

Department of Management and Marketing

Purpose and Goals

Preparing managers for employment in organizations requires a liberal education that emphasizes and promotes an understanding of diverse economic, social, political, cultural, and environmental perspectives. The areas of emphasis in the management and marketing curriculum are on problem identification, analysis, solution, decision-making, business ethics, communication, team dynamics, leadership, as well as an integration of other functional areas of business operations. Attention is given to the dynamic global business environment and to the immediate utilization of business skills in areas such as Supply Chain management and data analytics.

Specifically, the objectives of the BBA Management program are: (1) to educate students for professional careers in management of both small and large businesses as well as provide them with the necessary background to pursue graduate or professional education; (2) to engage in research that will produce new knowledge and/or apply existing knowledge that will enhance the learning process; and (3) to contribute to the professional activities of the management community through service and participation in business organizations.

The mission objectives of the BBA Marketing program are: (1) to provide future marketing managers who can effectively plan and execute the creation, communication, and delivery of value to their customers and guide their companies to promote mutually satisfying relationships with their stakeholders, (2) to develop in students the ability to analyze the various marketing functions, recognize their integrative nature and utilize these skills for strategic decision-making, and (3) to prepare students to be ethical, professional, and team-oriented business leaders in profit and not-for-profit organizations, as well as providing them with the necessary foundation to pursue graduate or professional education.

The marketing program provides a high-quality marketing education at the baccalaureate degree level. The program offers a comprehensive survey of the fundamental principles, theories, and contemporary practices of marketing professionals in today's global environment. Students learn the necessary skills to effectively plan and execute the conception, pricing, promotion, and distribution of goods and services to satisfy the needs of customers, the organization, and society. While the core of the program emphasizes a balanced exposure to all aspects of marketing, opportunities are offered for more in-depth study of specific functional areas of marketing. The marketing faculty is committed to preparing students to be ethical, professional, and team-oriented business leaders in profit and nonprofit organizations, as well as providing them with the necessary background to pursue graduate or professional education.

Courses in economics are offered to provide students with the basic knowledge of economics relevant to the business environment and society. The course content combines the fundamental skills of the subject matter with the analytical and quantitative tools necessary to function effectively in making rational business decisions. Course materials also emphasize the importance of data and statistical methods, the changing structure of national and global economies and prepare students to analyze economic and business problems from a broad perspective. Effective communication skills and high ethical standards expected of business professionals are also the focus of a few courses in economics.

Department Requirements

College of Business students with major requirements which include one or more of the courses listed as required for their minor will be allowed to count a maximum of 6 SCH to fulfill both their major and minor area requirements. Any additional courses that are common between the major area of study and the minor area would have to be substituted by upper-level courses in the minor area. The substituted courses must be approved by the Dean of the College of Business. Consult the Department Head offering the minor for details.

All non-Business students are required to maintain a minimum cumulative GPA of 2.0 in the minor areas for graduation; the student can have only one "D" in the courses required for the minor areas.

Business majors must earn a grade of "C or better" in every business course (except if taken as an unrestricted elective).

Bachelor of Business Administration in Management Degree Program Requirements

Complete Core Curriculum Listing at <https://catalog.pvamu.edu/universitycorecurriculum/>

Core Curriculum 42 Credit Hours

Communication		6
ENGL 1301	Freshman Composition I ¹	
ENGL 1302	Freshman Composition II ¹	
Mathematics		3
MATH 1314	College Algebra ¹	
Life and Physical Sciences (Select Two)		6
Language, Philosophy, and Culture (Select One)		3
Creative Arts (Select One)		3
American History (Select Two)		6

