DEPARTMENT OF MANAGEMENT, MARKETING AND INFORMATION SYSTEMS

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Faculty
Department Faculty
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Cicala, John Associate Professor, Department of Management, Marketing and Information Systems; B.A., Memphis State University; M.B.A., The University of Memphis; Ph.D., The University of Memphis.

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Daniel, Jose Luis Assistant Professor, Department of Management, Marketing and Information Systems; B.S., Instituto Tecnologico y de Estudios Superiores de Monterrey (Mexico); M.B.A., Texas A&M International University; Ph.D., Texas A&M International University.

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Karst, Rusty Assistant Professor, Department of Management, Marketing and Information Systems; B.B.A., Texas State University; M.B.A., Our Lady of the Lake University; Ph.D., University of North Texas.

Kinghorn, Brent Assistant Professor, Department of Management, Marketing and Information Systems; B.S., Texas Tech University; M.B.A., Southern Methodist University; Ph.D., New Mexico State University.

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.

Schumann, Hans Associate Professor, Department of Management, Marketing and Information Systems; B.S., Rochester Institute of Technology; M.S., Northwestern University; Ph.D., Northwestern 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.

Zhang, Zhoufan Assistant Professor, Department of Management, Marketing and Information Systems; B.S., Hefei University of Technology (China); M.B.A., Oklahoma State University; Ph.D., The University of Texas at El Paso.

Emeritus
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
Business Administration (BUAD)
BUAD 1101 Intro to Business Admin 1 SCH (1-0)
An overview of the American business sector with emphasis on social responsibility and ethical behavior. A discussion of the skills and personal characteristics which contribute to the success of individuals pursuing a career in the professional administration of business enterprise.
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 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.

BUAD 4344 International Business Law  3 SCH (3-0)
Major business law topics and issues involved in international business transactions. Exporting-importing, licensing and direct foreign investment. Risks of international business trade including language, culture, currency, legal and political barriers. Prerequisite: BUAD 2341.

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 3335, BUAD 3355 and MATH 1324; or permission of the instructor.

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 not be obtained in both ACCT 3356 and 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.

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. Prerequisites: ISYS 3351.
ISYS 4304 Database Administration 3 SCH (3-0)
Database administration, including creating databases, setting user logins and permissions and backup and recovery. Intermediate-level use of structured query language (SQL). Prerequisite: ISYS 3351.

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 4308 Data Comm & Networking II 3 SCH (3-0)
Installation, administration, interoperability and security issues associated with the implementation of typical business networks. Prerequisite: ISYS 4306.

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 Mgmt 3 SCH (3-0)
Planning, organizing and control activities required for effective information systems management. Prerequisite: ISYS 3356.

ISYS 4380 Senior Research 3 SCH (0-3)
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 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 be 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)
Introduction to the management of business organizations. The functions of management and role of the manager. Managerial decision-making, communication, social responsibility and business ethics. How organizational power and politics affect the manager.

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: credit or registration in MGMT 3312.

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 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; credit or registration in MGMT 3312.

MGMT 3355 Logistics & SCM 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 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: senior standing in Business Administration.
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 3312 and 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 3312.

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 3312, MGMT 3325, and ACCT 3250.

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. Prerequisites: MGMT 3312 and 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: 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 3350  Adv Mktg for Entrepreneurs  3 SCH (3-0)
Successful strategies in an entrepreneurial environment; pursuing opportunities in a global business environment. Prerequisite: MKTG 3324.

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 3265 and MKTG 3324.

MKTG 3366  Consumer Purchas and Motivation  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. Prerequisite: MKTG 3361.
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 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 4315  Sales Management  3 SCH (3-0) The strategic role of the sales function and sales organization; developing and directing a sales force; and evaluating sales force performance. Role playing to help students experience realistic management scenarios. Prerequisite: MKTG 3360.

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 4325  Advanced Sales Topics  3 SCH (3-0) Application of research skills to develop an in-depth analysis of one company's sales structure and its position relative to its competitors. A semester-long project will incorporate field study and database research identifying different sales structures and advantages. Prerequisites: MKTG 4315.

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 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 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 4356  Brand Management  3 SCH (3-0) Focus on the creation, management, and growth of a brand - both traditionally and digitally - as an integral part of an organization's marketing strategy. Students will explore brand strategy, analyze progress, and learn to manage internal and external brand-related relationships. Prerequisite: MKTG 3324.

MKTG 4362  Marketing Res and Forecasting  3 SCH (3-0) Marketing research methods as applied to management problems involving marketing strategy and policy formulation and economic-industry-firm-sales forecasts. Prerequisites: MKTG 3361 and BUAD 3355.

MKTG 4363  International 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 3361.

MKTG 4380  Senior Research  3 SCH (0-3) 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.

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, MKTG 3364 and MKTG 4350; 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.

**Merchandising (MRCH)**

MRCH 1330  Principles of Merchandising  3 SCH (3-0) Introduction to merchandising with an overview of production and merchandising systems.

MRCH 3332  Mrch Buying & Assort Planning  3 SCH (3-0) Basic accounting methods and financial management of retail inventory. Interpretation and use of data related to buying, control, assortment planning and merchandise allocation. Prerequisite: MRCH 1330.
MRCH 4330  Promo Strategies in Merch 3 SCH (3-0)
Overview of promotional activities as they support the merchandising function; emphasis on planning, creating, and evaluating visual displays and other promotional materials. Prerequisite: MRCH 1330.

MRCH 4331  Cultural Influences on Merch 3 SCH (3-0)
Impact of cultural and societal diversity on merchandise meaning, consumer choices, and consumer behavior with emphasis on fashion and dress. Prerequisite: MRCH 1330.

MRCH 4334  Product Development 3 SCH (3-0)
Examination of processes related to forecasting, product planning, sourcing, technology, pricing, production methods, and branding strategies for retail consumer goods. Prerequisites: MRCH 1330 and MRCH 3332.

MRCH 4336  Sust & Global Sourcing 3 SCH (3-0)
Examination of the textile and apparel industry within the context of sustainability of supply chain and global sourcing practices; emphasis on current political, social, and economic developments in the international marketplace. Prerequisites: MRCH 4331 and MRCH 4334.

MRCH 4340  Internship in Merchandising 3 SCH (3-0)
An off-campus learning experience enabling the acquisition and application of marketing skills in an actual work setting. Prerequisite: approval of department chair.

Degree Requirements

Majors