

# Department of Management, Marketing and Information Systems

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## Contact Information

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## Business Administration (BUAD)

### **BUAD 1105** Intro to the World of Business 1 SCH (1-0)

This course introduces students to the business environment and the operation of businesses within that environment.

### **BUAD 1115** Intro to Business Software 1 SCH (1-0)

Introductory course providing skill development, performance, and application of basic information processing software (i.e., Excel) used in business. Covered areas include graphs and charts, advanced functions and analytical tools, linking of worksheets and workbooks, importing and manipulating data, and macros.

### **BUAD 2341** Business Law 3 SCH (3-0)

Historical background and role of law in business and society; general principles of the law of contracts, personal property, secured transactions, sales and commercial paper; the Uniform Commercial Code as adopted in Texas and other applicable Texas statutes. Prerequisite: Sophomore standing.

### **BUAD 2374** International Business 3 SCH (3-0)

Introduction to various facets of international business including theories of international trade, monetary systems, environmental forces and the organizational environment.

### **BUAD 3355** Business Statistics 3 SCH (3-0)

Statistical methods as applied to business and economic problem analysis: descriptive statistics, sampling, probability, statistical inference, regression analysis, correlation analysis, time series and index numbers. Prerequisites: MATH 1314 and MATH 1324.

### **BUAD 3366** Intro to Business Intelligence 3 SCH (3-0)

Concepts and applications of computer programming language as it applies to business intelligence. Prerequisite: ISYS 3330.

### **BUAD 3374** International Business 3 SCH (3-0)

Introduction to various facets of international business including theories of international trade, monetary systems, environmental forces and the organization environment.

## Business Communication (BCOM)

### **BCOM 3306** Business Communication (WI) 3 SCH (3-0)

Principles of business communication through letters, memos, email, text messages, group leadership and participation and presentations. Clear, accurate, and focused communication; practical psychology with attention to communication ethics and diversity. Prerequisite: ENGL 1301, ENGL 1302.

## Information Systems (ISYS)

### **ISYS 1301** Personal Computer Applications 3 SCH (3-0)

Introduction to personal computer terminology, operations and applications including word processing, spreadsheets, presentation graphics, databases, the Internet and e-mail utilization. Open to all majors.

### **ISYS 3302** Business Appl Using C++.Net 3 SCH (3-0)

Concepts and applications of the C++ programming language for business and industry using Visual Studio.NET. Prerequisite: ISYS 3330.

### **ISYS 3320** Responsive Web Site Design 3 SCH (3-0)

Methods and techniques of developing a moderately complex web site; after the foundation language has been established, the aid of a web editor will be introduced. Prerequisite: Junior standing.

### **ISYS 3330** Info Sys and Bus Analytics 3 SCH (3-0)

Management decision support systems, concepts of system analysis and design and information processing; data management and the development of business analytics. Prerequisites: BUAD 3355 or permission of the instructor.

### **ISYS 3340** Databases & Data Warehousing 3 SCH (3-0)

Database design with emphasis on Relational Database Model. Concepts on data warehousing and on-line analysis processing (OLAP). Prerequisite: ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3340, MGMT 3340, MKTG 3340, or ISYS 3340.)

**ISYS 3351 Database Design and SQL 3 SCH (3-0)**

Basic database design and introduction to structured query language (SQL). Includes instruction on creating user interface forms for a database.

**ISYS 3356 Systems Analysis and Design 3 SCH (3-0)**

Analysis and design techniques required for implementing medium to large-scale computer information systems. Development of requirements for personnel, software and equipment for typical applications. Prerequisites: ACCT 2302 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3356, MGMT 3356, MKTG 3356, or ISYS 3356.)

**ISYS 3358 Business Information Systems 3 SCH (3-0)**

A comprehensive study of the use of information technology as an organizational resource, including the implementation of disciplined processes and management development to effectively exploit the power of modern information technology. (Credit may only be obtained for one one of the following classes: FINC 3358, MGMT 3358, MKTG 3358, or ISYS 3358.)

**ISYS 3364 Program in Visual BASIC.NET 3 SCH (3-0)**

Fundamentals and techniques of programming for business applications using Visual Studio.NET. Prerequisite: ISYS 3330.

