	Finite Mathematics	3
MISY 1305	Business Computer Applications	3
MGMT 1301	Introduction to Business	3
ACCT 2301	Principles of Accounting	3
ECON 2302	Principles of Microeconomics	3
ECON 2301	Principles of Macroeconomics	3
MGMT 2000	Prof Development for Business	0

A Pre-Business student whose ARGPA is below 2.30 at the end of the fall and/or spring semester may be placed on probation. An advisor or department head can place a registration hold on the student's account. The department head or advisor will not remove the hold until the student completes their probationary period obligations.

A Business student who has a cumulative GPA below 2.30 may be placed on probation. An advisor or department head can place a registration hold on the student's account; the advisor will not remove the hold until they complete their probationary period obligations.

If the ARGPA (for Pre-Business students) or cumulative GPA (for Business students) falls below 2.30 after the fall or spring semester following a probationary period, the student may be dismissed from the College of Business.

Probationary Period Obligations

Pre-Business students may be subject to the following during the probationary period:

1. Students will have two consecutive semesters (not including the summer semester) to improve their ARGPA to a 2.30 or higher. To successfully improve their ARGPA, students may be advised to repeat some or all failed (admission requirement) courses.
2. Students may be restricted to enroll in a maximum of 15 hours (SCH).
3. If the cumulative GPA or ARGPA of 2.30 or higher is achieved during the two semesters following probation or after the probationary period, the probation will be lifted and the hold removed from the students' accounts.

Business majors may be subject to the following during the probationary period:

1. Students will have two consecutive semesters (not including the summer semester) to improve their cumulative GPA to a 2.30 or higher. Students may be advised to repeat some or all failed College of Business courses.
2. Students may be restricted to enroll in a maximum of 15 SCH.
3. If the cumulative GPA of 2.30 or higher is achieved during or after the probationary period, the probation will be lifted and the hold removed from the students' accounts.

Dismissal

Students are only allowed one probationary period during their matriculation within the College of Business. A student may be dismissed from the College of Business if any of the following applies:

1. Following the conclusion of the probationary period, an ARGPA of 2.30 or higher is not achieved.
2. Following the conclusion of the probationary period, a cumulative GPA of 2.30 or higher is not achieved.
3. The cumulative GPA is below 2.30 after any semester (for all students).

Upon dismissal, the department head or advisor can place a registration hold on the student's account. To get the hold removed, the student must change his/her major to a non-Business area. Dismissed students who have not completed College of Business requirements may not be eligible to receive a Bachelor of Business Administration (BBA) degree from the College of Business.

If dismissed, a student will have the right to appeal to the Dean in writing within 30 days of receiving a notice of dismissal.

Special Programs

Double Majors

Students enrolled in baccalaureate degree programs in the College of Business who elect to complete the requirements of two majors will be awarded the BBA degree with a double major. (See requirements for a second baccalaureate degree under the General Academic Information Graduation (<https://catalog.pvamu.edu/generalacademicinformation/undergraduate/#applicationforgraduationtext>) section of the Academic Catalog.)

Certificate in Innovation and Entrepreneurship

This is a special program designed to enable non-business and business majors to gain functional knowledge and skills in business to become successful entrepreneurs.

Requirements for the Certificate in Innovation and Entrepreneurship are listed in the Department of Management and Marketing section of the catalog.

SAP Student Certificate

Through coursework and scenarios, students learn enterprise resource solutions (ERP) to integrate cross-functional business processes, SAP skills and foundation of Information Systems concepts to address managerial issues in technology.

Students can earn a certificate and receive hands-on learning on the leading enterprise software by enrolling in the three courses (nine semester credit hours) listed below.

MISY 2301	Fundamentals of MIS with ERP	3
MISY 4354	Predictive Analytics	3
MGMT 4354	ERP Apps in Supply Chain	3

Requirements and program details are listed in the Department of Accounting, Finance, and MIS section of the catalog.

Minor Fields of Study

Students are encouraged to complete a minor in a field other than their major to enhance the value of their baccalaureate degree. See the next section for details on the minors offered by the College of Business.

Internships and Cooperative Education

Opportunities for practical experience in the business world are available through the co-op and/or internship programs. Eligibility for these structured work experiences includes, but is not limited to, sophomore or higher standing with a minimum grade point average of 2.50 as well as satisfactory

completion of a few business courses as indicated by the Department Head. Students can enroll in one of several elective courses offered to earn credit for their internship experience.

Minor Fields of Study

Students are encouraged to add minors to broaden their knowledge base and improve their chances in the workplace. The College offers minors in the following 14 areas:

- Accounting
- Business Administration (Management)
- Business Analytics
- Crisis Informatics (cross-listed in the College of Juvenile Justice)
- Economics
- Finance
- Human Resource Management
- Innovation and Entrepreneurship
- International Business
- Personal Financial Planning
- Management Information Systems
- Marketing
- Real Estate
- Supply Chain Management

Course requirements for each minor area are listed under their respective departments.

Business students are encouraged to minor in a business field other than their major field of study. For business students interested in adding a minor in another business area, up to 6 SCH from their major area may be counted towards the minor (receive dual credit). Consult the Department Head and an advisor for specific minor requirements and determine how they may be applied.

For non-business students taking a business minor, a grade of "D" may be acceptable in one business course provided the student has a GPA of 2.0 or higher. Other requirements are subject to policies and approval of the department head of the student's primary major. The College accepts credit only from a regionally-accredited four-year college or higher in the minor area for junior- and senior-level courses.

The Business Administration (Management) minor is not available to business majors.

Graduate Programs in Business

The College of Business offers graduate programs leading to a Doctor of Business Administration (DBA), Master of Business Administration (MBA) and a Master of Science in Accounting (MS) for working executives and professionals.

- The Doctor of Business Administration (DBA) is designed for practicing professionals handling real-world business problems. The DBA program will provide business executives with an opportunity to strengthen their research and analytical skills by earning an advanced management degree from an AACSB-accredited business program. The curriculum of the DBA includes cutting-edge concepts and theories in management taught by highly qualified faculty. Program requirements include the successful completion of 60 semester credit hours (SCH) and a dissertation. The program is cohort-based and lock-step.
- The Master of Science in Accounting prepares students for careers in accounting; the MS in Accounting degree requires the successful completion of a minimum of 30 SCH.
- The Master of Business Administration (MBA) program is offered in Houston at the PVAMU Northwest Houston Center. MBA courses are also available online, allowing students the flexibility to manage their coursework while working. The curriculum and program learning goals are identical to those of the courses delivered in the classroom. Some scheduling adjustments have been made to accommodate the online environment.
 - An Executive MBA option is designed for experienced professionals and managers who will benefit from understanding the business principles they need to be successful in growing their own businesses or advancing with their employers. Faculty and corporate mentors provide useful skills and a framework to craft a better business strategy as well as understand key tactical and strategic business challenges in a global economy.

Both the MBA and Executive MBA programs require the successful completion of a minimum of 36 semester credit hours (SCH). There is no thesis option required in the MS or the MBA programs.

Accreditation

The graduate degree programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International.

Admission Requirements

A student interested in the MBA, Executive MBA or MS programs must meet the general admission requirements outlined in the Graduate (<https://catalog.pvamu.edu/generalacademicinformation/graduate/>) section of this catalog as well as meet College of Business requirements. The admission decision is based on a combination of factors including, undergraduate cumulative GPA, an essay, an interview and professional work experience.

Regular (Degree-Status) Admission for the Master of Business Administration and Master of Science in Accounting Programs

Applicants must be admitted by the Office of Graduate Studies and the College of Business. Admission to the MBA or MS degree program requires the following:

1. Undergraduate degree from an accredited university. Students without a recent bachelor's degree in business or its equivalent may be required to completed additional coursework.
2. Cumulative undergraduate grade point average (GPA) of 2.75 or better on a 4.0 scale or has a GPA of 3.0 or better for the last 60 earned hours of undergraduate credit. The admissions process takes a holistic approach to review applications. Therefore, individuals with a GPA between 2.50 and 2.74 should contact the director for individual review.
3. Essay describing answering the prompt: "Please share your short-term and long-term career goals. Explain how the graduate business degree contributes to accomplishing these goals." The essay should not exceed 500 words.

Academic Performance Standards

In order to show academic progress, a graduate business student must maintain a cumulative GPA of 3.0 or higher. A student with a cumulative GPA below 3.0 will be placed on probationary status, academic suspension or academic dismissal as described in the Admission Information and Requirements (<https://catalog.pvamu.edu/admissionsinformationandrequirements/applytograduateschool/>) section of the Academic Catalog. A graduate business student is considered to be in good standing if he or she has:

1. A cumulative GPA of 3.0 or higher.
2. No more than two grades of "C" in core courses.
3. No grade lower than "C" in core courses counted toward their graduate business degree.
4. An approved degree plan.

Probationary Status

A student is placed on probation when his or her cumulative GPA falls below 3.0. A student can stay in probationary status for a maximum of 12 semester credit hours or two consecutive semesters.

Academic Suspension

A student who is on academic probation for more than two consecutive semesters will be suspended from the program. A student under suspension cannot enroll in any course for one semester. A suspended student may request to return to the program by submitting a written petition to the Director of Graduate Programs in Business at least 30 days prior to the start of the semester in which they intend to return. In the petition, the student must identify the problem(s) with their academic performance and steps intended to improve their academic performance. If the petition is approved, the student may return to the program in probationary status.

Academic Dismissal

After the second academic suspension, a student will be dismissed from the graduate business program. A dismissed student may request readmission to the program by submitting a written petition to the Director at least 30 days prior to the start of the semester in which they intend to return. The petition must identify the problem(s) with the student's past academic performance and steps planned to improve future academic performance. Readmission to the program may be possible, but no specific time for a decision is established.

The Two-C Rule

A maximum of two "C" grades in core courses (or six SCH) will be accepted toward the graduate degree.

Repeating a Course ("C" or lower grade)

A student may petition to retake a course to improve a grade. Courses with a grade of "C" or lower may be repeated only once.