Government/Political Science		6
POSC 2305	American Government	
POSC 2306	Texas Government	
Social and Behavioral Sciences		3
ECON 2301	Principles of Macroeconomics ¹	
Component Area Option One		3
FINA 2313	Financial Planning from a Global Perspective ¹	
Component Area Option Two		3
MISY 1305	Business Computer Applications ¹	
General Education Supplement for Management Majors (18 SCH) ¹		
MATH 1324	Finite Mathematics ¹	3
MGMT 1316	Quantitative Business Analysis	3
ECON 2302	Principles of Microeconomics	3
ECON Elective (3000 - 4000 Level)		3
MGMT 3301	Business Statistics	3
MGMT 2320	Leadership and Ethics	3
College Requirements (33 SCH) ¹		
ACCT 2301	Principles of Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BLAW 2301	Legal Environment of Business	3
BCOM 3330	Business Communication	3
FINA 3310	Principles of Finance	3
MISY 2301	Fundamentals of MIS with ERP	3
MGMT 1301	Introduction to Business	3
MGMT 2000	Prof Development for Business	0
MGMT 3310	Principles of Management	3
MGMT 4000	Professional Development For Business II	0
MGMT 4330	Strategic Management and Business Policy	3
MGMT 4333	Production and Operations Management	3
MRKT 3310	Principles of Marketing	3
Major Area Requirements (27 SCH) ¹		
MGMT 3302	Introduction to Business Analytics	3
MGMT 3311	Introduction to Organizational Behavior	3
MGMT 3334	Project Management	3
MGMT 3335	Human Resource Management	3
MGMT 4354	ERP Apps in Supply Chain	3
PSYC 2301	General Psychology	3
MGMT Electives (3000 - 4000 Level) - Select three of the following: ^{1, 2}		
MGMT 3333	Commercializing Innovative Ideas	9
MGMT 3342	Data Mining Techniques	
MGMT 3339	Cooperative Education II	
MGMT 4332	Supply Chain Management	
MGMT 4339	Cooperative Education III	
MGMT 4343	Decision Modeling for Business Analytics	
MGMT 4345	Special Topics in Management	
MRKT 3311	Sports, Entertainment, and Event Marketing	
MRKT 3331	Retail Management	
MRKT 3332	Salesmanship	
MRKT 4333	Advertising	
MRKT 4335	International Marketing	
MRKT 4337	Sales Management	
MRKT 4342	Fundamentals of E-Marketing	

FINA 4330	Money and Banking	
ECON 4334	International Trade	
SCMG 4334	Purchase Management	
SCMG 4335	Logistics Management	
SCMG 4336	Quality Management	
ENTR 3301	Economics for Entrepreneurs	
ENTR 3302	Diversity Entrepreneurship	
ENTR 3303	Social Entrepreneurship	
ENTR 3309	Special Topics	
ENTR 4304	Venture Creation	
Unrestricted Elective		3
Total Hours		123

¹ A grade of "C" or better is required in these courses. Business majors must earn a grade of "C" or better **in all business courses (1300 - 4399 level courses)**. Students must earn the University required passing grade "D" or better in courses used as an unrestricted elective.

² Marketing Major area required courses (e.g., MRKT 3333,4334,4339,4341,4349) **will not be counted as Management Electives** unless special approval has been obtained from Department Head. **ECON 1301 Fundamentals of Economics in a Global society will only count as an Unrestricted Elective**

Bachelor of Business Administration in Marketing Degree Program Requirements

Complete Core Curriculum Listing at <https://catalog.pvamu.edu/universitycorecurriculum/>

Core Curriculum 42 Credit Hours

Communication		6
ENGL 1301	Freshman Composition I ¹	
ENGL 1302	Freshman Composition II ¹	
Mathematics		3
MATH 1314	College Algebra ¹	
Life and Physical Sciences (Select Two)		6
Language, Philosophy, and Culture (Select One)		3
Creative Arts (Select One)		3
American History (Select Two)		6
Government/Political Science		6
POSC 2305	American Government	
POSC 2306	Texas Government	
Social and Behavioral Sciences		3
ECON 2301	Principles of Macroeconomics ¹	
Component Area Option One		3
FINA 2313	Financial Planning from a Global Perspective ¹	
Component Area Option Two		3
MISY 1305	Business Computer Applications ¹	
General Education Supplement for Marketing Majors (18 SCH) ¹		
MATH 1324	Finite Mathematics ¹	3
ECON 2302	Principles of Microeconomics ¹	3
ECON Elective (3000 - 4000 level course)		3
MGMT 1316	Quantitative Business Analysis ¹	3
MGMT 3301	Business Statistics ¹	3
MGMT 2320	Leadership and Ethics ¹	3
College Requirements (33 SCH) ¹		
ACCT 2301	Principles of Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BCOM 3330	Business Communication	3

