

Business Graduate Programs

Nancy Albers (Dean)

Accounting MSA

The MSA Accounting degree provides students the opportunity to gain knowledge in attestation, accounting, internal audit, forensic accounting, and taxation.

- It is a 30-hour degree program consisting of 18 hours of core classes and 12 hours of electives.
- Students can select from 3 tracks for their elective courses: Taxation, Forensic Accounting and Accounting (CPA).
- The program provides flexibility as courses can be taken online, in person, or a combination of the two.
- Students completing the MSA obtain a foundational knowledge in financial accounting, auditing, and taxation that prepare them for careers in public accounting, the private sector and non-profit organizations.
- Upon completion of the program, students will be eligible to take the Uniform CPA examination, provided they meet the requirements of their state board of public accountancy.

Admission Requirements (<https://www.tamuc.edu/programs/accounting-msa/#tamuc-section-165019>)

Successful completion of the Comprehensive Examination is required of all students.

Forensic Auditing Analytics MS

The Master of Science in Forensic Auditing Analytics combines courses in accounting and business analytics to provide students with traditional forensics and auditing courses but also cutting-edge business analytics skills to successfully prevent and fight financial crimes in the increasingly digital economy. Since most significant financial crimes involve technology either in the commission, concealment, detection, or investigation, this program provides accounting students with skills not commonly found in traditional accounting programs, including how to extract, preserve, and document digital financial crimes to ensure their admissibility and undeniability in court.

Admission Requirements (<https://www.tamuc.edu/programs/forensic-auditing-analytics-ms/#admission>)

Successful completion of the Comprehensive Examination is required of all students.

Finance MSF

The Master of Science in Finance program prepares students for the demands of the global financial environment in all major areas of finance. In addition to traditional finance courses, the curriculum also includes courses designed to help the students preparing for the CFA and/or CFP certification examinations. Students with applicable undergraduate business coursework can complete the program with 30 hours of graduate coursework. Students without undergraduate preparation in finance may be required to complete up to 36 hours (which includes 6 semester hours of foundational coursework) in their program.

Admission Requirements (<https://www.tamuc.edu/programs/finance-msf/#Admission>)

Successful completion of the Comprehensive Examination is required of all students.

Business Administration - MBA

The Master of Business Administration degree offered by the College of Business of East Texas A&M University prepares the graduate student for advanced management positions that demand analytic and strategic leadership solutions to an interrelated set of economic, ethical, and environmental issues. The curriculum stresses the development and use of analytical skills for both quantitative and qualitative applications, which will assist managers in their decision-making and leadership responsibilities.

East Texas A&M University also offers a complete MBA online. Please contact the Graduate Programs in Business Advising Center (903-468-3197 or MBA@etamu.edu) for information.

Admission Requirements

Successful completion of the Comprehensive Examination is required of all students.

Management - MS

The East Texas A&M University Master of Science in Management program is designed to provide students with the scientific knowledge and practical skills needed for effective leadership and management within dynamic business environments. Students may take courses on campus in Commerce or Dallas, with an option of the flexibility and convenience of online courses. (email us at Management@etamu.edu)

Admission Requirements

Successful completion of the Comprehensive Examination is required of all students.

Supply Chain Management - MS

Supply Chain Management (SCM) is a diverse field that encapsulates the company's ability to link processes, practices, and people in a timely manner. The Master of Science in Supply Chain Management equips its students to meet this growing demand. The program aims to provide the knowledge base necessary to excel in critical SCM areas to ensure the company's success in design, assembly, and delivery of their product.

Admission Requirements

Successful completion of the Comprehensive Examination is required of all students.

Healthcare Leadership - MS

The graduate program in healthcare leadership provides professionals with the tools needed to successfully lead organizations in the dynamic and complex healthcare industry. This program supplies students with a robust understanding of healthcare markets and policy environments, enabling them to effectively navigate organizations through informed decision-making. Students will have the opportunity to earn a Six Sigma - Green Belt in the program, and will learn modern leadership practices to enhance productivity and growth for themselves and those working with them.