Transfer Credit

A new student may transfer a maximum of two courses (6 SCH) from an accredited institution by:

1. Submitting an *Approval for Transfer of Credits* form to the Director of the Graduate Programs in Business.
2. Submitting a (official catalog) description of the course to the Director.
3. Submitting an official transcript showing a grade of "B" or better in the course(s).
4. Obtaining written approval for the courses from the Director, who will include the transferred hours in the *Graduate Degree Plan*.
5. Transfer coursework will not be considered or applied to the student's degree that will be more than six (6) years old at the time the degree is awarded.

A current student in good academic standing may transfer a maximum of six graduate credit hours from an accredited institution by:

1. Attaining degree status and having a cumulative GPA of 3.0 or better.
2. Submitting the official catalog description of the transfer courses to the Director at least four weeks prior to enrollment. A course syllabus may be required.
3. Obtaining written approval for the course by the Director prior to enrollment.
4. Earning a "B" or better in the course.
5. Requesting that the university where the student took the course send an official transcript (showing the final grade) to the Director.
6. Adhering to the University guidelines and policies regarding the transfer of courses.

Admission to Candidacy and Degree Plan

Admission to the graduate business program does not constitute admission to candidacy. Admission to candidacy will be granted to a degree status student who has completed at least 12 semester hours of graduate credit with a cumulative GPA of 3.0 or more. The student must submit an *Application for Admission to Candidacy* form.

The Director and the Dean must approve the Application for Admission to Candidacy. The approval of the *Application for Admission to Candidacy* is granted by the Dean upon approval from the Office of Graduate Studies. Failure to fulfill this requirement may prevent the student from enrolling in the next semester.

Master of Business Administration (MBA)

Degree Program

The MBA program provides students with the opportunity to acquire the knowledge and skills necessary to succeed as managers, entrepreneurs, and business leaders. The program integrates various business disciplines to provide the high-quality educational experience needed for managing a business. In addition to emphasizing tools and techniques, the program strives to impart educational qualities that are conducive to a professional life of learning, growth, and ethical conduct. The goal of the program is to produce graduates who are capable of solving managerial problems in a dynamic national and global environment.

Program Learning Goals

- **Program Goal 1: Mastery of Content:** Graduates will demonstrate an ability to think critically and to solve business problems.
- **Program Goal 2: Ethics:** Graduates will effectively evaluate business ethical situations, incorporating the laws and standards relating to ethical corporate governance and the importance of personal integrity.
- **Program Goal 3: Global Perspective:** Graduates will be proficient in handling global business issues, including the ability to tailor business practices to business practices that have a global perspective.
- **Program Goal 4: Communications:** Graduates will be effective communicators.

MBA Program Requirements

The MBA requires a total of 36 semester credit hours, including 30 SCH of core courses and 6 SCH of electives assuming all prerequisites for the core courses have been satisfied. A student whose undergraduate program includes some subject content equivalent to the prerequisite courses may be exempted from selected courses. A student may also receive an exemption from specific prerequisite courses through examination or transfer. Specific course requirements will be determined during the admission process, which includes a complete review of undergraduate transcripts and work experience.

Students enrolled in the MBA program may select one concentration among those listed below or select a combination of three (3) elective courses for a general MBA degree.

Prerequisite Courses

ACCT 5300

Concepts of Accounting

BCOM 5320	Managerial Communication	3
ECON 5300	Concepts of Economic Analysis	3
FINA 5300	Concepts of Finance	3
MGMT 5311	Business Statistics	3
MRKT 5300	Concepts of Marketing	3
Total Hours		18

Core Courses

ACCT 5310	Managerial Accounting & Control	3
MISY 5310	Management Information Systems	3
ECON 5310	Managerial Economics	3
FINA 5310	Theory of Financial Management	3
MGMT 5310	Organizational Behavior	3
MGMT 5312	Business Analytics and Modeling	3
MGMT 5332	Strategy and Policy	3
MGMT 5344	Operations Management	3
MRKT 5330	Marketing Management	3

Elective Courses**9**

Select three of the following or one of the concentrations below:

ECON 5331	International Trade and Business
FINA 5333	International Finance
MGMT 5334	Human Resource Management
MGMT 5335	Entrepreneurship and Innovation
MGMT 5361	Special Topics
MISY 5332	Data Com and Network
MISY 5353	Special Topics in MISY
MRKT 5331	International Marketing

Concentration in Accounting

ACCT 5311	Advanced Auditing
ACCT 5315	Seminar on Tax Consulting, Planning and Research
ACCT Elective	

Concentration in Finance

FINA 5331	Investment Analysis and Management
FINA 5338	Fin Mrkt and Inst
FINA Elective	

Concentration in Management Information Systems

MISY 5341	App Database Management
MISY 5342	Info Syst Analysis
MISY Elective	

Concentration in Entrepreneurship

ENTR 5336	Managing Innovation
ENTR 5337	Leading Innovation
ENTR 5338	Funding New Ideas

Total Hours

36

Master of Science in Accounting (MS)**Degree Program**

The Master of Science in Accounting (MS) degree is designed to provide advanced accounting preparation for public, private, and governmental accounting careers. The MS will also contribute to students seeking to sit for the Texas State Board of Public Accountancy prerequisites for the Uniform CPA Examination.

Program Learning Goals

- **Program Goal 1: Mastery of Content:** Graduates will demonstrate an ability to think critically and solve accounting problems.
- **Program Goal 2: Ethics:** Graduates will effectively evaluate ethical situations that a CPA might face in a business setting, incorporating the laws and standards relating to financial reporting and the importance of personal integrity.
- **Program Goal 3: Global Perspective:** Graduates will be proficient in handling global accounting issues, including the ability to tailor accounting practices to a global economy.
- **Program Goal 4: Communications:** Graduates will demonstrate communication skills appropriate for high-level managers.

MS in Accounting Degree Program Requirements

The MS in Accounting requires 30 semester credit hours (SCH), including 21 SCH of core courses and 9 SCH of electives. A student with a non-accounting undergraduate degree must complete some prerequisite courses with a grade of “C” or greater before he or she can be fully admitted to the MS program; these courses cannot be used to fulfill the requirements of the MS degree. A student whose non-accounting undergraduate program contained subject matter equivalent to that required by the prerequisite courses may be exempted from selected courses. A student may also be exempted through examination or transfer of approved credit. Specific program requirements will be determined during the admission process, which includes a complete review of undergraduate transcripts and work experience.

Prerequisite Courses

ACCT 2301	Principles of Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
ACCT 3321	Intermediate Accounting I	3
ACCT 3322	Intermediate Accounting II	3
ACCT 3333	Federal Income Tax I	3
ACCT 4322	Auditing	3
FINA 5300	Concepts of Finance	3
Total Hours		21

Core Courses

ACCT 5311	Advanced Auditing	3
ACCT 5312	Accounting Information Systems & Controls	3
ACCT 5317	Accounting for Managerial Decision Making	3
ACCT 5314	Accounting Theory	3
ACCT 5315	Seminar on Tax Consulting, Planning and Research	3
ACCT 5332	Data Analytics in Accounting	3
FINA 5310	Theory of Financial Management	3
Elective Courses		9

Select three of the following:

ECON 5310	Managerial Economics
ECON 5331	International Trade and Business
FINA 5331	Investment Analysis and Management
FINA 5333	International Finance
FINA 5338	Fin Mrkt and Inst
MGMT 5310	Organizational Behavior
MGMT 5312	Business Analytics and Modeling
MGMT 5334	Human Resource Management
MGMT 5335	Entrepreneurship and Innovation
MGMT 5361	Special Topics
MISY 5310	Management Information Systems
MISY 5332	Data Com and Network
MISY 5341	App Database Management
MISY 5342	Info Syst Analysis
MISY 5353	Special Topics in MISY
MRKT 5330	Marketing Management
MRKT 5331	International Marketing

Executive Master of Business Administration

The Executive MBA program is designed for experienced professionals and managers who would benefit from understanding business principles they need to be successful in either growing their own business or moving up in their company. Faculty and corporate mentors provide useful tools and a framework for people who need to craft a better business strategy as well as understand some key business tools and philosophies. The Executive MBA program is fast-paced and rigorous; students receive a lot of information and can apply it immediately in their business environment.

Program Learning Goals

- **Program Goal 1: Mastery of Content:** Graduates will demonstrate knowledge, cognizance, analysis, and solution for managing diverse organizational challenges.
- **Program Goal 2: Ethical Leadership:** Graduates will be cognizant of ethical challenges and leadership issues pertaining to a business environment.
- **Program Goal 3: Global Perspective:** Graduates will develop knowledge regarding the global issues, practices, challenges to be successful leaders in a global economy.
- **Program Goal 4: Communications:** Graduates will be effective rhetorical savvy to be compelling, persuasive, and influential in the management of modern corporations.

Executive MBA Admission Requirements

In addition to meeting the minimum requirements outlined to be admitted to the Office of Graduate Studies, applicants to the Executive MBA program will need to have earned a bachelor's degree. In addition, applicants must have at least three years of professional work experience for program consideration. Applicants must complete an application for the program, submit three reference letters, an essay, a resume and pay an application fee. Applicants will also have to go through an interview with a member of the Executive MBA admissions committee. Given the professional work experience requirement, there is no GMAT or GRE requirement for admission to this program.

EMGM 5310	Data Analysis for Managerial Decision Making	3
EMCO 5320	Executive Managerial Communication	3
EMGM 5340	Operations and Supply Chain Management	3
EECO 5310	Economics in the Global Environment	3
EACC 5321	Accounting for Executives	3
EMRK 5343	Marketing in a Global Environment	3
EFIN 5310	Topics in Corporate Finance	3
EMGM 5350	Business Ethics and Law	3
EMIS 5351	Information Technology and Organizational Value Creation	3
EMGM 5330	Executive Topics in Strategy and Policy	3
EMGM 5311	Executive Leadership	3
EMGM 5390	Capstone Project	3
Total Hours		36

Doctor of Business Administration

The DBA program seeks to serve the educational and career development needs of executives and professionals. It differs from the traditional PhD program in a number of ways. Traditional PhD programs are designed to prepare students who want to become full-time professors, emphasizing developing new theories and conducting scholarly research. Unlike most traditional doctoral programs, the DBA is designed for working adults who cannot take time off from work and is not a fully residential program. The residential component is on weekends (Friday and Saturday) once a month. The rest of the learning takes place online. The chosen method of delivery is "web-enhanced," where the faculty and students interact in multiple ways during the period between the weekends they attend in-person classes. For their dissertation research, students will be encouraged to select a subject of relevance to the business world, which will answer previously unsolved problems, generate new knowledge, and respond to the challenges faced by business executives.