BLAW 2301	Legal Environment of Business	3
FINA 3310	Principles of Finance	3
MISY 2301	Fundamentals of MIS with ERP	3
MGMT 1301	Introduction to Business	3
MGMT 2000	Prof Development for Business	0
MGMT 3310	Principles of Management	3
MGMT 4000	Professional Development For Business II	0
MGMT 4330	Strategic Management and Business Policy	3
MGMT 4333	Production and Operations Management	3
MRKT 3310	Principles of Marketing	3
Major Area Requirements (27 SCH) ¹		
MRKT 3333	Consumer Behavior	3
MRKT 4334	Marketing Research	3
MRKT 4339	Marketing Communications	3
MRKT 4341	Distribution Management	3
MRKT 4349	Marketing Strategy and Analysis	3
PSYC 2301	General Psychology	3
Marketing Electives (3000 - 4000 Level) - Select three of the following: ^{1, 2}		
MRKT 3311	Sports, Entertainment, and Event Marketing	
MRKT 3331	Retail Management	
MRKT 3332	Salesmanship	
MRKT 4333	Advertising	
MRKT 4335	International Marketing	
MRKT 4342	Fundamentals of E-Marketing	
MRKT 4337	Sales Management	
MGMT 3333	Commercializing Innovative Ideas	
MGMT 3339	Cooperative Education II	
MGMT 4332	Supply Chain Management	
MGMT 4339	Cooperative Education III	
MGMT 3342	Data Mining Techniques	
MGMT 4343	Decision Modeling for Business Analytics	
MGMT 4354	ERP Apps in Supply Chain	
SCMG 4334	Purchase Management	
SCMG 4335	Logistics Management	
SCMG 4336	Quality Management	
ENTR 3301	Economics for Entrepreneurs	
ENTR 3302	Diversity Entrepreneurship	
ENTR 3303	Social Entrepreneurship	
ENTR 3309	Special Topics	
ENTR 4304	Venture Creation	
Unrestricted Elective		3
Total Hours		123

¹ A grade of "C" or better is required in these courses. **Business majors must earn a grade of "C" or better in all business courses (1300 - 4399 Level courses).** Students must earn the University required passing grade "D" or better in courses used as an unrestricted elective.

² Management Major area required courses (e.g., MGMT 3302, 3311, 3334, 3335) **will not be counted as Marketing Electives** unless special approval has been obtained from Department Head. **ECON 1301 Fundamentals of Economics in a Global society will not count as an Economics Elective. It can be used as an Unrestricted Elective.**

BBA Management

Core: <https://catalognext.pvamu.edu/universitycorecurriculum/> (<http://catalog.pvamu.edu/universitycorecurriculum/>)

Freshman

Fall - Semester 1	Hours	Spring - Semester 2	Hours
Communication Core		3 Communication Core	3
ENGL 1301		ENGL 1302	
MGMT 1301		3 Component Area Option One Core	3
Government/Political Science Core		3 FINA 2313	
POSC 2305		Component Area Option Two Core	3
Mathematics Core		3 MISY 1305	
MATH 1314		Government/Political Science Core	3
MGMT 2000	0	POSC 2306	
Life and Physical Sciences Core		3 MATH 1324	3
Total		15 Total	15

Total Hours: 30**Sophomore**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
ACCT 2301		3 ACCT 2302	3
PSYC 2301		3 American History Core	3
American History Core		3 ECON 2302	3
MGMT 2320		3 Social And Behavioral Sciences Core	3
MISY 2301	3	ECON 2301	
MGMT 1316		3 Life and Physical Sciences Core	3
		Creative Arts Core	3
Total		18 Total	18

Total Hours: 36**Junior**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
BLAW 2301		3 BCOM 3330	3
FINA 3310		3 MRKT 3310	3
MGMT 3310		3 MGMT 3334	3
MGMT 3301		3 MGMT 3335	3
Language, Philosophy & Culture Core		3 MGMT Elective (3000-4000 Level)	3
Total		15 Total	15

Total Hours: 30**Senior**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
MGMT 3302		3 ECON Elective (3000-4000 Level)	3
MGMT 3311		3 MGMT Elective (3000-4000 Level)	3
MGMT 4333		3 MGMT 4000	0
MGMT Elective (3000-4000 Level)		3 MGMT 4330	3
Unrestricted Elective		3 MGMT 4354	3
Total		15 Total	12

Total Hours: 27

Total Semester Credit Hours: 123

BBA MarketingCore: <https://catalognext.pvamu.edu/universitycorecurriculum/> (<http://catalog.pvamu.edu/universitycorecurriculum/>)

Freshman

Fall - Semester 1	Hours	Spring - Semester 2	Hours
Communication Core		3 Communication Core	3
ENGL 1301		ENGL 1302	
MGMT 1301		3 Mathematics Core	3
Component Area Option One Core		3 MATH 1314	
FINA 2313		Component Area Option Two Core	3
Government/Political Science Core		3 MISY 1305	
POSC 2305		Government/Political Science Core	3
Life and Physical Sciences Core		3 POSC 2306	
		Life and Physical Sciences Core	3
		MGMT 2000	0
Total		15 Total	15