Admission Requirements

Successful completion of the Comprehensive Examination is required of all students.

Business Analytics - MS

The MS in Business Analytics program is designed to prepare students entering the workforce in the rapidly emerging field of business analytics, which involves collecting, organizing, analyzing, optimizing, and interpreting "Big Data" (huge datasets collected by modern companies) for the purposes of problem solving and decision making. The program is intended to help students identify opportunities hidden in big data and apply these findings to real-world business challenges. Data analysts provide organizations with ideas for smarter strategic management, improved financial performance and better operational efficiencies. Students will prepare for specific jobs as computer systems analysts, management analysts (business analysts and process analysts), market research analysts, logisticians, and operations research analysts in a wide range of organizations and industries.

The Master of Science in Business Analytics program offers students from business and non-business backgrounds with an opportunity to develop expertise in the art and science of business analytics. Students complete 30 hours of graduate courses (33 if they choose the cyber security minor).

Admission Process (<https://www.tamuc.edu/programs/business-analytics-ms/#Admission>)

Successful completion of the Comprehensive Exam is required of all students.

Marketing and Marketing Analytics - MS

The Mission of the MS Marketing and Marketing Analytics Program is to provide quality academic and practical learning experiences to equip students with the knowledge to apply the marketing concepts and theories of marketing management, business-to-business (B2B) marketing, international marketing, and marketing research in a variety of organizations (e.g., businesses and not-for-profit organizations). The MS Marketing and Marketing Analytics program is designed to meet the needs of students in order to prepare them for higher level positions in marketing as well as for students who wish to pursue post-masters graduate programs.

The Master of Science in Marketing and Marketing Analytics program offers students from business and non-business backgrounds with an opportunity to develop expertise in the art and science of business marketing. Students complete 30-42 hours of graduate courses depending on their backgrounds.

Admission Process (<https://www.tamuc.edu/programs/marketing-and-marketing-analytics-ms/#tamuc-section-44196>)

Successful completion of the Comprehensive Exam is required of all students.

Note: Individual departments reserve the right to dismiss from their programs students who, in their judgment, would not meet the professional expectations of the field for which they are training.

Accounting MSA (<https://coursecatalog.tamuc.edu/grad/colleges-and-departments/business/business-graduate-programs/accounting-msa/>)

Business Administration MBA (<https://coursecatalog.tamuc.edu/grad/colleges-and-departments/business/business-graduate-programs/business-administration-mba/>)

Business Analytics MS (<https://coursecatalog.tamuc.edu/grad/colleges-and-departments/business/business-graduate-programs/business-analytics-ms/>)

Healthcare Leadership MS (<https://coursecatalog.tamuc.edu/grad/colleges-and-departments/business/business-graduate-programs/healthcare-leadership-ms/>)

ACCT 501 - Accounting for Managers

Hours: 3

Accounting for Managers. Three semester hours. Study of the accounting concepts and procedures used by managers in making decisions. The focus in the course will be on users, not preparers, of accounting and management information. This course satisfies the accounting background requirement for MBA candidates and may be utilized as part of a graduate program in a field other than business administration. Prerequisite: Math 141 or 175.

ACCT 502 - Financial Accounting

Hours: 3

A study of accounting principles and procedures essential to the preparation of financial statements with particular emphasis on the corporate form. Topics of coverage include assets and liabilities, property, plant and equipment, and investments, stockholders' equity, income recognition, leases, accounting changes and errors, and financial reporting and analysis. Pre-requisites : ACCT 501 or Acct 222

ACCT 521 - Advanced Accounting

Hours: 3

A continuation of the financial accounting sequence. The primary emphasis is on accounting for business combinations and consolidations. Other contemporary issues in financial accounting will also be covered with an emphasis on reading and interpreting professional accounting literature. Prerequisites: ACCT 322. Crosslisted with: ACCT 421.