The College of Business accepts applications for admission to the DBA program. Applicants are reviewed by the Office of Graduate Studies and the College of Business DBA Admission Committee.

Program Learning Goals

- **Program Goal 1: Mastery of Content:** Graduates will demonstrate knowledge, cognizance, analysis, and solution for managing diverse organizational challenges.

- **Program Goal 2: Ethical Leadership:** Graduates will be cognizant of ethical challenges and leadership issues pertaining to a business environment.
- **Program Goal 3: Global Perspective:** Graduates will develop knowledge regarding the global issues, practices, challenges to be successful leaders in a global economy.
- **Program Goal 4: Communications:** Graduates will be effective rhetorical savvy to be compelling, persuasive, and influential in the management of modern corporations.

Admission Requirements

- A Master's degree from an accredited college or university with a minimum 3.0-grade point average (GPA) on a 4.0 grading scale.
- Official transcript(s) for all college work (undergraduate and graduate from each institution previously attended) are required for admission.
- Seven or more years of professional or managerial experience that requires high levels of responsibility
- Interview with the DBA Admission Committee
- Two essays: Statement of Purpose essay (maximum two pages) and the Proposal of Research Interest essay (maximum five pages). The Statement of Purpose essay should describe the applicant's motivations for pursuing the DBA program and the goals the applicant would like to accomplish. The Proposal of Research Interest essay should outline planned research objectives or practical problems of interest, how they are relevant to academic literature and real-world business practices, what research methodologies are employed, how data are collected, how research outcomes can contribute to academic literature and solve real-world business problems, etc.
- Three letters of recommendation from supervisors and/or colleagues who can attest to your professional and managerial experience by describing your job responsibilities and accomplishments in detail.
- A non-refundable fee

Program Requirements for the Doctor of Business Administration

EDBA 7311	Research and Academic Writing	3
EDBA 7312	Applied Statistical Analysis I	3
EDBA 7313	Qualitative Research Methods	3
EDBA 7314	Applied Statistical Analysis II	3
EDBA 7317	Dissertation Mini-Proposal I	3
EDBA 7318	Dissertation Mini-Proposal II	3
EDBA 7321	Applied Research in Accounting	3
EDBA 7322	Finance Theory and Applications	3
EDBA 7323	Information Systems Research	3
EDBA 7324	Organizational Leadership Theory and Applications	3
EDBA 7325	Strategic Business Analysis	3
EDBA 7326	Business Analytics and Supply Chain	3
EDBA 7327	Marketing Theory and Applications	3
EDBA 7328	Global Economic Systems and Issues	3
EDBA 8691	Dissertation I	6
EDBA 8692	Dissertation II	6
EDBA 8693	Dissertation III	6
Total Hours		60

Accounting Courses

ACCT 2301 Principles of Accounting: 3 semester hours.

An introduction to the communication of relevant financial information to investors, creditors, and analysts with an emphasis on the accounting information cycle and the preparation of the three major financial statements: the balance sheet, the statement of income and retained earnings, and the statement of cash flows.

ACCT 2302 Principles of Managerial Accounting: 3 semester hours.

Instruction in the managerial decision-making functions using accounting information. Review of internal accounting information systems for planning, monitoring, and decision making with an emphasis on manufacturing cost, budgeting, product pricing, and CVP relationships.

Prerequisites: ACCT 2301 or ACCT 2113.

ACCT 3321 Intermediate Accounting I: 3 semester hours.

The study of accounting principles and the preparation of financial statements with an emphasis on accounting theory, current and non-current assets, revenues and expenses and the time value of money.

Prerequisites: ACCT 2302 or ACCT 2123.

ACCT 3322 Intermediate Accounting II: 3 semester hours.

A continuation of ACCT 3213 with an emphasis on accounting principles and financial statement preparation in the areas: investments, current and long-term liabilities, stockholders' equity, income taxes, leases, accounting changes, pensions, cash flow statements, earnings per share, and financial statement analysis.

Prerequisites: ACCT 3321 or ACCT 3213.

ACCT 3324 Ethics for Accountants: 3 semester hours.

A study of the legal, regulatory and ethical issues of business with special emphasis pertaining to accounting.

Prerequisites: ACCT 2302 or ACCT 2123.

ACCT 3331 Cost Accounting: 3 semester hours.

The fundamental costs of a manufacturing concern such as raw materials, labor cost, and overhead and the preparation of internal reports for managerial decisions in the areas: planning, control and budgets.

Prerequisites: ACCT 2302 or ACCT 2123.

ACCT 3333 Federal Income Tax I: 3 semester hours.

An introduction to the theory and fundamentals of federal income tax as applied to individuals, with an emphasis on individuals involved in business activities or organizations. Includes an introduction to tax research and professional communication of results.

Prerequisites: ACCT 2123 or ACCT 2302.

ACCT 3334 Federal Income Tax II: 3 semester hours.

Covers federal income tax codes as they apply to proprietorships, partnerships and corporations. Also includes tax research.

Prerequisites: ACCT 3333.

ACCT 4321 Advanced Accounting: 3 semester hours.

Study of accounting standards and procedures relative to business combinations, consolidated financial statements, foreign currency transactions, translation of foreign entity statements, segment and interim reporting, SEC reporting, and partnership operations.

Prerequisites: ACCT 3322 or ACCT 3223.

ACCT 4322 Auditing: 3 semester hours.

The study of auditing concepts and procedures in the areas: auditing standards, internal control, professional ethics and responsibilities, audit evidence, audit documentation, and audit reports.

Prerequisites: ACCT 3322 or ACCT 3223.

ACCT 4325 Oil & Gas Accounting: 3 semester hours.

An introduction to oil and gas accounting with emphasis on accounting for costs incurred in the acquisition, exploration, development, and production of oil and natural gas using full cost accounting methods; also covers joint interest accounting, gas pipeline accounting, required disclosures for oil and gas activities, and analysis of oil and gas companies; financial statements.

Prerequisites: ACCT 3321 or ACCT 3213.

ACCT 4331 Accounting Information Systems: 3 semester hours.

Study of overall data flow systems emphasizing financial data and computerized systems of accounting. Covers flow and logic concepts and development of meaningful control concepts and data reporting techniques.

Prerequisites: (ACCT 2302 or ACCT 2123) and (MISY 2301 or MISY 2013).

ACCT 4332 Fund Accounting: 3 semester hours.

Features of budgetary and fund accounting as applied to not-for-profit organizations such as colleges, universities and governmental units.

Prerequisites: ACCT 3322 or ACCT 3223.

ACCT 4333 Accounting Data Analytics: 3 semester hours.

The study of data analytics and its applications in accounting contexts, with an emphasis on data preparation, modeling, analysis and interpretation, and visualization.

Prerequisites: ACCT 2123 and MGMT 3013.

ACCT 4334 Financial Statement Analysis: 3 semester hours.

A study of financial statements in a variety of firm valuation contexts. The course provides various tools for evaluating a firm's accounting and financial performance, the concept of earnings quality, and other related issues.

Prerequisites: (ACCT 3321 or ACCT 3213) and (FINA 3310 or FINA 3103).

ACCT 4399 Independent Study: 3 semester hours.

Reading, research, and/or field work on selected topics. Prerequisite: Junior/senior classification and consent of instructor and department head.

ACCT 5300 Concepts of Accounting: 3 semester hours.

The review of basic accounting concepts and principles with an emphasis on the accounting cycle, financial statement preparation, and their applications in making managerial decisions in the areas of cost-volume-profit analysis, inventory management, and comparative cost allocation systems.

ACCT 5310 Managerial Accounting & Control: 3 semester hours.

The interpretation and use of accounting data for management purposes in the areas of cost accounting, budgets, standards, production costing, distribution costing, and special analyses.

Prerequisites: ACCT 5300 or ACCT 5003.

ACCT 5311 Advanced Auditing: 3 semester hours.

An advanced study of the practices and principles that guide the auditing environment. Specialty topics will be introduced as well as current readings in auditing literature.

Prerequisites: ACCT 4322 or ACCT 4223.

ACCT 5312 Accounting Information Systems & Controls: 3 semester hours.

A study of the analysis, design, installation, and operations of an accounting information system. Emphasis will be placed on system design and acquisition.

Prerequisites: ACCT 5300 or ACCT 5003.

ACCT 5314 Accounting Theory: 3 semester hours.

Development of the theory of accounting with particular emphasis on concepts, income measurement, valuation of assets, valuation and measurement of equities, and the application of accounting theory to contemporary problems.

Prerequisites: ACCT 3321 or ACCT 3213.

ACCT 5315 Seminar on Tax Consulting, Planning and Research: 3 semester hours.

A study of current U.S. tax law with emphasis on the interrelationships between taxation and business and personal financial planning. Tax research, planning, and professional communications are significant components.

Prerequisites: ACCT 3333.

ACCT 5317 Accounting for Managerial Decision Making: 3 semester hours.

A study of the preparation of internal reports for decision making, planning and control. Additional areas of study include cost determination, budgeting, and quantitative techniques.

Prerequisites: ACCT 5300 or ACCT 5003.

ACCT 5332 Data Analytics in Accounting: 3 semester hours.

The study of data analytics and its applications in accounting contexts, with an emphasis on data preparation, modeling, analysis and interpretation, and visualization.

Prerequisites: ACCT 5300 or ACCT 5003.

ACCT 5399 Independent Study in Accounting: 3 semester hours.

Supervised readings, research and/or field work on selected topics in accounting. Prerequisites: Consent of instructor and approval by the Department Head.

Business Communication Courses

BCOM 3330 Business Communication: 3 semester hours.

Development of best practices in business communication as it relates to the collection, organization, and preparation of business reports. Emphasis will be placed on techniques of collecting, interpreting and presenting information useful in a corporate setting.