Total Hours: 30**Sophomore**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
ACCT 2301		3 ACCT 2302	3
PSYC 2301		3 ECON 2302	3
American History Core		3 American History Core	3
MATH 1324		3 Social And Behavioral Sciences Core	3
MGMT 2320		3 ECON 2301	
Language, Philosophy & Culture Core		3 MISY 2301	3
		Creative Arts Core	3
Total		18 Total	18

Total Hours: 36**Junior**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
BCOM 3330		3 BLAW 2301	3
FINA 3310		3 MGMT 3310	3
MRKT 3310		3 MRKT 3333	3
MGMT 1316		3 MGMT 3301	3
Unrestricted Elective		3 MRKT Elective (3000-4000 Level)	3
Total		15 Total	15

Total Hours: 30**Senior**

Fall - Semester 1	Hours	Spring - Semester 2	Hours
MGMT 4333		3 MGMT 4330	3
MRKT 4334		3 MGMT 4000	0
MRKT 4339		3 MRKT 4341	3
MRKT Elective (3000-4000 Level)		3 MRKT 4349	3
ECON Elective (3000-4000 Level)		3 MRKT Elective (3000-4000 Level)	3
Total		15 Total	12

Total Hours: 27

Total Semester Credit Hours :123

Minors in the Department of Management and Marketing

Business students taking a minor will be allowed to count a maximum of 6 SCH to fulfill both their major and minor area requirements (double count). Any additional courses that are common between the major area of study and the minor would have to be substituted by upper-level courses in the

minor area. The substituted courses must be approved by the Dean of the College of Business. Consult the Department Head offering the minor for details.

All **non-Business students** are required to maintain a minimum cumulative GPA of 2.0 in the minor areas for graduation; the student can have a maximum of one "D" grade in the courses required for the minor areas.

Requirements for a Minor in Business Administration (Non-Business majors only)

ACCT 2301	Principles of Accounting	3
ECON 1301	Fundamentals of Economics in a Global Society	3
FINA 3310	Principles of Finance	3
MISY 2301	Fundamentals of MIS with ERP	3
MGMT 3310	Principles of Management	3
MRKT 3310	Principles of Marketing	3
Total Hours		18

Students with major requirements which include one or more of the above-listed courses must substitute other business courses for the course(s) included in their major requirements. The Dean of the College of Business must approve the substitute courses. This minor is an attractive option, especially for students in Engineering, Nursing, and Education. A minimum GPA of 2.0 in these courses is required for graduation; the student can have only one "D" in these courses.

Requirement for a Minor in Business Analytics

MGMT 3302	Introduction to Business Analytics	3
MISY 3341	Business Database Applications	3
MGMT 3342	Data Mining Techniques	3
MISY 4354	Predictive Analytics	3
MGMT 4343	Decision Modeling for Business Analytics (Dec. Modeling for Bus Analytic)	3
Suggested Electives (Select one course from below):		3
MISY 4335	Information Technology Project Management	
MGMT 3334	Project Management	
MGMT 3301	Business Statistics	
Total Hours		18

Requirements for a Minor in Economics

ECON 2302	Principles of Microeconomics	3
ECON 2301	Principles of Macroeconomics	3
ECON 4321	Intermediate Microeconomic Analysis	3
ECON 4322	Intermediate Macroeconomic Analysis	3
Economics Electives (3000 - 4000 Level)		6
Total Hours		18

Requirements for a Minor in Human Resources

MGMT 3311	Introduction to Organizational Behavior ¹	3
MGMT 3335	Human Resource Management ¹	3
MGMT 4335	Employment Law ²	3
Prescribed Electives (choose three)		9
MGMT 3337	Compensation and Total Rewards ³	
MGMT 3364	Employee Training and Development	
MGMT 4336	Recruitment and Staffing ³	
MGMT 4337	HR Data Analytics ⁴	
Total Hours		18

¹ Prerequisite: MGMT 3310

² Prerequisite(s): BLAW 2301, MGMT 3335

³ Prerequisite(s): MGMT 3310, MGMT 3335

⁴ Prerequisite(s): MGMT 3310, MGMT 3301, MGMT 3335

Requirements for a Minor in International Business

ECON 4334	International Trade	3
FINA 4335	International Finance	3
MGMT 4339	Cooperative Education III	3
MGMT 4341	International Environment of Business (Intl Environment of Business)	3
MRKT 4335	International Marketing	3
Foreign Language I & II		6
Total Hours		21