ACCT 522 - Government & Not for Profit Accounting

Hours: 3

This course is a graduate level course designed to cover financial reporting, managerial, auditing, taxation, and information systems issues in governmental and nonprofit entities. Ethics and professional standards, as well as communication and analytical skills, are developed. Students will apply dual-track accounting to help develop skills at analyzing transactions in a governmental entity and follow their effect on the financial statements.

ACCT 525 - Advanced Managerial Accounting

Hours: 3

A study of accounting as related to making decisions. Readings, cases, and problems dealing with managerial accounting issues, accounting concepts, budgeting and cost control, using accounting information in planning and control. Prerequisite: ACCT 502 or Department Permission.

ACCT 527 - Auditing

Hours: 3

This course is a study of the professional auditing standards followed by public accountants in performing the attest function for financial statements and supporting data. Prerequisites: ACCT 322, 433.

ACCT 528 - Advanced Auditing

Hours: 3

The primary emphasis in this course will be on understanding and applying the concepts of, and approaches to, audits, investigations and assurance services, and on developing skills to apply the underlying concepts and approaches to professional services. This course will review changes in the audit environment and new approaches to auditing and examine the concepts related to auditing in computerized environments.

ACCT 529 - AIS/IT Audit/Internal Controls

Hours: 3

This course is designed to present an understanding of accounting information systems and their role in the accounting environment. Particular attention is paid to transaction cycles and internal control structure. Topics to be covered include the software development life cycle, contemporary technology and applications, control concepts and procedures, auditing of information systems, internets, intranets, electronic commerce, and the role of information systems in a business enterprise. This course will cover accounting information systems—both computerized and non-computerized—with particular emphasis on internal controls

ACCT 530 - Business Ethics for Accountants

Hours: 3

The course will provide a background in the process of ethical reasoning, the ethical environment, application of ethical rules and guidelines to case problems, and a framework for ethical decision-making. The focus will be on the ethical environment within which professional accountants and businesses operate. The objective is to provide the student with an educational background in what constitutes ethical conduct in businesses and accounting. Crosslisted with: ACCT 430.

ACCT 531 - International Accounting

Hours: 3

The course exposes students to international financial reporting standards (IFRS) and related issues. Topics include comparative accounting, internationalization of capital markets, cross-border mergers and acquisitions, foreign currency translation, transfer pricing, and other issues.

ACCT 537 - International Taxes

Hours: 3

The course exposes students to international taxes, credits, planning, and transfer pricing concepts. Prerequisites: ACCT 538 or Department Permission.

ACCT 538 - Individual Income Tax Accounting

Hours: 3

A study of income tax laws. Emphasis is given to the impact of the federal income tax on the individual taxpayer. Various research software and tools are utilized to solve practical tax problems.

ACCT 540 - Advanced Income Tax Accounting

Hours: 3

A study of taxation of partnerships, corporations, estates, and trusts under current federal income tax law. An emphasis will be on solving practical problems using tax research tools and software. Prerequisite: Acct 440.

ACCT 541 - Accounting Theory

Hours: 3

Selected contemporary and international issues in financial accounting will be covered with an emphasis on reading and interpreting professional accounting literature to prepare financial statements according to generally accepted accounting principles. This course is designed as a capstone overview of professional literature on financial accounting for majors in professional accountancy. However, the content is also appropriate for controllers and others interested in the application of generally accepted accounting principles. Prerequisites: ACCT 322, 521.

ACCT 550 - Sales, Franchise & Other Taxes

Hours: 3

This course explores taxes imposed by state and local governments. Taxes include sales, income, real estate, franchise, use, and other types of taxes. Students are exposed to different taxing bodies that impose taxes and the justifications and amounts subject to taxation. Students will use online tax research services.

ACCT 551 - Advanced Issues in Taxes

Hours: 3

This course examines advanced issues in taxes. Topics include multistate corporate taxation, individual taxes, international taxes, fiduciary responsibility and returns, and current topics. Students will use online tax research services.

ACCT 561 - Fraud Examination

Hours: 3

This course covers the principles and methodologies of detecting and deterring fraud using accounting, auditing, and investigative skills. Topics include skimming, larceny, misappropriations, fraudulent financial statements, interviewing witness and support for litigation.