Prerequisites: (ENGL 1302 or ENGL 1133) and (MISY 1305 or MISY 1013).

BCOM 5320 Managerial Communication: 3 semester hours.

Applications of communications theory, human relations concepts, research methods, and information technology to the internal communication of the manager's work environment. Survey of the organizational communication climate, applications, oral and written reports.

Business Law Courses

BLAW 2301 Legal Environment of Business: 3 semester hours.

A survey of the U.S. legal system with an emphasis on aspects relevant to business operations. Topics include legal systems, constitutional law, criminal law, property law, torts, and basic contract law.

Prerequisites: BLAW 2302.

BLAW 2321 Business Law: 3 semester hours.

Covers topics including the U.S. Uniform Commercial Code, agency law, employment and discrimination law, and regulatory topics.

Prerequisites: BLAW 2301 or BLAW 2203.

BLAW 2324 Law of Agency: 3 semester hours.

A study of law of agency including principle-agent and master-servant relationships, the authority of an agent, the termination of an agent's authority, the fiduciary and other duties of an agent, employment law, deceptive trade practices, listing or buying procedures, and the disclosure of an agency.

Prerequisites: BLAW 2302 or BLAW 2203.

BLAW 2334 Law of Contracts: 3 semester hours.

The course covers the basics of both real estate law and contract law with practical instructions on Texas real estate employment, sales, and lease contracts as well as laws and processes involved in financing, property ownership and conveyance. It is combined with promulgated contract forms to enable students opportunity to learn and understand the forms and addenda put forth by the Texas Real Estate Commission (TREC).

Prerequisites: BLAW 2324.

Accounting for Executives Courses

EACC 5321 Accounting for Executives: 3 semester hours.

Managerial accounting within a global environment; covers advanced accounting tools, concepts, and techniques for decision making in a global environment.

Economics Courses

ECON 1301 Fundamentals of Economics in a Global Society: 3 semester hours.

Designed for non-business majors, this course will synthesize, analyze and evaluate fundamental principles of micro and macroeconomics in a global setting using basic quantitative and graphical tools. More specifically, students will: develop a basic understanding of key global economic issues.

ECON 2301 Principles of Macroeconomics: 3 semester hours.

Analysis of the principles and problems of money and banking, national income, public finance, international trade, and economic growth.

ECON 2302 Principles of Microeconomics: 3 semester hours.

An introduction to the principle of microeconomics, which include supply and demand analysis, market equilibrium, production costs faced by firms, the production process, as well as the analysis of market structures, such as perfect competition and the monopoly firm.

ECON 3331 Economic Development: 3 semester hours.

A study of the economic factors affecting economic growth and development. Emphasis is on experience of third world countries.

Prerequisites: ECON 2302 or ECON 2113 and (ECON 2301 or ECON 2123).

ECON 3332 Public Finance: 3 semester hours.

An examination of the public sector and its contribution to economic welfare. An analysis of alternative forms of taxation and their impact on micro- and macroeconomic decision making.

Prerequisites: ECON 2302 or ECON 2113 and (ECON 2301 or ECON 2323).

ECON 3334 Economic and Human Resources: 3 semester hours.

Examines population growth, poverty, discrimination, human resource development, and training and education. The course is oriented toward explaining the principles, effects, and policies related to each topic.

Prerequisites: ECON 2302 or ECON 2113 and (ECON 2301 or ECON 2123).

ECON 4321 Intermediate Microeconomic Analysis: 3 semester hours.

Analysis of the principles governing price and output decisions of business firms and the allocation of resources under various market structures.

Prerequisites: ECON 2302 or ECON 2113.

ECON 4322 Intermediate Macroeconomic Analysis: 3 semester hours.

Analysis of determinants of the aggregate level of employment, output and income of an economy.

Prerequisites: ECON 2301 or ECON 2123 and (ECON 2302 or ECON 2113).

ECON 4334 International Trade: 3 semester hours.

Principles and practices of foreign trade with special emphasis on international economic relations. Analysis of foreign exchange, balance of payments, foreign investment, tariff history and policy, and currency problems.

Prerequisites: (ECON 2301 or ECON 2113) and (ECON 2302 or ECON 2123).

ECON 4335 Urban Economics: 3 semester hours.

Economic analysis of the major problems facing urban areas. Study of the theory of urban industrial and residential locations, including patterns of urban growth and development.

Prerequisites: ECON 2301 or ECON 2113 and ECON 2302 or ECON 2123.

ECON 4399 Independent Study: 1-3 semester hour.

Reading, research, and/or field work on selected topics.

ECON 5300 Concepts of Economic Analysis: 3 semester hours.

Analysis of supply and demand, production and cost functions, price and output determination under different market conditions, and resource pricing.

Means of national income and output determination, and issues related to unemployment, inflation, business cycles, monetary and fiscal policies, economic development and growth, and the global linkage of national economies.

ECON 5310 Managerial Economics: 3 semester hours.

Economic theory and tools needed to make sound managerial decisions for optimal outcomes, theoretical and empirical demand functions, theoretical and empirical production and cost functions, profit maximization under different market conditions over time and under uncertainty, game theory, economics of information and government in the market place.

Prerequisites: (ECON 5300 or ECON 5003) or ((ECON 2311 or ECON 2113) and (ECON 2312 or ECON 2123)).

ECON 5331 International Trade and Business: 3 semester hours.

Introduces the principles and practices of international trade emphasizing international business opportunities and challenges. Topics include overview of globalization, basic trade models, tariffs and quotas, labor and environmental controversies in trade, fundamentals of export marketing, economic integration in North America, and international business environment in major U.S. export markets.

Prerequisites: ECON 5300 or ECON 5003.

Doctorate of Business Administration Courses

EDBA 7311 Research and Academic Writing: 3 semester hours.

This course is designed to assess various research methodologies commonly adopted by social researchers in conducting business research from the perspective of their research problems, strategies, domains, and technologies. In addition, students learn about the effective dissemination of their research findings in a written paper and presentation.

EDBA 7312 Applied Statistical Analysis I: 3 semester hours.

This course focuses on enabling students to choose relevant statistical methods and implement them correctly in the course of collecting data and generating statistical inference. Topics include sampling, estimation, hypothesis testing, simple and multiple regression models, residual analysis, and others. Students gain proficiency in using statistics software, such as SPSS, SAS and others.

EDBA 7313 Qualitative Research Methods: 3 semester hours.

This course is designed to help students develop an understanding of qualitative research methods and designs. Through presentation of scholarly readings and research projects, the course explores a variety of qualitative research approaches, taking into account issues of epistemology (ways of knowing), methodology (ways of examining), and representation (ways of writing and reporting). In addition, the course provides a survey of the methodological literature on qualitative research methods paired with appropriate article exemplars. The course also covers a variety of different research strategies including case study, qualitative data collection and analysis techniques ethnography. In a nutshell, the course develops skills in designing, evaluating, and understanding qualitative research methods.

EDBA 7314 Applied Statistical Analysis II: 3 semester hours.

This course explores advanced analytical techniques for data mining, analysis, and inference, focusing on multivariate statistical analysis. It covers various topics, including multivariate data exploration, multiple regression analysis, principal component analysis (PCA), cluster analysis, data classification, and structural equation modeling (SEM). Students work with data analytics software, such as SAS, R, and KNIME, and advance their understanding of analytical methods for dissertation research.

EDBA 7317 Dissertation Mini-Proposal I: 3 semester hours.

This course introduces theories and research methods in business to assist students in generating several research issues they have encountered in business practice. Feasibility of these issues is evaluated from the perspective of relevant theories and research methods.

EDBA 7318 Dissertation Mini-Proposal II: 3 semester hours.

This course requires students to develop an applied research proposal by expanding their research prospectus in the prerequisite course, Foundations of Applied Research Prospectus. A student chooses his/her primary advisor. The proposal includes several necessary components, which will be part of a future dissertation, such as the identification of the research issue, expanded literature review, hypothesis development, and appropriate research methodology in consultation with the primary advisor. The research proposal will be presented before the course instructor, the primary advisor and colleagues.

EDBA 7321 Applied Research in Accounting: 3 semester hours.

This course discusses selected major topics in accounting, such as the role of accounting rules in capital markets, firm valuation, agency theory, behavior research in management accounting, and others.

EDBA 7322 Finance Theory and Applications: 3 semester hours.

This course provides theoretical and empirical foundation in finance, with a special emphasis on corporate finance. Topics include empirical research methods in finance, capital structure, payout policy, internal capital markets, financial risk management, financial distress and bankruptcy, and others.

EDBA 7323 Information Systems Research: 3 semester hours.

This doctoral seminar is designed to provide students with a broad introduction to key management, organizational, and behavioral research issues, theoretical perspectives, and challenges in contemporary topics of virtual environments, digitization, digital systems, and information technology.

EDBA 7324 Organizational Leadership Theory and Applications: 3 semester hours.

The course will present a comprehensive overview of leadership and management theories that have emerged over the years by enabling students to analyze major theories and models of leadership. Leadership would be discussed at individual, team, and organizational levels.

EDBA 7325 Strategic Business Analysis: 3 semester hours.

This course adopts an integrated approach to understand complex management strategies, which determine future organizational success. Students in the course are exposed to the broad range of academic and professional articles from the theoretical to the empirical and from the classic to the current.

EDBA 7326 Business Analytics and Supply Chain: 3 semester hours.

This course is designed to provide in-depth knowledge in data analytics, decision making process models for effective supply chain management. Topics include probability and statistics, data visualization, regression, data mining, optimization models, Monte Carlo simulation, and decision analysis. Considering the complexity of supply chain problems, a generalized research framework, case analysis – problem description – quantitative modeling – computational analysis – client presentation, will be used for business case studies. The knowledge learned in this class should help you identify opportunities in which business analytics can be used to improve supply chain performance.

EDBA 7327 Marketing Theory and Applications: 3 semester hours.

The course will go over topics related to marketing's role within firms, customer relationship management, marketing strategies, and impact of globalization and new media. Also, the course synthesizes extant academic findings with better marketing management practices.

EDBA 7328 Global Economic Systems and Issues: 3 semester hours.

