MASTER'S PROGRAM IN BUSINESS ADMINISTRATION

Contact Information
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Building Name: Business Administration Building
Room Number: 108-C

Texas A&M University-Kingsville’s College of Business Administration (CBA) is a member of the Business Education Alliance of the Association to Advance Collegiate Schools of Business (AACSB). MBA admission requirements can be found at www.tamuk.edu/cba.

Faculty
Graduate Faculty

Department of Account and Finance
Delcoure, Natalya Professor, Department of Accounting and Finance; Dean, College of Business Administration; B.B.A., Moscow State university of Railway Engineering (Russia); M.B.A., University of Louisiana at Monroe; D.B.A., Louisiana Tech University.

Krueger, Thomas Professor, Department of Accounting and Finance; Chair; B.S., University of Wisconsin-Eau Claire; M.B.A., Minnesota State University-Mankato; D.B.A., University of Kentucky.

Lelkes, Anne-Marie Assistant Professor, Department of Accounting and Finance; B.S., Cameron University; M.S., Oklahoma State University; Ph.D., Oklahoma State University.

Verma, Priti Professor, Department of Accounting and Finance; B.A., University of Delhi (India); M.B.A., Institute for Technology and Management (India); Ph.D., The University of Texas-Pan American.

Department of Management, Marketing, and Information Systems
Chatelain-Jardon, Ruth Associate Professor, Department of Management, Marketing and Information Systems; B.B.A., Instituto Tecnológico de Estudios Superiores de Monterrey (Mexico); M.B.A., Texas A&M International University; M.S., Texas A&M International University; Ph.D., Texas A&M International University.

Shorter, Jack D Professor, Department of Management, Marketing and Information Systems; Chair; B.S., Oklahoma State University; M.S., Oklahoma State University; Ed.D., Oklahoma State University.

Associate Members:

Department of Accounting and Finance
Rivera, Gonzalo Associate Professor, Department of Accounting and Finance; B.B.A., Texas A&I University; J.D., Baylor University.

Scalan, Genevieve Associate Professor, Department of Accounting and Finance; B.B.A., Texas A&M University-Corpus Christi; M.B.A., University of Texas at San Antonio; Ph.D., University of Arkansas.

Department of Marketing, Management, and Information Systems
Oates, Barbara Professor, Department of Management, Marketing and Information Systems; B.S., Southwest Missouri State University; M.B.A., Southwest Missouri State University; Ph.D., University of North Texas.

Emeritus
Kirby, Robert Professor of Finance, Department of Accounting and Finance; Previous Provost and Vice President for Academic Affairs; B.S., East Texas Baptist College; M.S., Texas A&I University; D.B.A., Texas Tech University.

Ketcham, Allen Professor of Management and Marketing, Department of Management, Marketing and Information Systems; B.S., Indiana University; M.B.A., Corpus Christi State University; M.S., Texas A&I University; M.Ed., University of Arizona; Ph.D., University of Arizona.
Courses

Accounting (ACCT)

ACCT 5237  Global Accounting  2 SCH  (2-0)
A study of the international dimensions of accounting, including the patterns of accounting development found in other nations, the development of worldwide accounting standards, and the accounting problems associated with multinational corporate operations.
Fee: $250.00

ACCT 5302  Foundations in Accounting  3 SCH  (3-0)
An introduction to financial and managerial accounting principles and procedures for graduate students with limited background in accounting or business. Study of measurement and reporting issues and their effect on revenue and expense recognition, equity, and other related items. Study of managerial accounting issues, including enterprise planning and control.
Fee: $375.00

ACCT 5307  Acct Information Systems  3 SCH  (3-0)
Requirements, constraints, elements and considerations in design, implementation, auditing and housekeeping of accounting systems in relation to the total information systems for business decisions on a computerized data processing basis.
Fee: $375.00

ACCT 5308  Accounting Ethics  3 SCH  (3-0)
Application of ethical theory, philosophy and principles including the concepts of ethical reasoning, integrity, objectivity, independence and other core values. Prerequisite: senior standing.
Fee: $375.00

ACCT 5311  Seminar in Managerial Acct  3 SCH  (0-3)
Introduction to managerial accounting as it is used to plan, evaluate and control an organization. Emphasis on budgeting, standard costing and analysis of costs and profits. Prerequisite: 24 semester hours of undergraduate business courses including ACCT 2312.
Fee: $375.00