ACCT 562 - Forensic and Investigative Accounting

Hours: 3

This course covers important topics associated with modern forensic accounting. Topics include fraud auditing, litigation support, valuation, cybercrime, and other key forensic topics.

ACCT 563 - Advanced Forensic Accounting

Hours: 3

This course builds on topics covered in Forensic and Investigative Accounting. Topics include fraud auditing, litigation support, valuation, cybercrime, and other key forensic topics. The objectives include understanding the practices used by public accountants, internal auditors, prosecutors, special agents, investigators, and others used to examine and prosecute civil and criminal financial violations.

ACCT 564 - Practicum in Forensics

Hours: 3

Students must solve possible or alleged financial improprieties in both civil and criminal environments using structured cases. Students will respond to situations presented by the instructor. Students will simulate evidence and discovery gathering, obtaining and serving subpoenas, data analysis, interviewing, prosecution, and related activities.

ACCT 568 - Business Law for Accountants

Hours: 3

Business Law and Regulation is the study of professional and legal responsibilities and legal implications of business transactions, particularly as they relate to accounting and auditing, and the application of that knowledge to common business transactions. This course provides knowledge of general business environment and business concepts needed to understand the underlying business reasons for and accounting implications of transactions. Our primary objective in this class is to transfer the body of knowledge needed to answer questions likely to appear on the CPA, CMA, CIA, or other professional examinations and to provide a foundation of knowledge of business law for accountants.

ACCT 569 - International Business Law

Hours: 3

The course is designed for accountants and others to study international business law. Students are exposed to international treaties, rules and, laws in a global environment.

ACCT 570 - Accounting Analytics

Hours: 3

This graduate-level course provides an in-depth exploration of data preparation, visualization, and analytical interpretation tailored for strategic decision-making in accounting. Emphasizing robust data extraction, transformation, and loading (ETL) processes, students will gain expertise in preparing complex datasets for analysis. Through advanced visualization techniques, students will learn to identify key financial insights, support data-driven recommendations, and communicate analytical results effectively within the context of accounting.

ACCT 575 - Financial Statement Analysis

Hours: 3

This course presents a framework for business analysis and valuation using financial statements. Topics include accounting analysis, valuation theory and concepts, forecasting, equity security and credit analysis.

ACCT 576 - Fundamentals of Financial Planning

Hours: 3

This course exposes students to personal financial planning utilizing basic financial planning skills and tools. Topics include insurance, investment, income tax, business, retirement, and estate planning to some degree within this course. It is through some exposure to all of these sub-fields and discussion of how the planner facilitates effective planning in each of them that students will gain a more complete perspective of the field of financial planning and the requirements of being an effective financial planner.

ACCT 577 - Investment Planning

Hours: 3

This course focuses on the theory and practice of investment planning. Emphasizing the tools and techniques necessary to build a portfolio using both financial planning techniques and theories employed by the financial planning industry. Topics covered include but are not limited to: basics of investment planning and financial markets, investment portfolio risk-return relationship, portfolio management, investment theories, modern portfolio theory, fundamentals of portfolio design, diversification and allocation, fundamental analysis, mutual fund selection, and financial planning issues in asset management.

ACCT 580 - Internship in Accounting

Hours: 0-4

The goal of this course is to gain relevant accounting knowledge equal to or greater than the knowledge gained in a traditional accounting classroom setting. The student will gain work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. The student will also build a network of professional contacts. Prerequisites: 12 hours of upper level accounting must be complete and Departmental approval.

ACCT 588 - Independent Accounting Research

Hours: 3

This course challenges students to explore emerging and often controversial issues in accounting by using qualitative and/or quantitative research methodology. Students learn how to publish accounting research in peer reviewed publications using topics of interest.

ACCT 589 - Independent Study

Hours: 0-3

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

ACCT 595 - Accounting Research and Communication

Hours: 3

This applied course challenges students to research, analyze and communicate topics in accounting and/or tax by using qualitative and/or quantitative research methodology. Students also learn various effective methods accountants must use to communicate.