This course will explore various global economic issues and their potential to affect management decision making. The course materials will focus on development and growth, international trade and finance, and micro and macro perspectives of the firm relating to the global economy.

EDBA 8691 Dissertation I: 6 semester hours.

The dissertation phase of the DBA program takes place in three successive semesters for doctoral students to expand and execute a research proposal that was developed in Design of Applied Research Proposal. In Dissertation I, students make necessary changes to the research proposal based on the feedback from the dissertation committee (a primary and two secondary advisors) with respect to the significance of a problem to the business practice and knowledge advancement, supporting theories and concepts, the relevancy of methodology, the availability of data, and appropriate analytical skills to proceed with research topics. Students should develop viable research hypotheses or questions.

EDBA 8692 Dissertation II: 6 semester hours.

Students conduct empirical investigations with respect to the research hypotheses or questions proposed with assistance from dissertation committee members regarding the sampling and data collection procedures, analyses of data, statistical inferences, and others.

Prerequisites: EDBA 8691.

EDBA 8693 Dissertation III: 6 semester hours.

Students produce preliminary drafts of their dissertations and receive feedback from their committee members and make a formal presentation of their dissertation in front of their committee members, faculty and students. If a student is not able to complete and defend his/her dissertation by the end of Dissertation III, he/she will continue to enroll in this course every regular semester. Prerequisite: EDBA 8692

Prerequisites: EDBA 8692.

Economics for Executives Courses

EECO 5310 Economics in the Global Environment: 3 semester hours.

The student will explore the global economy and its potential to affect management decision making. The course will focus on export, import, international trade, international finance, and micro and macro perspectives of the firm relating to the global economy. Highlights include study of the global economy, global market structure and policy, pricing in a global market, and the economics of multinational firms. The graduates will gain an awareness and skills important in negotiating contracts and agreements across national boundaries.

Finance for Executives Courses

EFIN 5310 Topics in Corporate Finance: 3 semester hours.

Integration of financial and economic theories to analyze and solve major financial problems facing corporations. Real and simulated cases will be analyzed. Covers topics such as capital budgeting, capital structure, mergers and acquisitions, bankruptcy and reorganization, and risk management.

Managerial Comm for Executives Courses

EMCO 5302 Executive Managerial Communication: 3 semester hours.

Management communication as the downward, horizontal, and upward transfer of information and exchange of meaning, through formal and informal channels. Also, includes the art of negotiation and identifies rhetorical strategies and guidelines for analyzing and resolving stakeholder conflicts.

EMCO 5320 Executive Managerial Communication: 3 semester hours.

Management communication as the downward, horizontal, and upward transfer of information and exchange of meaning, through formal and informal channels. Also, includes the art of negotiation and identifies rhetorical strategies and guidelines for analyzing and resolving stakeholder conflicts.

Management for Executives Courses

EMGM 5310 Data Analysis for Managerial Decision Making: 3 semester hours.

The course provides an in-depth introduction to statistics as applied to managerial problems. The emphasis is on conceptual understanding as well as conducting statistical analyses. Course covers a quantitative approach to decision making. Statistical software will be used throughout the course.

EMGM 5311 Executive Leadership: 3 semester hours.

This course addresses topics such as leadership skills necessary at the executive level, building a personal leadership brand, managing personal reputation and image, the nature of strategic thinking, how decision-making changes at different leadership levels within an organization, personal and organizational barriers to execution and implementation, and understanding one's style of relating to and leading others.

EMGM 5330 Executive Topics in Strategy and Policy: 3 semester hours.

The course is intended to provide a broad exposure to strategic management theories and various concepts and developments in this area. It will develop skills necessary to analyze a problem situation, problem identification, strategy formulation, and strategy implementation and evaluation. The process will also focus on the leader's ability to manage the process of strategy formulation and implementation.

EMGM 5340 Operations and Supply Chain Management: 3 semester hours.

This course discusses the systematic design, direction, and control of processes that transform inputs into services and products for customers. The course will focus on how processes can be designed and managed to support the strategic objectives of an organization.

EMGM 5350 Business Ethics and Law: 3 semester hours.

Understand the underlying principles of ethics, related law, integrity, and objectivity for business executives, the audit committee, and external auditors. In addition, the student should be aware of the importance to observe the ethical rules of the professional and regulatory bodies.

EMGM 5390 Capstone Project: 3 semester hours.

This course will provide an opportunity to bring the learning from the EMBA program to bear on a final real world project. The project topic must be original and have bearing to a real world problem.

Mngmnt Info Sys for Executives Courses**EMIS 5351 Information Technology and Organizational Value Creation: 3 semester hours.**

Role of Information technology in value creation in organizations. Covers topics such as business value of organizational technologies (such as ERP, CRM, etc.). IT-based resources, capabilities, and competitive advantage.

Marketing for Executives Courses**EMRK 5343 Marketing in a Global Environment: 3 semester hours.**

Topics related to the marketing function and how it relates to value creation, strategic corporate management, and marketing decisions in a global environment. It includes organizational market orientation and dynamics, advertising and promotion, managing customer relationships, financial value, within the scope of both domestic and international markets.

Entrepreneurship Courses**ENTR 3301 Economics for Entrepreneurs: 3 semester hours.**

This course elaborates upon and applies economics principles, concepts and techniques useful to entrepreneurs. Topics include supply and demand, revenue management, cost minimization, profit maximization, pricing strategies, labor compensation strategies, game theory and competitive strategies, auctions, the macroeconomic environment, financing strategies, forecasting, and international trade and finance.

Prerequisites: MGMT 1301 or MGMT 2013.

ENTR 3302 Diversity Entrepreneurship: 3 semester hours.

This course provides students with an understanding of the historical and contemporary state of women, ethnic (Asian, Middle Eastern and other immigrant groups) and minority (e.g. Black, Hispanic and Native Americans) entrepreneurs. Emphasis is given to how these groups develop ventures and create wealth.

Prerequisites: MGMT 2301 or MGMT 2013.

ENTR 3303 Social Entrepreneurship: 3 semester hours.

Social Entrepreneurship, which refers to the use of business skills to develop innovative approaches to societal problems, will introduce the concept of social enterprises, the challenges unique to starting and growing them, the emerging capital markets for social ventures, the possible trade-offs in social and financial returns, and some unique expectations and challenging management decisions that are inherent in growing social enterprises.

Prerequisites: MGMT 1301 or MGMT 2013.

ENTR 3309 Special Topics: 3 semester hours.

This course provides the flexibility of presenting a variety of contemporary topics of interest in entrepreneurship. The ever evolving business environment will present new entrepreneurial opportunities to serve customer needs, involving a variety of goods and services, such as oil and gas, telecommunications, medical services or real estate. Topics addressed in this course will vary depending upon student interest and the needs of the market.

Prerequisites: MGMT 1301 or MGMT 2013.

ENTR 4304 Venture Creation: 3 semester hours.

This is a hands-on capstone course that focuses on new venture creation and requires a feasibility analysis of the new organization. Working in teams, students will learn to identify, conceptualize, plan, finance, launch, manage and harvest the rewards of building a new venture. Students will be required to actually do all the planning, create the appropriate documentation and present the complete business plan as though it were going to start in the immediate future.

Prerequisites: MGMT 3333.

ENTR 5336 Managing Innovation: 3 semester hours.

This course focuses on how technology and innovative processes used in managing and operating businesses impact organizational efficiency and effectiveness in meeting the demands of stakeholders. Working in teams, students will study how adopting new technology helps convert innovative ideas into profitable business opportunities in the assigned industries.

ENTR 5337 Leading Innovation: 3 semester hours.

Students will study leadership, entrepreneurship, and creativity as a component of change management. Examining theoretical and practical concepts of change management will develop our students to be organizational change agents.

ENTR 5338 Funding New Ideas: 3 semester hours.

This course will expose students to traditional and non-traditional options for finding capital to fund projects. Students will explore funding strategies and identify techniques, which encourage commercialization of their ideas. Financing and developing strategies for capitalizing their final product or service.

Finance Courses

FINA 1307 Personal Financial Management and Planning: 3 semester hours.

Covers the basics of personal money management and financial planning which is essential for every citizen in life; topics covered include personal financial planning, savings and debt financing, investment in stocks and bonds, auto and home financing, insurance, retirement and estate planning.

FINA 2300 Wall Street 101: 3 semester hours.

The course introduces fundamental knowledge of financial markets to students and provides students with hands-on learning and trading experiences using virtual money; topics covered include stock market, fixed-income market, currency market, principles of investment and trading.

FINA 2313 Financial Planning from a Global Perspective: 3 semester hours.

Designed to improve students' understanding of financial services industry and how it helps create wealth for individuals and the role of financial markets and institutions, domestic and global. Among the topics covered include economic and financial theories pertaining to the market system and their applications; computation of time value of money; analysis and evaluation of investment instruments including domestic and foreign stocks and bonds, mutual funds; foreign exchange rates and risk in foreign investment; financial planning to meet future financial need; cash and credit management; tax analysis and risk management.

FINA 3301 Fundamentals of Financial Planning: 3 semester hours.

This course prepares students for the business of financial planning. Issues covered include the financial planning process, client interaction, time value of money applications, personal financial statement construction and analysis, cash flow and debt management, ethical issues and considerations, and education planning.

Prerequisites: FINA 2103 or FINA 1307.

FINA 3310 Principles of Finance: 3 semester hours.

Fundamental tools and techniques applicable to financial planning of businesses. Covers valuation of securities, risk-return relationship, capital budgeting, management of current assets and liabilities with extension to international areas.

Prerequisites: ACCT 2302 or ACCT 2123.

FINA 3311 Real Estate Principles: 3 semester hours.

An introduction to the study of the economic and legal environment in which real property is transferred and used.

Prerequisites: ACCT 2302 or ACCT 2123 and (ECON 2302 or ECON 2113).

FINA 3333 Investment Analysis: 3 semester hours.

Survey of the risks and returns of investment media in relationship to the investment objectives of individual and industrial investors. Includes an examination of the capital markets, information flows, and analytical techniques in terms of their impact upon the valuation process.

Prerequisites: FINA 3103 or FINA 3310.

FINA 3338 Financial Markets and Institutions: 3 semester hours.