**ISYS 4303 Client Server Appl Devel 3 SCH (3-0)**

Client/Server application development practices and tools. Emphasis on developing distributed database applications that support the information processing needs of business. Topics include: object-oriented program design, programming with object-oriented development platforms and the use of embedded Structured Query Language for database transaction processing. Prerequisite: Junior standing.

**ISYS 4306 Data Comm & Networking I 3 SCH (3-0)**

Applications requiring data communication, internal and external influences on data communication systems and service providers, data transmission, standards and architectures, management of network design and operation, local area networks, and future issues. Prerequisite: ISYS 3330 or equivalent.

**ISYS 4320 Predictive Analytics for Business 3 SCH (3-0-0)**

An introduction to data mining techniques for efficient data retrieval and process. Identify and discern the right predictive analytic techniques for diverse business problems. Prerequisites: BUAD 3355 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 4320, MGMT 4320, MKTG 4319, or ISYS 4320.)

**ISYS 4340 Internship in Info Systems 3 SCH (0-3)**

An off-campus learning experience allowing the acquisition and application of information technology skills in an actual work setting. Prerequisite: approval of the department chair.

**ISYS 4350 Information Security 3 SCH (3-0)**

Examination of the discovery of and preparation for potentially disabling threats and various defensive techniques to ensure organizational network security. Prerequisite: junior standing.

**ISYS 4358 Info Systems Project Mngt 3 SCH (3-0)**

Planning, organizing and control activities required for effective information systems management. Prerequisite: ISYS 3356 or FINC 3356 or MGMT 3356, or MKTG 3356 (Credit may only be obtained for one of the following classes: FINC 4358, MGMT 4359, MKTG 4358, or ISYS 4358.)

**ISYS 4360 Enterprise Risk Management 3 SCH (3-0)**

Exposes students to techniques organizations use to manage the ever-increasing corporate risks threatening the organization's business model and strategic plan. The course combines qualitative and quantitative approaches for measuring and managing organizational and operational risks. Prerequisites: FINC 3321 and ISYS 3330, and Junior Standing.

**ISYS 4370 Computer Forensics 3 SCH (3-0)**

Principles and techniques of conducting computing investigations. Computer forensics involves obtaining and analyzing digital information for us as evidence in civil, criminal, or administrative cases. Prerequisites: None.

**ISYS 4395 Special Topics Infor. Systems 1-3 SCH (1-3)**

Research in selected fields of computer information systems. May be repeated for credit. Prerequisite: consent of instructor.

## Management (MGMT)

**MGMT 3310 Intro Entrepren & Creativity 3 SCH (3-0)**

The entrepreneurial process; how business personnel build basics out of ideas. Types of entrepreneurs are studied as well as the organizations. How strategy, marketing, accounting, organization behavior, finance, and business communication are all needed for success. How organizations can foster instead of stifle creativity by redefining paradigms. Creating new and potentially stronger businesses.

**MGMT 3312 Org Theory and Human Behavior 3 SCH (3-0)**

Various organizational structure models and supporting theory, organizations as complex systems, organizational behavior, individual and group dynamics in the business environment, organization development and change. Prerequisite: junior standing.

**MGMT 3322 Principles of Management 3 SCH (3-0)**

This course introduces management in organizations. The fundamentals and principles of management (planning, organizing, directing, and controlling) and the functions of managers and workers in areas such as decision making, communication, motivation, leadership, diversity, social responsibility, and business ethics.

**MGMT 3325 Human Resource Management 3 SCH (3-0)**

Policies and practices relating to recruitment, selection, training and development, performance appraisal, reward system, and employee relations. Strategic human resource planning, equal employment opportunity laws, and international human resource management issues. Prerequisite: MGMT 3322.

**MGMT 3332 Managing-Working Virtual Teams 3 SCH (3-0)**

Introduces the challenges of managing and collaborating in a virtual environment and the tools that allow virtual teams to work efficiently and effectively. Prerequisites: ISYS 3330 and MGMT 3322.