ACCT 597 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

BA 589 - Independent Study

Hours: 1-4

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

BA 597 - Special Topics

Hours: 3

Special Topics. One to four semester hours. Organized class. May be repeated when topics vary.

BUSA 511 - Business Analytics for Managers

Hours: 3

This course provides students an opportunity to understand the underlying framework of business analytics, the role of big data in today's dynamic organizational environment and using analytical models in business operations and decision making. Through a combination of lectures and business case studies (using SAP®), graduate students will learn how big data can support manager's decision making and how business analytics can be leveraged by organizations to gain a competitive advantage. The case studies explored will illustrate how companies take advantage of different sources of data with different analytical techniques to improve performance, gain an understanding of optimizing results for better decisions, and employing analytical methods to translate data into key insights.

BUSA 516 - Emerging Technologies and Business Innovations

Hours: 3

This course covers emerging technology applications in business analytics and management. The hands-on course contents include the mechanisms of new technologies and how managers can integrate technology innovations into their decision making process.

BUSA 521 - Business Analytics Capstone

Hours: 3

This course addresses problem-solving of complex projects where the use of data driven analytical skills yields real-world experience. As a team, students will be given the context of a business situation, and then asked to identify relevant tools and analytic frameworks to gain both insights into past and present operations, as well as predictions of future performance. Topics include but are not limited to resource management (time, money, and people), change management, quality control, risk management, leadership, and communication. Prerequisites: Must be taken in last semester. All core courses must be completed, ECO/MKT/BUSA 595, BUSA 511, BUSA 523, BUSA 542, BUSA 526, BUSA 532, BUSA 537.

BUSA 522 - Business Forecasting

Hours: 3

Statistical methods are used in the course to create forecasts for business data. The definition of a forecast and the methods for assessing alternative forecasts are covered at the start of the course. After introducing a number of forecasting techniques, the focus is eventually shifted to modeling the statistical characteristics of the data under examination. Early on, we'll talk about straightforward approaches devoid of complex modeling, such as naive predictions, forecasts based on averages, and exponential smoothing. The models get more complex as the course goes on since we'll cover forecasts based on regression models, so-called "ARMA" and "SARIMA" models, and ultimately multivariate approaches.

BUSA 523 - Business Analytics Programming

Hours: 3

Introduces graduate students to programming business applications in the large enterprise system environment. Programming logic and design, documentation, debugging and testing. This course primarily uses Python.

BUSA 526 - Database Management

Hours: 3

This course provides a foundation for the design, implementation, and management of database systems. Students will study both design and implementation issues with an emphasis on database management issues. SQL is used in this class.

BUSA 530 - Informatics in Health Care

Hours: 3

This course focuses on the application of computer technology to healthcare management of individuals and groups, with recognition of the social, ethical, and legal issues involved. Available resources useful in patient care and educational settings are emphasized. The opportunity for application of specific concepts is provided. Crosslisted with: NURS 5207.

BUSA 532 - Data Warehousing

Hours: 3

This course covers the fundamentals of data warehousing architecture and the issues involved in how IT tools and techniques can allow managers to extract analytics and patterns from numeric data. Specific topics covered include the logical design of a data warehouse, the data staging area and extract-transform-load processing, the use of multi-dimensional analysis using OLAP techniques, and other techniques. The course will explore how to support informed decision making and extract predictive analytics and patterns from nonnumeric data by leveraging tools and techniques to analyze unstructured data. Prerequisites: BUSA 526.

BUSA 533 - Cyber Security and IT Auditing

Hours: 3

An examination of the technical and managerial aspects of Cyber Security and IT Auditing nature of the course. An IT audit is the examination and evaluation of an organization's information technology infrastructure, policies and operations which is critical to understanding cyber security and assurance. This course provides the foundation for understanding the key issues associated with protecting information assets, identifying threats to information assets and planning responses to threats. Addresses the use of analytics tools and techniques to enhance the ability of quality management approaches to improve information and security processes.