ACCT 5314  Advance Accounting Problems  3 SCH  (3-0)
Accounting principles for partnerships, estates and trusts, debt restructuring, reorganizations and liquidations, interim financial reporting and segmentation, foreign currency transactions and translation, leverage buyouts. Prerequisite: ACCT 3312.
Fee: $375.00

ACCT 5316  Advance Income Tax Problems  3 SCH  (3-0)
Particular attention given to tax regulations applicable to partnerships and corporations together with preparation of federal income tax returns for such businesses. Consideration also given to federal gift and estate tax. Prerequisite: ACCT 4308.
Fee: $375.00

ACCT 5319  Special Probs in Accounting  3 SCH  (3-0)
Study, research or internship in accounting. May be repeated once for credit. Prerequisite: consent of instructor.
Fee: $375.00

ACCT 5323  CPA Review  3 SCH  (3-0)
Review of the major accounting, business and legal environment issues with respect to all sections of the CPA exam.
Fee: $375.00

ACCT 5327  Advanced Auditing  3 SCH  (3-0)
Audit program planning and special reports, auditing topics. Prerequisite: ACCT 4311.
Fee: $375.00

ACCT 5331  Accounting and Value Creation  3 SCH  (3-0)
This course provides a pragmatic study of selected financial and management accounting concepts, methods and practices relating to financial analysis, cost assignment, cost management, performance management and decision analysis. The course includes ethical topics in accounting and incorporates global issues relevant to the topic areas.

ACCT 5337  International Accounting  3 SCH  (3-0)
Fee: $375.00

ACCT 5341  Adv Cost Managerial Acct  3 SCH  (3-0)
Planning and control of cost elements; analysis of costs and profits; and current topics in cost/managerial accounting. Prerequisite: ACCT 3314.
Fee: $375.00
ACCT 5350 Internship in Accounting 1-3 SCH (1-3)
An off-campus learning experience allowing the application of accounting skills in an actual work setting. This course will count towards the hours required for the CPA exam only if the internship requirements set by the State Board of Public Accountancy are met. Prerequisites: approval of a faculty coordinator and the department head.
Fee: $375.00

Business Administration (BUAD)

BUAD 5102 Diversity in the Workplace 1 SCH (1-0)
Develop an awareness and sensitivity to issues of race, religion, culture, age, gender, sexual orientation, and disabilities in the work place, and become aware of ethical and legal issues related to diversity.
Fee: $125.00

BUAD 5103 Business & Professional Ethics 1 SCH (1-0)
The issues, challenges, and opportunities business leaders face in managing employee ethical behavior as they carry out their professional responsibilities and communicate with customers. The understanding of how to cope with conflicts between personal values and those of the organization is important in ethical decision making.
Fee: $125.00

BUAD 5201 Advanced Business Writing 2 SCH (2-0)
Organization and preparations of reports of the type used in business, including proposals, informal and formal reports. Techniques of collecting, interpreting and presenting information useful to management to include the use of technology and the web for increasing productivity and enhancing the report content and image.
Fee: $250.00

BUAD 5204 Managerial Business Statistics 2 SCH (2-0)
Statistical methods as applied to business and economic problem analysis; descriptive statistics, sampling, probablity, statistical inference, regression analysis, correlation analysis, time series and index numbers.
Fee: $250.00

BUAD 5247 Global Business 2 SCH (2-0)
Major business law topics and issues involved in international business transactions. Global topics discussed include areas in business, management, politics, law, and culture and ethics.
Fee: $250.00

BUAD 5300 MBA Foundations I 3 SCH (3-0)
This course is designed to provide students with a foundation of basic Financial Accounting and Economics. The Financial Accounting section will equip students with the fundamentals of Accounting, leading to financial statement preparation and interpretation. The Economics section will provide students with fundamental principles of micro and macro analysis that can be used to analyze firm behavior and the economy.

BUAD 5301 MBA Foundations II 3 SCH (3-0)
This course is designed to provide students with a foundation of basic Managerial Accounting and Finance. The Managerial Accounting section will provide students with knowledge regarding manufacturing costs and how to track them, budgeting and cost control. The Finance section will equip students with the necessary analytical skills and knowledge that are essential in practice. Emphases will be given on Financial Statement Analysis, TVM, Valuations, and Capital budgeting decision.