**MGMT 3335 Recruitment & Staffing 3 SCH (3-0)**

Effective recruitment and selection practices are the key to organizational success. In this course, students will learn key recruitment and selection skills, including human resource forecasting and planning, recruitment process, selection process, and legal compliance in recruitment and selection. Prerequisite: MGMT 3325.

**MGMT 3340 Databases & Data Warehousing 3 SCH (3-0)**

Database design with emphasis on Relational Database Model. Concepts on data warehousing and on-line analysis processing (OLAP). Prerequisite: ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3340, MGMT 3340, MKTG 3340, or ISYS 3340.)

**MGMT 3351 Principles of Operations Mgmt 3 SCH (3-0)**

Detailed analysis of the planning, systems design, control and use of physical resources in the production of goods and services. Introduction to quantitative tools of operations management. Prerequisite: BUAD 3355.

**MGMT 3355 Operations and Supply Change Management 3 SCH (3-0)**

The study of the processes directly related to the creation and distribution of goods and services, forecasting, inventory management, logistics and supply chain information systems. BUAD 3355, ISYS 3330 and MATH 1324.

**MGMT 3356 Systems Analysis and Design 3 SCH (3-0)**

Analysis and design techniques required for implementing medium to large-scale computer information systems. Development of requirements for personnel, software and equipment for typical applications. Prerequisites: ACCT 2302 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3356, MGMT 3356, MKTG 3356, or ISYS 3356.)

**MGMT 3358 Business Information Systems 3 SCH (3-0)**

A comprehensive study of the use of information technology as an organization resource, including the implementation of disciplined processes and management development to effectively exploit the power of modern information technology. (Credit may only be obtained for one of the following classes: FINC 3358, MGMT 3358, MKTG 3358, or ISYS 3358.)

**MGMT 4320 Predictive Analytics for Business 3 SCH (3-0)**

An introduction to data mining techniques for efficient data retrieval and process. Identify and discern the right predictive analytic techniques for diverse business problems. Prerequisites: BUAD 3355 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 4320, MGMT 4320, MKTG 4319, or ISYS 4320.)

**MGMT 4321 Negotiation/Dispute Resolution 3 SCH (3-0)**

Emphasis on fundamental skills in the art of negotiation across a variety of settings, including business, law, marketing, and sales; basics of both collaborative and competitive approaches including planning tools and techniques. MGMT 4321 and MKTG 4321 may not both be taken for credit. Prerequisite: MKTG 3324.

**MGMT 4331 International Management 3 SCH (3-0)**

Management of the internationally competitive firm; topics considered include leadership, organizational structure, cultural differences and similarities and competitive analysis. Prerequisite: BUAD 2374 and MGMT 3322.

**MGMT 4335 Human Resource Development 3 SCH (3-0)**

Developing human resources and aligning them with organizational goals bring competitive advantages to organizations. This course addresses a wide range of topics in an organization's human resource development function, including corporate training and development function, training program design, methods for training delivery, and resources for human resource training and development efforts. Prerequisite: MGMT 3325.

**MGMT 4338 Strategic HR Management 3 SCH (3-0)**

Human resource topics in the nature of work, recruitment, selection, training and development, compensation, benefits, labor relations, and health and safety. Prerequisite: MGMT 3325.

**MGMT 4340 Internship in Management 3 SCH (0-3)**

An off-campus learning experience allowing the acquisition and application of management skills in an actual work setting. Prerequisite: approval of the department chair.

**MGMT 4348 Compensation Theory and Admin 3 SCH (3-0)**

Study of theories, methods, and practices of compensation in organizations. Prerequisite: MGMT 3325.

**MGMT 4351 Leadership in Organizations 3 SCH (3-0)**

Theoretical foundations of leadership in organizational change and innovation initiatives as they relate to competitive advantage in a ever-changing global market. Prerequisites: MGMT 3322.

**MGMT 4358 Lean Operations 3 SCH (3-0)**

Concepts, tools, and techniques applied in the design and operation of lean systems. Prerequisite: MGMT 3322

**MGMT 4359** Information Systems Project Management **3 SCH (3-0)**

Planning, organizing and control activities required for effective information systems management. Prerequisite: MGMT 3356. (Credit may only be obtained for one of the following courses: FINC 4358, MGMT 4359, MKTG 4358, or ISYS 4358.)