BUSA 535 - Ethical Hacking

Hours: 3

In this course, students will develop and gain an understanding of the principles, concepts, and methods to prevent and detect outside attacks in a business environment.

BUSA 537 - Business Data Science

Hours: 3

This course covers the applications of advanced analytical techniques. Students learn to analyze data sets, and identify critical business success factors under uncertainties. Topics include linear regression, decision trees, time series analysis as well as techniques for non-linear data such as text mining.

BUSA 539 - Cyber Forensics and Information Security Policy Governance

Hours: 3

This course provides a foundation in the use of cyber forensic tools and procedures necessary to collect and analyze digital information that might be used in administrative, civil or criminal cases. Special emphasis will be placed upon ensuring that organizational information security policies meet all applicable laws and regulation requirements.

BUSA 541 - Global Network Design

Hours: 3

This course teaches students the core modules such as logistics and customer relationship management in enterprise resources planning activities. The course introduces modern quality management approaches including Six Sigma. Students learn global supply chain system design and implementation techniques and practices through class discussions and case analyses.

BUSA 542 - Applied Decision Modeling

Hours: 3

This course covers the development, implementation, and utilization of optimization models for managerial decision making. Students will learn linear programming models such as network model, integer optimization, goal programming as well as data mining models in this course. Examples include optimization analysis for strategic planning, financial portfolio management, operations, project management, and marketing research.

BUSA 545 - Machine Learning

Hours: 3

This course is aimed at developing practical machine learning and data science skills which are quintessential for future professionals in the field of analytics. The course will cover theoretical concepts of broad range of machine learning and deep learning concepts and methods. The tutorials, assignments and projects provide students with practical knowledge to solve real world problems. Prerequisites: BUSA 523.

BUSA 547 - Data Visualization

Hours: 3

In this digital age, it is becoming essentials for people to understand how to leverage data and generate insights that have the power to change the world. Data Analysis, visualization and storytelling are indispensable skills for communications, engineering, managing and marketing professionals. Student will learn the fundamentals of storytelling concepts, narrative theories, methods for research, cleaning and analyzing datasets, and focus on developing stories using Tableau and other creative data tools.

BUSA 548 - Artificial Intelligence for Business

Hours: 3

The course introduces the principles and applications of artificial intelligence (AI) in business decision-making. Students explore practical application of AI and how they are used across business areas. Emphasis is placed on understanding AI capabilities and limitations, evaluating business use cases, managing AI-driven change, and aligning AI initiatives with organizational objectives.

BUSA 549 - Data Ethics and Privacy

Hours: 3

The course examines the ethical and legal challenges organizations face when collecting, using, and managing data. Topics include data privacy, data ownership regulatory compliance, cybersecurity governance, and responsible data stewardship. Through real-world examples and case studies, students learn how to recognize ethical risks and develop thoughtful approaches to responsible data use in data-driven organizations.

BUSA 580 - Internship in Business Analytics - BUSA

Hours: 0-4

The goal of this course is to gain relevant work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. Students will also build a "network" of professional contacts. Prerequisites: Departmental approval.

BUSA 589 - Independent Study

Hours: 0-4

One to four individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. Prerequisites: Consent of department head.

BUSA 595 - Business Research Methods and Analytics

Hours: 3

This course is designed to help students learn the key elements in the process of designing and conducting a research project: writing an introduction; stating a purpose or research aims for the study; identifying research questions and hypotheses; and advancing methods and procedures for data collection, analysis, and interpretation. Through a combination of lectures and business case studies, graduate students will learn how big data can support manager's decision making and how business analytics can be leveraged by organizations to gain a competitive advantage. The case studies explored will illustrate how companies take advantage of different sources of data with different analytical techniques to improve performance, gain an understanding of optimizing results for better decisions, and employing analytical methods to translate data into key insights. This course will also cover a variety of research methods commonly used by business students, from survey design to advanced statistical analysis. Emphasis will be placed on the role of technology in research and current business analytics tools.

BUSA 597 - Special Topics

Hours: 1-3

Organized class. May be repeated when topics vary.