Economics (ECON)

ECON 5245 Global Economics 2 SCH (2-0)
International trade theory and policy and international monetary economics; balance of payments and exchange rate theory. Apply trade theories and models to explain why countries trade, gains from trade and trade partner. Trade unions, tariffs, quotas and other no-tariff barriers to trade. Reasons and consequences of trade deficits.
Fee: $250.00

ECON 5310 Econ & Managerial Decis Making 3 SCH (3-0)
Studies markets in which firms compete with the context of a global supply chain, including markets for good and services, financial markets, and labor. Emphasizes how the interactions of these markets affect the formulation and implementation of business strategies.

Finance (FINC)

FINC 5239 Global Finance 2 SCH (2-0)
Foreign exchange markets, balance of international payments, borrowing and investment decisions. Changes in exchange rates: pricing, profitability and output decisions, international aspects of capital decisions.
Fee: $250.00
FINC 5330 Foundations of Finance 3 SCH (3-0)
An introduction to finance principles, analysis and procedures for graduate students with limited or no academic background in finance or business. Determining and analyzing the forms of business enterprise. Analysis of the techniques, methods, and procedures used in acquisition and proper employment of funds in the business entity.
Fee: $375.00

FINC 5331 Managerial Finance 3 SCH (0-3)
An advanced study of the theoretical framework of corporate financial management. Combines theory and case analysis to integrate principles with practice. Emphasis on the relevant theory and the application of theory to managerial problems. Applies concepts of corporate finance, accounting principles and quantitative analysis. Prerequisite: FINC 5330 or equivalent.
Fee: $375.00

FINC 5336 Investment Analysis 3 SCH (3-0)
A study of the financial markets, investment theory, security valuation, investment goals and portfolio selection. Professional investment management techniques are examined in the context of modern portfolio theory. A unified systems approach is adopted for investment selection and control. Prerequisite: FINC 5331.
Fee: $375.00

FINC 5339 Spec Problems in Finance 3 SCH (0-3)
Special studies or internship in finance. May be repeated once for credit.
Fee: $375.00

FINC 5347 Fin Mgmt & Sustainability 3 SCH (3)
This course is concerned with the theory and the practice of managerial finance, especially in the context of the publicly held corporation in a competitive global environment, their sustainability and value creation. The course includes analysis of current and historical financial position and short-term financial decisions. The course emphasizes long-term strategic decisions such as major investments, acquisitions and capital structure decisions. The principles of cost-benefit analysis, value creation, risk and return; and time value of money are demonstrated in a variety of business cases and real world examples. The course includes an introduction to portfolio theory, international finance and financial derivatives. Prerequisite: ECON 5310.

FINC 5350 Energy Finance 3 SCH (3-0)
This course helps students learn the up-to-date energy outlook. It exposes students to the structure of oil and gas industry, and key terminologies. In addition, it introduces financial statement analysis, capital budgeting and risk analysis, relative valuation, alternative energy such as nuclear and windmill power, and risk management in the energy industry. The goal of this course is to enhance student’s understanding of financing and investment decisions in energy industry.

FINC 5352 Health Service Econ & Finance 3 SCH (3-0)
This course is an introduction to the field of health economics with an emphasis on the economic key concepts that health economists use to analyze healthcare markets. This course also provides an overview of the financial structure, market forces, controls and techniques used in the financial management of healthcare organizations and the perspectives of the various interest groups involved (providers, insurers, policy makers, patients and the general public).

Information Systems (ISYS)

ISYS 5309 Computer Tech Applications 3 SCH (3-0)
Study of computer hardware and software technology with emphasis on price versus performance issues and matching system capabilities to intermediate and advanced business applications.
Fee: $375.00

ISYS 5310 Org & Mgt of Bus Databases 3 SCH (3-0)
A study of important issues in the design and implementation of databases for business enterprises with emphasis on the relational model. Study of non-relational database models such as object-oriented, hierarchical and network. Hands-on experience will be provided using a current rational database product. Prerequisite: ISYS 5309 or permission of the instructor.
Fee: $375.00

ISYS 5320 Decision Support Systems 3 SCH (3-0)
A study of computer-based systems that support unstructured and semi-structured decision making by individuals or groups. These systems include: decision support systems, group decision support systems, executive information systems and expert systems. Prerequisite: ISYS 5309 or permission of the instructor.
Fee: $375.00