**MGMT 4360** Small Business Consulting **3 SCH (3-0)**

Analysis and review of actual small business clients submitted by the Small Business Administration under the Small Business Institute Program; providing recommendations to the client. Prerequisites: MGMT 3310.

**MGMT 4365** Ethics and Sustainability **3 SCH (3-0)**

Ethics and sustainability topics in organizational business practices; how they interplay based on differing environmental contexts. Prerequisite: MGMT 3322.

**MGMT 4380** Senior Research **3 SCH (3)**

Research study under supervision of instructor resulting in a paper to be presented at a research symposium approved by the instructor. Prerequisites: senior standing and consent of instructor.

**MGMT 4390** Strategic Mgmt Global Bus Env **3 SCH (3-0)**

To provide a capstone course for the graduating senior majoring in business that will allow him or her to practically apply the concepts and theories learned in the undergraduate program. The student will do this through integrating those principles with the ones that serve as the theoretical framework for the field of strategic management. The end result of this process will be a student who is able to analyze complex business problems and to effectively make decisions that affect the entire organization. Prerequisite: Senior standing and must be taken in the final semester before graduation in business administration.

**MGMT 4395** Special Topics in Management **1-3 SCH (1-3)**

Special studies in management. May be repeated for credit. Prerequisite: consent of the instructor.

**Marketing (MKTG)****MKTG 3320** Responsive Web Site Design **3 SCH (3-0)**

Methods and techniques of developing a moderately complex web site; after the foundation language has been established, the aid of the web editor will be introduced. Prerequisite: Junior standing.

**MKTG 3324** Principles of Marketing **3 SCH (3-0)**

Examination of marketing of goods and services by organizations and individuals in a free-enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, the legal and other uncontrollable environments and research, international marketing, strategy and control.

**MKTG 3330** Transportation **3 SCH (3-0-0)**

Foundation for transportation operations, transportation management, strategy formation, technology deployment, international operations, transportation services selection and performance evaluation.

**MKTG 3340** Databases & Data Warehousing **3 SCH (3-0)**

Database design with emphasis on Relational Database Model. Concepts on data warehousing and on-line analysis processing (OLAP). Prerequisite: ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3340, MGMT 3340, MKTG 3340, or ISYS 3340.)

**MKTG 3356** Systems Analysis & Design **3 SCH (3-0)**

Analysis and design techniques required for implementing medium to large-scale computer information systems. Development of requirements for personnel, software and equipment for typical applications. Prerequisites: ACCT 2302 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 3356, MGMT 3356, MKTG 3356, or ISYS 3356.)

**MKTG 3358** Business Information Systems **3 SCH (3-0)**

A comprehensive study of the use of information technology as an organization resource, including the implementation of disciplined processes and management development to effectively exploit the power of modern information technology. (Credit may only be obtained for one of the following classes: FINC 3358, MGMT 3358, MKTG 3358, or ISYS 3358.)

**MKTG 3360** Sales **3 SCH (3-0)**

The personal selling process and the use of a professional, customer-oriented, problem-solving approach in selling situations. The sales job, selection of salespeople, sales training programs and coordination/control of the sales function. Development of fundamentals of professional selling skills. Prerequisite: MKTG 3324.

**MKTG 3364** Integrated Marketing Comm **3 SCH (3-0)**

Demand-stimulation processes of all elements of the promotional mix at all levels of the channel of distribution. Analysis of theoretical models and pragmatic applications of promotion in an organization. Prerequisite: MKTG 3324.

**MKTG 3365** Marketing Research **3 SCH (3)**

Marketing research methods as applied to management problems involving marketing strategy and policy formulation, and economic-industry-firm-sales forecasts. Prerequisites: BUAD 3355 and MKTG 3324.

**MKTG 3370 Online Marketing 3 SCH (3-0)**

Combines traditional marketing (situation analysis, marketing planning, and marketing implementation) with the enhanced capabilities of electronic resources. Emphasis on student group application through use of on-line exercises and critical analysis of existing Web sites. Computer literacy expected. Prerequisite: MKTG 3324.