Domestic financial institutions and markets and their interaction in the flow of funds in the economy and the central bank and other regulatory institutions will be analyzed with an extension to international markets and institutions.

Prerequisites: FINA 3310 or FINA 3103 and (ECON 2301 or ECON 2123).

FINA 3339 Finance Internship I: 3 semester hours.

Supervised full-time training in industry, government or other agencies for junior-level finance majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms.

Prerequisites: FINA 3338 or FINA 3383.

FINA 4321 Managerial Finance: 3 semester hours.

Issues and problems faced by financial managers with emphasis on financial analysis, capital budgeting, capital structure, dividend policy, and corporate restructuring.

Prerequisites: FINA 3310 or FINA 3103.

FINA 4322 Commercial Lending: 3 semester hours.

Covers and qualitative analysis and assessment of industry risk, market risk and management risk; also provides an understanding of the role of loan policy and the need to summarize the borrower's various risks into an appropriate credit risk rating; in addition, it provides guidance on loan structuring and documentation issues in response to the analysis of quantitative and qualitative risks.

Prerequisites: ECON 2113 or ECON 2302 and (ECON 2123 or ECON 2301) and (FINA 3103 or FINA 3310).

FINA 4323 Bank Management: 3 semester hours.

Covers fundamental concepts and principles in commercial bank operations and management; analysis of bank assets and liabilities, assessment of various types of risk including operating, industry and market risks and management of risk exposure. Special emphasis on loans, the most important bank asset, particularly, commercial lending.

Prerequisites: ECON 2123 or ECON 2301 and (FINA 3103 or FINA 3310).

FINA 4330 Money and Banking: 3 semester hours.

Covers a wide spectrum of topics and issues in banking and finance, including the role and nature of money in the economy, bank management, technological innovations and the practice of banking, creation and regulation of the money supply and the institutions involved, monetary policies and the role of the Federal Reserve and Treasury Department.

Prerequisites: ECON 2301 or ECON 2123.

FINA 4331 Investment Management: 3 semester hours.

Principles of portfolio management, portfolio optimization, asset allocation, asset pricing models, investment strategies, and timing techniques portfolio performance evaluation.

Prerequisites: FINA 3333.

FINA 4335 International Finance: 3 semester hours.

International financial markets and the flow of funds, exchange rates, parity relationships and arbitrage Exchange rate risk and its management. short- and long-term financing. asset and liability management. capital budgeting, and direct foreign investments for multinationals; international banking issues.

Prerequisites: FINA 3310 or FINA 3103 and ECON 2301 or ECON 2123.

FINA 4345 Special Topics in Finance: 3 semester hours.

Supervised fulltime training in industry, government, or other agencies for senior-level The course would provide a form to bring in special issues/topics of interest in the finance majors. Individual conferences, company performance evaluations and written reports required. The duration of area, such as hedge funds, speculative markets, mergers and acquisitions, and the program management of financial institutions. It will be one regular semester or two consecutive flexible in terms.

Prerequisites: ECON 2302 or ECON 2113 and (ECON 2301 or ECON 2123) and (FINA 3310 or FINA 3103).

FINA 4399 Independent Study in Finance: 1-3 semester hour.

Reading, research, and/or field work on selected topics.

FINA 5300 Concepts of Finance: 3 semester hours.

An overview of financial securities and markets, financial statement analysis, cash budgeting, working capital management, time value of money, valuation of securities, and capital budgeting.

FINA 5310 Theory of Financial Management: 3 semester hours.

Risk-return analysis, cost of capital, cash-flow analysis in capital budgeting, capital structure policy, dividend policy, corporate restructuring, and international financial management.

Prerequisites: FINA 5300 or FINA 5003.

FINA 5331 Investment Analysis and Management: 3 semester hours.

Fundamentals of investment, investment securities and markets, analysis of risk and return, fixed income securities and valuation, common stock and valuation, mutual funds, options and futures, portfolio theory and management.

Prerequisites: FINA 5300 or FINA 5003.

FINA 5333 International Finance: 3 semester hours.

International financial markets and the flow of funds, in risk management for multinationals, short- and long-term financing for multinationals, multinational capital budgeting, direct foreign investment, country risk analysis, and international banking.

Prerequisites: FINA 5003.

FINA 5338 Fin Mrkt and Inst: 3 semester hours.

Analysis of the major financial markets, domestic and international, and their interrelationship through interest rates and prices, as well as flow of funds and price behavior of the market as a whole. Also, the role of financial institutions in the flow of funds and their regulation.

Prerequisites: FINA 5300 or FINA 5003 and (ECON 5300 or ECON 5003).

FINA 5357 Case Studies in Finance: 3 semester hours.

Integration of financial and economic theories to analyze and solve financial problems facing corporations. Real and simulated cases will be analyzed.

Prerequisites: FINA 5103 or FINA 5310.

Management Courses

MGMT 1301 Introduction to Business: 3 semester hours.

An overview of business operations and the role of business in modern society. Topics of current interest to the business community will be introduced.

MGMT 1316 Quantitative Business Analysis: 3 semester hours.

A practical, hands-on application of mathematical concepts for solving quantitative problems in Business. Mathematical concepts will be reinforced through application of these concepts to solve business related problems in a tutorial setting. Students will learn how to quantitatively model relate business decision variables and analyze these business models to seek appropriate solution.

Prerequisites: (MATH 1314 or MATH 1113) and (MATH 1324 or MATH 1153).

MGMT 2000 Prof Development for Business: 0 semester hours.

This course is mandatory for College of Business students and highlights the internship process and resources available. The course will orient students towards career-related strategic decision-making and help them better understand the role of internships towards future job success. Topics include: accessing and leverage digital resources for career development, resume writing and analysis, interviewing, on-the-job performance and the assessment process, and career planning.

MGMT 2301 Design Thinking: 3 semester hours.

This course is designed for non-business majors. It provides students with functional knowledge and skills in business that are required for a broad understanding of the field of entrepreneurship. Topics include identifying and managing critical resources, understanding financial and accounting issues, marketing and sales, and the legal environment of business.

Prerequisites: MGMT 1301 or MGMT 1013.

MGMT 2320 Leadership and Ethics: 3 semester hours.

Course provides with frameworks to identify, critically analyze, and resolve ethical issues faced in business environment; ensures understanding of how firms incorporate ethics into business strategies. Emphasis on case studies involving significant ethical dilemmas; also, the role of social and personal responsibility in a business setting will be explored.

MGMT 2326 Leadership in a Global Environment: 3 semester hours.

This course focuses on global leadership approaches in an increasingly multicultural world. Students will learn various leadership techniques and communication approaches critical to effective global leadership. Various leadership platforms including Transactional, Transformational, Authentic and contingency theory.

MGMT 3301 Business Statistics: 3 semester hours.

Statistical concepts, collection and presentation of data, measures of central tendency and dispersion, index numbers, probability concepts, probability distributions, sampling and linear regression.

Prerequisites: MATH 1324 or MATH 1153.

MGMT 3302 Introduction to Business Analytics: 3 semester hours.

This course discusses the systematic design, direction, and control of processes that transform inputs into services and products for customers. The course will focus on how processes can be designed and managed to support the strategic objectives of an organization.

Prerequisites: MGMT 3301 or MGMT 3013.

MGMT 3310 Principles of Management: 3 semester hours.

Fundamentals of organization and administration. Planning, organizing, directing, coordinating, and controlling business activities. Goal setting; models for thinking about organizations; organizational design; information systems; models for understanding individual behavior; job performance and job satisfaction; motivation and leadership; behavior in work groups and careers in business.

Prerequisites: MGMT 1301 or MGMT 1013.

MGMT 3311 Introduction to Organizational Behavior: 3 semester hours.

Considers elements of several management theories and the implications of individual and group behavior for organizational effectiveness. Topics include perception; learning; personality; group dynamics; norms; inter-group relations; motivation; conflict and change.

Prerequisites: MGMT 3310 or MGMT 3103.

MGMT 3333 Commercializing Innovative Ideas: 3 semester hours.

This course provides students with an opportunity to apply business knowledge and skills through experiential learning. As the capstone course in the Certification in Entrepreneurship program, its emphasis is placed on starting, financing, operating, and growing a small business.

Prerequisites: MGMT 2013 or MGMT 2301.

MGMT 3334 Project Management: 3 semester hours.

Application of management processes to complex interdisciplinary organizational environments through the study of program and project management. Uses typical project management microcomputer software for project planning; resource allocation; project budgeting; and control of project cost, schedule and performance.

Prerequisites: (MGMT 3301 or MGMT 3013) and (MGMT 3310 or MGMT 3103).

MGMT 3335 Human Resource Management: 3 semester hours.

Systematic approach to human resource utilization. Topics include selection, training, promotion, compensation, labor relations, workplace dysfunctions, management of change and, human resource accounting.

Prerequisites: MGMT 3310 or MGMT 3103.

MGMT 3337 Compensation and Total Rewards: 3 semester hours.

This course covers the role of the Human Resources Department as it relates to compensation and total rewards. The course explores alternative compensation philosophies used to define total rewards and the resultant impact on motivating employees to deliver superior performance ensuring organizational success.

Prerequisites: MGMT 3335.

MGMT 3339 Cooperative Education II: 3 semester hours.

Cooperative program in approved private and public business organizations engaged in planning, organizing, activating and controlling functions in producing and distributing goods and services. Written reports indicating student's work experience are required.

Prerequisites: MGMT 3310 or MGMT 3103.

MGMT 3342 Data Mining Techniques: 3 semester hours.

This course introduces the basic concepts of data mining to discover patterns in massive amounts of data to solve problems, gain scientific inference-based knowledge to make accurate scientific predictions. Using the "R software", students will learn data reduction and summarization techniques to classify and analyze massive data sets.

Prerequisites: MGMT 3302.

MGMT 3364 Employee Training and Development: 3 semester hours.

This course focuses on employee development and training. Topics include management role in assessing employee competencies, developing and selecting training programs for employee career development and learning as well as adaptation to organizational change.

Prerequisites: MGMT 3335.

MGMT 4000 Professional Development For Business II: 0 semester hours.