ISYS 5330 Telecommunications 3 SCH (3-0)
A study of concepts, principles and technologies allowing the integration of information and telecommunications systems to support the internal and external activities of business enterprises. Prerequisite: ISYS 5309 or permission of the instructor.
Fee: $375.00
ISYS 5340  Sys Analysis Design and Impl  3 SCH (3)
A study of systems analysis, design and implementation techniques that can be used to analyze and improve or create organizational information and communication systems.
Fee: $375.00

ISYS 5342  Data Mining & Cyber Forensics  3 SCH (3-0)
A study of Cyber Forensics, which is the science of finding and securing digital evidence within company networks. Discussion will focus on the increasing demand for Cyber Forensics usage, which is being driven by the proliferation and complexity of security issues increasingly being faced by companies.
Fee: $375.00

ISYS 5347  Infor Systems & Bus Analytics  3 SCH (3-0)
This course provides an understanding of issues related to management information systems; the concepts and applications of methods and models to support the managerial decision-making process. Focus is on the understanding of knowledge management, data warehousing, data mining, predictive and prescriptive analytics.

ISYS 5351  Databases & Data Warehousing  3 SCH (3-0)
Database design with emphasis on the Relational Database Model. Concepts on data warehousing and on-line analysis processing (OLAP) and the differences between operational database systems and data warehouses are covered. Prerequisite: ISYS 5347.

ISYS 5352  Exp. Data Analysis & Visual  3 SCH (3-0)
Explore data and data sources. Find, extract, understand, process, aggregate, and summarize data for further analysis and model definition utilizing established procedures and methods, including tabular and visualization reports. Prerequisite: ISYS 5347.

ISYS 5353  Predictive Analytics  3 SCH (3-0)
Explore data mining techniques for efficient data retrieval and process. Learn to identify and discern the right predictive analytic techniques for diverse business problems. Students will be exposed to analytics software. Prerequisite: ISYS 5347.

ISYS 5359  Spec Prob in Computer Info Sys  3 SCH (3-0)
Study, research or internship in ISYS. May be repeated once for credit. Prerequisite: consent of instructor.
Fee: $375.00

ISYS 5360  Fundamentals of Cyber Security  3 SCH (3-0)
This course aims to provide a managerial perspective of contemporary issues in computer and network security, including an assessment of state-of-the-art approaches used to address security problems and their integration with organizational/informational systems audit, computer information systems, and management practices. Upon completing the course, students should have a practical understanding of how to design, implement, and maintain a network security plan that successfully defends a network from malicious or accidental intrusion.

ISYS 5361  Legal Issues in Cyber Security  3 SCH (3-0)
This course aims to provide a managerial perspective of contemporary issues in computer and network security, including an assessment of state-of-the-art approaches used to address security problems and their integration with organizational/informational systems audit, computer information systems, and management practices. Upon completing the course, students should have a practical understanding of how to design, implement, and maintain a network security plan that successfully defends a network from malicious or accidental intrusion.

ISYS 5362  Cyber Security Policy & Impl  3 SCH (3-0)
This course aims to provide an end to end understanding of Information Security policies and frameworks. Specifically, this course will focus on the management of, need, and challenges associated with the Information Security policies in an organization environment. In addition, the student will investigate implementation issues associated with policy and methods that can be utilized to overcome barriers to implementation. Effective policy design and maintenance will be investigated along with various frameworks that can be used by an organization to assist with Risk Management and Compliance. Finally, a review of U.S. compliance laws and associated Information Security requirements will be conducted.

ISYS 5363  Aud & Compl in Cyber Domain  3 SCH (3-0)
This course aims to provide a complete understanding of Cyber Security compliance and auditing. Specifically, this course will focus on understanding the basic concepts of the Compliance and the Auditing process to include providing the student an understanding of the scope of a compliance audit. In addition, this course will provide the student an understanding of various tools, techniques, and frameworks that can aid in the auditing process. The student will gain an appreciation of end to end process of an audit to include, preparation, conducting, and completion of an audit report. Finally, the student will look at the various domains that can be audited within the organization.