**MKTG 3375 Warehouse & Inventory Mgmt 3 SCH (3-0-0)**

Fundamental concepts and best practices of warehouse and inventory management.

**MKTG 4310 Retail Marketing Management 3 SCH (3-0)**

Analysis and conceptualization of the relationship among channel of distribution members, emphasizing the merchandising function of retail store management. Introduce applications of electronic commerce to retailing practice. Prerequisite: MKTG 3324.

**MKTG 4319 Predictive Analytics for Business 3 SCH (3-0)**

An introduction to data mining techniques for efficient data retrieval and process. Identify and discern the right predictive analytic techniques for diverse business problems. Prerequisites: BUAD 3355 and ISYS 3330. (Credit may only be obtained for one of the following classes: FINC 4320, MGMT 4320, MKTG 4319, or ISYS 4320.)

**MKTG 4321 Negotiation/Dispute Resolution 3 SCH (3-0)**

Emphasis on fundamental skills in the art of negotiation across a variety of settings, including business, law, marketing, sales; basics of both collaborative and competitive approaches including planning tools and techniques. Prerequisite: MKTG 3324.

**MKTG 4334 Product Development 3 SCH (3-0-0)**

Examination of processes related to forecasting, product planning, sourcing, technology, pricing, product methods, and branding strategies for retail consumer goods. Prerequisite: Junior Standing.

**MKTG 4335 Supply Chain Management 3 SCH (3)**

Purchasing; supplier relationship and supply chain management; inbound and outbound logistics. Role of technology in managing the supply chain. International logistics. Prerequisite: MKTG 3324.

**MKTG 4336 Sust & Global Sourcing 3 SCH (3-0-0)**

Examination of the textile and apparel industry within the context of sustainability of supply chain and global sourcing practices; emphasis on current political, and economic developments in the international marketplace. Prerequisite: Junior standing

**MKTG 4340 Internship in Marketing 3 SCH (0-3)**

An off-campus learning experience allowing the acquisition and application of marketing skills in an actual work setting. Prerequisite: approval of the department chair.

**MKTG 4345 Contracts & Documentation 3 SCH (3-0)**

Provides the foundation to write and understand the proper use of the contracts and documentation required throughout the supply chain. Prerequisites: MKTG 3320 and Junior standing.

**MKTG 4350 Consumer Behavior 3 SCH (3-0)**

Analysis and evaluation of the consumer's position in the marketing structure including patterns of consumer behavior and the psychological, social and cultural forces that underlie such patterns. Prerequisites: MKTG 3324 and MKTG 3365.

**MKTG 4354 Sustainable Marketing 3 SCH (3)**

Marketing as a role player in the creation of a more sustainable society. Tools to optimize marketing decisions with respect to the natural environment, human well-being and profits. Prerequisite: MKTG 3324.

**MKTG 4358 Information Systems Project Management 3 SCH (3-0)**

Planning, organizing and control activities required for effective information systems management. Prerequisite: MKTG 3356. (Credit may only be obtained for one of the following courses: FINC 4358, MGMT 4359, MKTG 4358, or ISYS 4358.)

**MKTG 4363 Global Marketing 3 SCH (3-0)**

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. Prerequisite: MKTG 3324.

**MKTG 4390 Marketing Mgmt and Analytics 3 SCH (3-0)**

Capstone Marketing course for majors. Marketing functions in the firm and marketplace from the viewpoint of the marketing manager. Concepts and analytical tools used by marketing managers. Prerequisites: MKTG 3324 and MKTG 3364 and Senior standing.

**MKTG 4395 Special Topics in Marketing 1-3 SCH (1-3-0)**

Special studies in marketing. May be repeated for credit. Prerequisite: consent of instructor.

## Majors

- General Business Administration, B.B.A.
- General Business Administration, B.B.A. - Product Pricing and Business Analytics
- Information Systems, B.B.A.
- Management, B.B.A.

- Management, B.B.A. - Human Resources
- Marketing, B.B.A.