The course will provide upper-level students with the skills necessary for successful transition to the post-graduation work environment. Through weekly interactive seminars, students will learn advanced interview techniques, salary negotiating, personal branding with social media, the role of professional certifications, leadership, and other strategies to enhance the development of their careers.

Prerequisites: MGMT 2000.

MGMT 4330 Strategic Management and Business Policy: 3 semester hours.

A capstone course to acquaint the student with strategic management and business policy. Focuses on management of the entire business. Uses the concepts, skills and tools of the entire business curriculum to develop in-depth situational appraisals and specific recommendations regarding strategies and their implementation and control.

Prerequisites: (MGMT 3310 or MGMT 3103) and (MRKT 3310 or MRKT 3103) and (FINA 3310 or FINA 3103).

MGMT 4332 Supply Chain Management: 3 semester hours.

Provides students with the basic principles and key issues of supply chain management from a managerial perspective of gaining long term strategic and global competitiveness. Topics covered include managing supplier relationships, inventory management, process management, performance management and global issues in SCM.

Prerequisites: (MGMT 3310 or MGMT 3103) and (MGMT 3301 or MGMT 3013).

MGMT 4333 Production and Operations Management: 3 semester hours.

Major functions, departmental activities and policies for manufacturing firms and service organizations. Organization for production and analysis of production methods.

Prerequisites: (MGMT 3013 or MGMT 3301) and (MGMT 3103 or MGMT 3310).

MGMT 4335 Employment Law: 3 semester hours.

This course covers the law governing the employment relationship. Topics include employee access to job opportunities, discriminatory employment practices, regulation of wages, hours, and benefits, occupational safety and health, unjust discharge, EEO, sexual harassment, retaliation, Title VII and IX, and regulations protecting retirement benefits.

Prerequisites: MGMT 3335.

MGMT 4336 Recruitment and Staffing: 3 semester hours.

This course explores strategies used by companies to identify, recruit and staff top talent around the world. Topics include international as well as domestic concerns and consideration of multiple staffing levels (such as executives, mid-management, and temporary employees).

Prerequisites: MGMT 3335.

MGMT 4337 HR Data Analytics: 3 semester hours.

The course explores HR use of data analytics to examine common HR challenges of hiring top talent, engaging workforce, managing retention and evaluating workforce diversity. Using a cost-based approach, students learn to calculate the business impact and return on investment associated with HR initiatives.

Prerequisites: MGMT 3335.

MGMT 4339 Cooperative Education III: 3 semester hours.

Cooperative program in approved private and public business organizations engaged in planning, organizing, activating and controlling functions in producing and distributing goods and services. Written reports indicative of student's work experience are required.

MGMT 4341 International Environment of Business: 3 semester hours.

Analyzes the cultural, political, legal, and geographical environments in which international businesses operate as well as various managerial activities appropriate for an international organization. Topics include multinational enterprises, global competition, managing political risks and negotiations, international laws, U.S. trade policies, strategies for U.S. firms, expatriation and repatriation and challenges for U.S. firms, etc.

Prerequisites: MRKT 3310 or MRKT 3013 and (MGMT 3310 or MGMT 3013) and (ECON 2302 or ECON 2113) and (ECON 2301 or ECON 2123).

MGMT 4343 Decision Modeling for Business Analytics: 3 semester hours.

This course focuses on the process of developing analytic models for decision making in the business environment. The topics addressed include optimization and simulation modeling.

Prerequisites: MGMT 3301 or MGMT 3013.

MGMT 4345 Special Topics in Management: 3 semester hours.

Explores and examines contemporary topics of interest in the field of Management. Course could be used to offer a variety of topics that deal with issues of importance in the discipline of management.

MGMT 4354 ERP Apps in Supply Chain: 3 semester hours.

This course is designed to provide an overview of Enterprise Resource Planning (ERP) systems and supply chain business processes and introduce the role of ERP systems to manage supply chains and make effective business decisions. During the semester, students will explore the interaction among the different business processes while simulating SAP operating environment by ERPSim.

Prerequisites: MGMT 3301 and MGMT 4333.

MGMT 4399 Independent Study: 1-3 semester hour.

Reading, research, and/or field work on selected topics.

MGMT 5310 Organizational Behavior: 3 semester hours.

A study of social science concepts relevant to understanding and predicting human behavior in organizations. Topics include perception, learning, group processes, motivation and leadership, and organizational structure and change.

MGMT 5311 Business Statistics: 3 semester hours.

A study of statistical methodology useful for solving business problems. Topics addressed include probability, inferential statistics, regression analysis, and analysis of variance.

MGMT 5312 Business Analytics and Modeling: 3 semester hours.

A study of the principles and methods of applied mathematical modeling for managerial decision making. Topics addressed include linear and nonlinear optimization models, simulation, and project management.

Prerequisites: (MGMT 5311 or MGMT 5113) or (MGMT 3310 or MGMT 3013).

MGMT 5332 Strategy and Policy: 3 semester hours.

Examines top management strategy, formulation, implementation, and evaluation. This course is the MBA capstone which synthesizes and integrates material from the various functions of business as it presents itself to organizational strategic managers.

Prerequisites: ACCT 5310 or ACCT 5103 and BCOM 5320 or BCOM 5203 and ECON 5310 or ECON 5103 and FINA 5310 or FINA 5103 and MRKT 5330 or MRKT 5303.

MGMT 5334 Human Resource Management: 3 semester hours.

An analysis of the methods and issues pertaining to the recruitment, selection, testing, promotion and remuneration of members of organizations. Covers job design and labor relations concepts.

MGMT 5335 Entrepreneurship and Innovation: 3 semester hours.

Provides an opportunity to experience the entrepreneurial process through team projects, presentations, and feedback. Topics include critical factors for starting a business, evaluating opportunities, entry strategies, creating a marketing plan, financial projections, forms of financing, external resources, legal and tax issues, recordkeeping and systems support.

MGMT 5339 Management Internship: 3 semester hours.

Supervised, full-time training in planning, organizing and controlling organizational functions at For Profit/Non-Profit organizations/government agencies for a regular semester or two consecutive summer semesters.

MGMT 5344 Operations Management: 3 semester hours.

A study of systematic direction and control of the processes that transform inputs into products and services. Topics addressed include strategic decisions, capacity design, location and layout decisions, inventory management, material requirements planning, scheduling, and quality management.

Prerequisites: MGMT 5312 or MGMT 5123.

MGMT 5361 Special Topics: 3 semester hours.

Explores and examines contemporary subjects and trends in business. Topics deal with issues of current importance.

MGMT 5399 Independent Study in Management: 1-3 semester hour.

Supervised readings, research, and/or field work on selected topics in management.

Management Information Systems Courses

MISY 1305 Business Computer Applications: 3 semester hours.

The course explores living and communicating in a digital world. It includes selection and use of different types of computers, desktop and mobile, and their supported applications; an examination of the advantages and pitfalls of cloud computing and social networking; and projects designed to promote collaborative communication using multimedia and web technology with attention to formal and informal code of conduct.

MISY 2301 Fundamentals of MIS with ERP: 3 semester hours.

Overview of information systems including software and hardware issues, database management, enterprise systems, and organizational and managerial issues of fundamental business processes and functional areas, such as sales, production, accounting etc., and how they interact with an enterprise system; emphasis on hands-on learning using ERP.

Prerequisites: MISY 1305 or MISY 1013.

MISY 2315 Object-Oriented Programming Applications in Business: 3 semester hours.

This course covers the fundamental concepts of object-oriented programming as they apply to real-world business problems. Emphasis is given on the development of object-oriented program logic and design in solving programming problems in business.

Prerequisites: MISY 2301 or MISY 2013.

MISY 3311 Introduction to Crisis Informatics: 3 semester hours.

Use of information and communication technologies (ICT) in crisis management; examines how information is managed, organized, coordinated, and used for crisis management; analyzes information needs and seeking behaviors during a crisis; explores how ICT can support organizations/communications in a crisis.

Prerequisites: MISY 2301 or MISY 2013.

MISY 3332 Networking: 3 semester hours.

Specific topics include the introduction to core network concepts, network standards, physical layer propagation, Ethernet PC network, telephony and various LAN (Local Area Network) technologies, WAN (Wide Area Networks), internet working, wireless networking, network security, and network management.

Prerequisites: MISY 2301.

MISY 3339 Information Systems Internship I: 3 semester hours.

Supervised full-time training in industry, government or other agencies for junior-level information systems majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms.

Prerequisites: MISY 2301.

MISY 3341 Business Database Applications: 3 semester hours.

The course provides a solid foundation in database concepts and design as they apply in business. It covers principles of conceptual as well as relational designs and includes translation of business requirements into entity relationship diagrams, normalization of tables and advanced SQL to address specific business problems.

Prerequisites: MISY 2301.

MISY 3342 System Analysis & Design: 3 semester hours.

Methods, techniques, and tools involved in information systems analysis and design and project management in enterprises with exposure to traditional methodologies like systems development life cycle, and alternative methodologies like object-oriented and agile methodologies; hands-on experience of analysis and design on problem-solving and modeling software tools.

Prerequisites: MISY 2301 or MISY 2013.

MISY 3343 JAVA Applications in Business: 3 semester hours.

The course covers the fundamental concepts of object-oriented programming (OOP) using Java language and emphasizes basic programming skills using hands-on practices. Intensive exploration of Java programming environment.

Prerequisites: MISY 2315.

MISY 4332 Enterprise Cybersecurity: 3 semester hours.

The course will provide students with essential knowledge in data security and the technology involved in securing data. It will also provide a forum to bring in current issues in the MIS area such as information security; big data, mobile/wireless technology, cloud computing and project management. Students will gain insight into the importance of cybersecurity and the integral role of cybersecurity professionals in data security.

Prerequisites: MISY 3332 or MISY 3323.

MISY 4335 Information Technology Project Management: 3 semester hours.

Concepts, tools and techniques involved in Information Technology (IT) project management are presented. Focus will be on the five phases of project management: Initiating, Planning, Executing, Controlling, and Closing, and the nine project management knowledge areas: Integration Scope, Time, Cost, Quality, Human Resources, Quality, Risk.

Prerequisites: MGMT 3310 and MISY 2301.