Management (MGMT)

MGMT 5241  Global Management  2 SCH (2-0)
Management of the internationally competitive firm; topics considered include leadership, organizational structure, cultural differences and similarities and competitive analysis.
Fee: $250.00

MGMT 5250  Leadership Development  2 SCH (2-0)
A program that utilizes an interactive software called practiceware to learn and sharpen your leadership skills in communication, dealing with tension and other stressors of business, effectively using your power and ideas in your organization and how to deal with conflict and culture change. The student will assess their own interpersonal skills as well as how to use these interpersonal skills to deal with others.
MGMT 5252  Leadership for Health Prof  2 SCH  (2-0)
This course examines the dynamic nature of organizations in the health services field and the implications for leaders and managers within the context of organizations as open systems from an individual, group and system perspective. The course examines principles of strategic leadership/management applied to health care organizations amid a changing environment and focuses on improving organizational efficiency, effectiveness and efficacy through leadership principles.
Fee: $250.00

MGMT 5254  Health Information Mgmt  2 SCH  (2-0)
This course addresses both the principles and practices of health information management by providing new ways for providers and their patients to readily access and use health information and information technology (IT) which has the potential to improve the quality, safety, and efficiency of health care.
Fee: $250.00

MGMT 5256  Health Care Law and Ethics  2 SCH  (2-0)
The student will learn the importance of health law and ethics, the basic principles, and how they apply to practical Health Care management.
Fee: $250.00

MGMT 5258  Health Care Supply Chain Mgmt  2 SCH  (2-0)
This course provides understanding, knowledge and evaluation models to manage an organization's enterprise resource planning and management system, specifically with regard to the supply chain system and the management of that system as evaluated from a strategic, financial and operations management perspective.
Fee: $250.00

MGMT 5260  HealthCare Org Design/Behavior  2 SCH  (2-0)
This course provides an overall perspective on the health care sector, discusses the distinctive challenges facing health care organizations, and examines the roles of leaders and managers in influencing organizational culture, performance and change.
Fee: $250.00

MGMT 5262  Health Care Financial Mgmt  2 SCH  (2-0)
This course presents the fundamental principles of financial management through dynamic case studies, and modern financial theory. A thorough introduction of the financial management for health care organizations including cost controls, basic accounting principles for health care, budgeting and variance analysis, selecting long-term and short-term assets, and inventory management.
Fee: $250.00

MGMT 5264  Contemp Issues in Health Care  1-2 SCH  (1-2)
A course for Health Care Administration students to expose them to the most current economic, technical, political and social aspects of health care generally and reimbursement, community assessment, preparedness and alliances and mergers specifically based on contemporary issues within the healthcare industry.
Fee: $250.00

MGMT 5316  Global Strategic Management  3 SCH  (3)
This course will examine strategy formulation and implementation in an international context. Students will examine topics such as country selection, product adaptation, political risk, managing diverse country institutions, strategic cross-border arbitrage, multinational financial management, and global leadership. Must be enrolled in the MBA program.
Fee: $375.00

MGMT 5320  Leading a Sustainable Organ  3 SCH  (3-0)
This course will examine the meaning of sustainable development for an organization, the effect of global protocols and conventions on sustainable development strategies, and how industries derive their strategies for sustainable development. Challenges and opportunities related to developing policies and governance models that address the complex social, economic and environmental aspects of sustainability will be addressed.
Fee: $375.00

MGMT 5322  Seminar in Management  3 SCH  (0-3)
Philosophy and concepts underlying modern management. Prerequisite: MGMT 3321 or MGMT 4326 or equivalent experience.
Fee: $375.00

MGMT 5325  Management Science  3 SCH  (3-0)
Analysis of management science approach to business decisions. Emphasis on problem formulation, solution generation and sensitivity analysis of solution. Various specific tools and techniques will be covered each semester. Prerequisites: MGMT 3321, BUAD 3355 and MATH 1325.
Fee: $375.00

MGMT 5329  Spec Prob in Management  3 SCH  (0-3)
Special studies or internship in management. May be repeated once for credit.
Fee: $375.00

MGMT 5335  Advanced Business Policy  3 SCH  (3-0)
Domestic and international strategic planning using case studies and simulation. Prerequisite: 24 hours of graduate business courses or final semester of graduate study.
Fee: $375.00
MGMT 5337  Managerial Bus Statistics  3 SCH (3-0)
Selected statistical methods involving quality control, forecasting, sampling and other business applications using SAS software.
Fee: $375.00

MGMT 5339  Human Resource Management  3 SCH (3-0)
This MBA elective course blends theory and practice surrounding the development and implementation of human resource management policy in organizations, to include: staffing; compensation; training and development; performance management; change management; employee and labor relations; employee health, safety and security; workforce diversity; ethics; the impact of globalization; and HRM delivery systems. It also incorporates the most relevant research and practical issues in contemporary strategic and operational human resource management.