Requirement for a Minor in Marketing

ECON 2302	Principles of Microeconomics	3
MRKT 3310	Principles of Marketing	3
MRKT 3333	Consumer Behavior	3
MRKT 4339	Marketing Communications	3
Marketing Electives (3000 - 4000 Level)		6
Total Hours		18

Requirements for a Minor in Innovation and Entrepreneurship

MGMT 2301	Design Thinking	3
MGMT 3333	Commercializing Innovative Ideas	3
ENTR 4304	Venture Creation	3
Prescribed Electives (Select 3 courses from below):		9
ENTR 3301	Economics for Entrepreneurs	
ENTR 3302	Diversity Entrepreneurship	
ENTR 3303	Social Entrepreneurship	
ENTR 3309	Special Topics	
IEP-approved event ¹		
Total Hours		18

¹ Participation in one IEP-approved activity/event is required. This can include, but is not limited to business plan competitions, successful funding acquisition, grant-writing, and organizational leadership. Consult with your adviser.

Requirements for a Minor in Supply Chain Management

MGMT 4332	Supply Chain Management	3
MGMT 4333	Production and Operations Management	3
SCMG 4334	Purchase Management	3
SCMG 4335	Logistics Management	3
SCMG 4336	Quality Management	3
Select one from the following:		3
MGMT 3334	Project Management	
MRKT 4341	Distribution Management	
MISY 4335	Information Technology Project Management	
Total Hours		18

Departmental Certificates

Certificate in Innovation and Entrepreneurship

The Certificate in Innovation and Entrepreneurship designed to enable non-business and business majors to gain functional knowledge and skills in business to become successful entrepreneurs.

Students must consult with their academic advisor to ensure the courses for the certificate meet the requirements of the declared degree program. If the courses do not apply to the declared degree plan, the courses for the certificate will not qualify for federal aid under CPoS requirements.

Certificate Requirements

MGMT 2301	Design Thinking	3
MGMT 3333	Commercializing Innovative Ideas	3
Entrepreneurship Elective (Select one from the courses below):		3
ENTR 3301	Economics for Entrepreneurs	
ENTR 3302	Diversity Entrepreneurship	
ENTR 3303	Social Entrepreneurship	
ENTR 3309	Special Topics	
ENTR 4304	Venture Creation	

IEP-approved event ¹

Total Hours **9**

¹ Participation in one IEP-approved activity/event is required. This can include, but is not limited to business plan competitions, successful funding acquisition, grant-writing, and organizational leadership. Consult with your adviser.

Professional and Service Organizations

In addition to the professional and service organizations listed in the College section (<http://catalog.pvamu.edu/academicprogramsanddegreeplans/collegeofbusiness/#organizationshonorsocietiestext>), management and marketing majors are eligible for membership in the American Marketing Association (AMA) and professional organizations sponsored by other college departments. Student chapters of AMA, the international society for marketing professionals, participate in national, regional, and local marketing activities.

Marketable Skills

Marketable skills, as defined by the Texas Higher Education Coordinating Board's 60x30TX Plan (<http://www.60x30tx.com/>), include interpersonal, cognitive, and applied skill areas, are valued by employers, and can be either primary or complementary to a major. Marketable skills are acquired by students through education, including curricular, co-curricular, and extracurricular activities.

BBA Marketing

Degree Skills

1. Sales techniques
2. Marketing strategy and analysis
3. Digital marketing and consumer behavior

Concentration Skills

1. Critical thinking
2. Quantitative reasoning and logical thinking
3. Ethical behavior and decision making

Co-curricular and Extracurricular Skills

1. Professional communication
2. Interpersonal relationships and teamwork
3. Project management

BBA Management

Degree Skills

1. Procurement and logistics
2. Business strategy and analysis
3. Organizational behavior

Concentration Skills

1. Critical thinking
2. Quantitative reasoning and logical thinking
3. Ethical behavior and decision making

Co-curricular and Extracurricular Skills

1. Professional communication
2. Interpersonal relationships and teamwork
3. Project management

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 2123).

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 2302 or ECON 2113) and (ECON 2301 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.

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.

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 and 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.

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.

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 a 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 dicusses 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 or MGMT 3353.

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 or MGMT 3023.

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 or MGMT 3353.

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 or MGMT 3353.

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 or MGMT 3353.

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 or MGMT 3013 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.

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 or MRKT 3103.

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 or MRKT 3103.

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 or MRKT 3310) and (PSYC 1113 or PSYC 2301).

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 or MRKT 3310.

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 or MRKT 3103.

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 or MRKT 3103 and (MISY 2301 or MISY 2013).

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 or MRKT 5003.