MISY 4345 Special Topics in MIS: 3 semester hours.

The course provides a forum to bring in current issues in the MIS area such as information security, data mining, mobile/wireless technology and IT project management. Topics may vary from semester to semester and course can be repeated.

Prerequisites: MGMT 3310 and MISY 3332.

MISY 4352 Enterprise Strategic IT Management: 3 semester hours.

Strategic management concepts underlying the implementation of information Technology (IT) in an enterprise; pertinent IT issues such as analysis of strategic impact of IT, management of IT security and outsourcing; emphasis will be placed on hands-on learning using enterprise systems such as ERP. This course integrates issues covered in other MIS courses.

Prerequisites: MISY 3342 and MGMT 3310.

MISY 4354 Predictive Analytics: 3 semester hours.

The course involves important aspects of decision-making process in business such as business intelligence and data analytics. It would explore relationship discoveries in data as well as prediction of future outcomes using probabilities and trends. Students will be exposed to relevant topics such as business intelligence, data warehousing, big data, data mining, regression analysis, forecasting, and simulation.

Prerequisites: (MISY 3341 or MISY 3413) and (MGMT 3301 or MGMT 3013).

MISY 4399 Independent Study: 3 semester hours.

Reading, research, and/or field work on selected topics.

MISY 5310 Management Information Systems: 3 semester hours.

Foundational understanding of IS functions in relation to other business functions; current and emerging technologies; managerial and organizational understanding of IS functions within a networked or virtual organization; introduction to computer application software used by contemporary managers.

MISY 5331 Crisis Informatics: 3 semester hours.

The course explores the use of information and communication technologies (ICT) in crisis management. In particular, it examines how information (including social media data) is managed, organized, coordinated, and used for crisis management. This course also analyzes information needs and seeking behaviors during a crisis, and explores how ICT can support organizations/communities in a crisis.

Prerequisites: MISY 5310.

MISY 5332 Data Com and Network: 3 semester hours.

Integration of business management with data communications and networking core concepts such as fundamentals of data communication, various networking architectures and design, communication circuits and communication protocols.

Prerequisites: MISY 5310.

MISY 5341 App Database Management: 3 semester hours.

Concepts, tools, and technologies associated with the design, implementation and management of large databases for organizational effectiveness. Emphasis on the application aspect of databases.

Prerequisites: MISY 5310.

MISY 5342 Info Syst Analysis: 3 semester hours.

Focus on project planning, analysis, design, and implementation techniques, with an emphasis on the development of computer systems.

Prerequisites: MISY 5310.

MISY 5347 Bus Intelligence and Analytics: 3 semester hours.

Covers relevant topics such as intelligence, data analytics, big data, business process, OLAP, data warehousing, data marts, data mining, and data access tools.

Prerequisites: MISY 5310 or MISY 5103.

MISY 5353 Special Topics in MISY: 3 semester hours.

The course provides a forum to bring in current issues in the MIS area such as project management, information security, data mining, etc. Topics may vary from semester to semester.

Prerequisites: MISY 5310.

Marketing Courses

MRKT 3310 Principles of Marketing: 3 semester hours.

A study of the importance of marketing in the American economy. An intensive examination of basic marketing variables (product, place, promotion and price) from the viewpoint of management.

Prerequisites: MGMT 1301 or MGMT 1013.

MRKT 3311 Sports, Entertainment, and Event Marketing: 3 semester hours.

Course provides understanding of how marketing concepts can be applied and adapted to sports, entertainment and event marketing. Topics covered include the distinct nature of sports, entertainment and event products and services, sponsorships, endorsements, licensing, venue naming, planning, promoting and pricing.

Prerequisites: MRKT 3310 or MRKT 3103.

MRKT 3331 Retail Management: 3 semester hours.

The nature and functions of retail outlets in the marketing structure are studied. Managerial policies and methods of providing goods and services to the ultimate consumer are also studied.

Prerequisites: MRKT 3310.

MRKT 3332 Salesmanship: 3 semester hours.

Concepts of effective selling including selection of sales staff and their training, management and evaluation, are studied. The basic steps in the selling process are stressed.

Prerequisites: MRKT 3310.

MRKT 3333 Consumer Behavior: 3 semester hours.

An analysis of the processes underlying the purchasing behavior of consumers and the major influences on consumer behavior, including culture, attitudes, and reference groups.

Prerequisites: MRKT 3103 and PSYC 1113.

MRKT 4333 Advertising: 3 semester hours.

Fundamentals of the communication process in mass promotion (planning, creating the message, media selection, implementation, and measuring the results).

Prerequisites: MRKT 3103.

MRKT 4334 Marketing Research: 3 semester hours.

Application of the scientific method to the process of obtaining information for structuring marketing strategies and tactics. Emphasis is placed on the role of research in the solution of marketing problems.

Prerequisites: (MRKT 3310 or MRKT 3103) and (MGMT 3301 or MGMT 3013).

MRKT 4335 International Marketing: 3 semester hours.

International marketing opportunities and principles. Marketing tools as a means of adapting the individual domestic business line and its marketing methods to the international environment.

Prerequisites: MRKT 3310 or MRKT 3103.

MRKT 4337 Sales Management: 3 semester hours.

A study of sales management through the use of analytical and problem-solving skills. Managerial responsibilities such as sales force production, sales planning, training of sales staff, sales compensation, establishing territories and controls are covered.

Prerequisites: MRKT 3310.

MRKT 4339 Marketing Communications: 3 semester hours.

An examination of the major elements of promotion including advertising, personal selling, publicity, sales promotion, and the development of an integrated marketing communications plan.

Prerequisites: (MRKT 3310 or MRKT 3103) and MRKT 3333.

MRKT 4341 Distribution Management: 3 semester hours.

An analysis of the policies, decisions and planning related to the distribution of goods and services for consumer and industrial sectors. Covers concepts related to physical distribution and marketing channels.

Prerequisites: MRKT 3310 or MRKT 3103.

MRKT 4342 Fundamentals of E-Marketing: 3 semester hours.

Focuses on key marketing issues in E-commerce via the Internet. Explores concepts of customer relationship management, online communities, and web brand development.

Prerequisites: MRKT 3310 and MISY 2301.

MRKT 4349 Marketing Strategy and Analysis: 3 semester hours.

Capstone course for marketing majors that should be taken in the last semester. Highly applications oriented. The course utilizes projects and problems designed to develop marketing strategies. Emphasizes the dynamics of three major foci: customer, competition, and capabilities of the organization.

Prerequisites: (MRKT 3310 or MRKT 3103) and MRKT 3333.

MRKT 4399 Independent Study: 3 semester hours.

Readings, research and/or field work on selected topics.

MRKT 5300 Concepts of Marketing: 3 semester hours.

Surveys the different aspects of the marketing function, including the use of marketing research to understand consumer and industrial markets and the development of the marketing strategy elements of product, distribution, price, and promotion.

MRKT 5330 Marketing Management: 3 semester hours.

Application course dealing primarily with strategic marketing planning; specifically, the formulation of marketing strategies, evaluation of alternatives, and implementation of a marketing program. Examines selection of target markets, analysis of market data, and the development of a marketing mix to meet target market needs.

Prerequisites: (MRKT 5300 or MRKT 5003) or (MRKT 3310 or MRKT 3103).

MRKT 5331 International Marketing: 3 semester hours.

Analysis of the economic, political, social, and cultural environments of international business and the development of product, price, channels of distribution, and promotion strategies for international markets.

Prerequisites: MRKT 5300.

Personal Finance Courses

PFIN 2310 Personal Financial Management and Planning: 3 semester hours.

Covers the basics of personal money management and financial planning which is essential for every citizen in life; topics covered include personal financial planning, saving and debt financing, investment in stocks and bonds, auto and home financing, insurance, retirement and estate planning.

PFIN 3312 Financial Planning and Insurance: 3 semester hours.

An introduction to the financial planning process; time value of money; insurance planning, and the practice of personal financial planning by professional planners.

Prerequisites: FINA 1307 or FINA 2103.

PFIN 4311 Retirement Planning and Employee Benefits: 3 semester hours.

The course provides students with knowledge of the different types of public and private retirement and benefit plans; specifics and operations of these plans are analyzed as well as their regulatory framework; application of these plans is stressed in such areas as needs evaluation and analysis, strategies for different life-cycle circumstances, and medical issues.

Prerequisites: PFIN 3123 or PFIN 3312.

PFIN 4312 Estate Planning: 3 semester hours.

The course focuses on the efficient conservation and transfer of wealth, consistent with the client's goals; presents legal, tax, financial, and non-financial aspects of the process, covering such topics as wills, trusts, probate, advanced directives (living wills), charitable giving, wealth transfers and related taxes.

Prerequisites: ACCT 3333 and (PFIN 3123 or PFIN 3312).

PFIN 4343 Financial Planning Capstone: 3 semester hours.

Integration of relevant areas in the financial planning process; approaches to financial planning and the strengths and weaknesses of each; data collection and analysis of personal planning situations under various economic, political and regulatory situations; client presentation; use of case analysis, emphasis on ethics and professional conduct.

Prerequisites: ACCT 3333 and FINA 3333 and (PFIN 3123 or PFIN 3312) and (PFIN 4113 or PFIN 4311) and (PFIN 4123 or PFIN 4312).

Real Estate Courses

REST 3311 Real Estate Principles: 3 semester hours.

An introduction to the study of the economic and legal environment in which real property is transferred and used.

Prerequisites: (ACCT 2302 or ACCT 2123) and (ECON 2302 or ECON 2113).

REST 3322 Real Estate Finance: 3 semester hours.

The course introduces various aspects of real estate finance; covers all market sectors and funding sources with concentration on residential lending and secondary market for first mortgage loans; satisfies educational licensing requirement as prescribed by the Texas Real Estate License Act.

Prerequisites: REST 3311 or REST 3113.

REST 3325 Real Estate Investment: 3 semester hours.

The course provides an introduction to real estate investments including analysis of real estate investment alternatives; feasibility and site analysis; tax considerations; income and expense analysis; discounted cash flow analysis; and profitability measurement.

Prerequisites: REST 3311 or REST 3113.