MGMT 5366  Health Service Mgmt & Reg  3 SCH (3-0)
This course reviews the dynamic nature of organizations in the healthcare arena, as well as the legal implications for leaders and managers as part of this type of organization. The major managerial concepts that influence organizations in the healthcare sector, common management issues in these organizations; and the main laws and regulations that affect the healthcare field are examined.

MGMT 5368  US Healthcare System & Policy  3 SCH (3-0)
This course will examine the organization, financing, and delivery of healthcare in the United States. The course will introduce students to the basic concepts of health insurance and contrast the private and public sectors. The course will explain different provider reimbursement methodologies and analyze how each methodology affects healthcare delivery, healthcare cost and provider's and patients' behavior. The course will explore the effects of competition in healthcare and the pros and cons of different national health insurance models. Finally, students will study the Affordable Care Act and analyze how this law affects each of the aforementioned areas.

MGMT 5370  Leadership, Change & Innovat.  3 SCH (3-0)
This course focuses the theoretical foundations of leadership and the important role of the leader in organizational change and innovation initiatives. The investigation of leadership theory, change management, and innovation in this course leads students to demonstrate their understanding of dynamic leadership as it relates to self, others and the organization. Further, the course addresses change and innovation as it relates to competitive advantage in an ever changing global market.

MGMT 5372  Health Care IT  3 SCH (3-0)
This course is designed to provide the student with an introduction to health care information technology (HCIT). Designed from a healthcare executive's point of view, this class aims to (1) teach basic executive HCIT skills and strategies; (2) present an overview of basic and advanced HCIT systems and infrastructure; (3) provide background and context for understanding the current state of HCIT and the industry's vision for its digital future. Prerequisites: ISYS 5347 and MGMT 5366.

MGMT 5374  Applied Health Informatics  3 SCH (3-0)
This course is designed to accomplish 3 Primary Goals: To provide the student with: (1) an Introduction to Digital Health & Informatics; (2) Background and Context required to demonstrate Proficiency in the Digital Age of Healthcare; (3) Critical-Thinking Ability and Problem-Solving Skills required to Identify Problems in Healthcare that can be Solved, in part, via the Application of Digital Technologies & Health Informatics. Prerequisites: ISYS 5347 and MGMT 5366.

Marketing (MKTG)

MKTG 5243  Global Marketing  2 SCH (2-0)
Examines marketing in other countries, the marketing implications of cultural and environmental differences, international marketing research and adaptation of product, price, promotion and distribution decisions to international environments. Topics include international trade theory and the multinational firm.
Fee: $250.00

MKTG 5310  Negotiations  3 SCH (3-0)
This course is concerned with the application of strategies and tactics, as well as the necessary ethical and critical thinking skills that are available to be applied to a variety of business, non-profit, and political environments. Special emphasis is placed on collaborative over competitive styles of negotiating.

MKTG 5314  Strategic Logistics Mgmt  3 SCH (3-0)
Integration of transportation, inventory, facility location, informational flow, materials handling and protective packaging activities into a system for managing physical flow of inbound and outbound products and materials.
Fee: $375.00

MKTG 5317  Mktg Mgmt & Value Creation  3 SCH (3-0)
This course is concerned with the theory and application of various Marketing strategies designed to create value in both for-profit and non-profit organizations (i.e., where to go and how to best get there). Although special focus is given to online and mobile marketing techniques, including social media, more traditional Marketing approaches are also covered. The increasingly important concepts of "Ethics" and "Sustainability", as they apply to both ends of an organization's value chain, are incorporated throughout this course via case studies and personal examples.

MKTG 5320  Logistics and Supply Chain  3 SCH (3-0)
This course will examine the basic components of Logistics and Supply Chain Management, the effect of efficient flow of materials, information, and financials within and among organizations, as well as the analytical foundations related to key concepts such as inventory, capacity, quality and customer service. Challenges and opportunities related to technology implementation and sustainable development will be addressed.
MKTG 5330  Managing Socio-Political Envir  3 SCH (3-0)
This course will examine crisis communication and management of an increasingly polarized socio-political climate. How to navigate through issues relevant to politics, racial tension, gender discrimination, sexual harassment, first amendment rights, incivility on campuses, religious dialogue, and intersectionality. These issues large arise on various social media platforms, which are often resulting from the spreading or suppressing of popular news, fake news, withheld truths, or even well-intentioned stories that are taken over by online mobs and twisted into something else altogether. This course will address ways to approach social media, importance of civility and understanding, illicit positive conversation and best practices to maintaining a respectful and professional working environment.

MKTG 5350  Crisis Communication & Manag.  3 SCH (3-0)
Examines crisis communication and management in the aftermath of unexpected events such as cyber-attack, product recall, natural or manmade disaster, and other situations that require intelligent communication to internal and external stakeholders. Includes how to develop an effective crisis communication plan and strategy.

MKTG 5361  Seminar in Marketing  3 SCH (0-3)
Marketing theory and strategy emphasizing the utilization of marketing concepts in the organization. Prerequisite: MKTG 3361.
Fee: $375.00

MKTG 5369  Spec Prob in Marketing  3 SCH (3-0)
Special studies or internship in marketing. May be repeated once for credit.
Fee: $375.00

Degree Requirements
Business Administration, M.B.A.
The MBA program is designed especially for those individuals who want to further prepare themselves for managerial responsibilities in business. The degree requires the completion of 30 semester hours of graduate course work. Business foundation courses are prerequisites for admission to the MBA program. The program’s 30 semester hours are composed of required core courses and elective courses.

1. Prerequisite Courses (see College of Business Administration Webpage)
2. Core Courses (21 credits): (see College of Business Administration Webpage)
3. Elective Courses (9 credits): (see College of Business Administration Webpage)

To give students the greatest flexibility in selecting elective courses, a student may enroll in electives from several CBA pre-approved accredited graduate programs.

Prerequisite Foundation Courses for Non-Business Degree Students (Approved Business Related Content Experiences may substitute for one or more of these courses).
Foundation courses prepare students for study in the MBA program. If a student needs to complete any of these courses, the student must contact the Director of the MBA Program for information on the process of enrolling in these courses.

Exit Exam
Candidates for the MBA degree must take the ETS® Major Field Test for the Master of Business Administration during the semester in which the degree will be conferred.

Business Analytics, Transcripted Certificate
The Transcripted Certificate in Business Analytics will be delivered completely online and in an 8-week format to stay consistent with our current MBA program. Existing MBA students at TAMUK can take these three electives and ISYS 5347 Infor Systems & Bus Analytics as part of their program and finish with this Certificate as well.

ISYS 5347 Infor Systems & Bus Analytics must be taken as a prerequisite for the other three courses.

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<tr>
<th>Code</th>
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<th>Semester Credit Hours</th>
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<tbody>
<tr>
<td>ISYS 5347</td>
<td>Infor Systems &amp; Bus Analytics</td>
<td>3</td>
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<tr>
<td>ISYS 5351</td>
<td>Databases &amp; Data Warehousing</td>
<td>3</td>
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<tr>
<td>ISYS 5352</td>
<td>Exp. Data Analysis &amp; Visual</td>
<td>3</td>
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<tr>
<td>ISYS 5353</td>
<td>Predictive Analytics</td>
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Total Semester Credit Hours 12
Collaboration & Team Dynamics, Transcripted Certificate

The Transcripted Certificate in Collaboration & Team Dynamics will prepare students in the areas of negotiations, communication, and team collaboration and help them deal with contemporary issues. This transcripted certificate requires a total of 12 credit hours, the courses are delivered completely online and in an 8-Week format.

Cyber Security, Transcripted Certificate

The Transcripted Certificate in Cyber Security is a non-technical graduate transcripted certificate that prepare students in the area of Cyber Security including Legal issues, policy and implementation, and auditing and compliance. This transcripted certificate requires a total of 12 credit hours, the courses are delivered completely online and in an 8-Week format.

Health Informatics, Transcripted Certificate

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<tr>
<td>MGMT 5374</td>
<td>Applied Health Informatics</td>
<td>3</td>
</tr>
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Total Semester Credit Hours 12