ECO 501 - Economics for Decision Makers

Hours: 3

An introduction to the primary concepts and methods of micro and macroeconomics as they apply to decision makers within the business unit- all within the context of expanding global markets. This course satisfies the economics background requirement for MBA candidates.

ECO 502 - Quantitative Analysis for Managers

Hours: 3

This course satisfies the background requirements for quantitative analysis and techniques. The course will cover descriptive statistics, inferential statistics and models with business applications to analyze business problems. Specific topics include: measures of central tendency and variation, probability distributions, estimation, hypothesis testing, regression and correlation.

ECO 510 - Advanced Environmental Economics

Hours: 3

This graduate level course applies advanced analytical tools of economics to explain the interaction between the marketplace and the environment, the implications of that relationship, and an examination of effective solutions. Particular emphasis given to agricultural, natural resources, and policy analysis. Prerequisites: ECO 2301 or ECO 2302 or Instructor Permission.

ECO 518 - Thesis

Hours: 3-6

Graded on a (S) satisfactory or (U) unsatisfactory basis.

ECO 528 - International Economic Problems

Hours: 3

An analysis of current global issues and their impacts on the United States. Emphasis is on gains from trade, balance of payments and adjustment to national international equilibria, determination of exchange rates under various monetary standards, international capital flows, and trade policy considerations in a changing world economy. Crosslisted with: ECO 428.

ECO 533 - Applied Economic & Financial Forecasting

Hours: 3

Introduces students to the tools, techniques and computer software used to create a structural process by which future economic, finance, and business variables are forecasted. Prerequisites: Eco 231 and 232, or ECO 501. Crosslisted with: FIN 533.

ECO 552 - Economics for Public Policy

Hours: 3

Business, government, and culture provide the three interacting subsystems of society within which markets must operate. This course analyzes each side of that relationship, covering the different ways that public policy affects the activities of the modern global corporation and the key responses on the part of market participants. Prerequisites: ECO 2301, 2302, or ECO 501.

ECO 555 - Health Care Services in the U.S.

Hours: 3

This course provides (1) a historical perspective on the development of health care services in the United States, (2) a description of the key factors and issues which influence the development of the current health care delivery systems and (3) a description of the current health care delivery systems.

ECO 556 - Health Economics

Hours: 3

This course examines the application of economic principles to the allocation of scarce resources in health care; the use of economic theory to understand problems of organization, delivery, and financing of health services; and the choices available to society regarding these issues.

ECO 557 - Health Policy

Hours: 3

Provides an overview of health policy in the United States and introduces both qualitative and quantitative methods for analyzing health policy with attention given to the political and economic perspectives on health policy questions

ECO 562 - Managerial Economics

Hours: 3

The study and application of concepts and models, primarily microeconomic, to various types of management problems. While analysis is primarily in terms of cost, demand, revenues, and market structure, the process combines ideas and methods from other functional fields of business administration. The case method is used to provide illustration and application of concepts.

ECO 576 - Macroeconomics for Managers

Hours: 3

This course provides a broad overview of macroeconomic theory and policy. The major focus is on understanding fluctuations in the levels of income, employment, prices, and production in a global environment. While individual managers and firms have no control over aggregate economic performance, they are very much impacted by macro forces. The effective manager recognizes and understands these forces and is thus better able to operate efficiently in the ever changing market environment. Prerequisites: ECO 2301 and 2302.

ECO 578 - Statistical Methods

Hours: 3

A course dealing with the study and applications of sampling, estimation, hypothesis testing, analysis of variance, correlation, regression analysis, time series decision theory and nonparametric statistical methods.

ECO 589 - Independent Study

Hours: 3

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

ECO 595 - Applied Business Research

Hours: 3

A course to investigate the techniques of the research process as applied to business and economics. Experience is gained in defining research problems and in collecting, analyzing, recording and interpreting data. Also, an analysis of pertinent research literature in business and economics. Required of all graduate majors in business administration under Option II.

ECO 597 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

FIN 501 - Finance for Decision Makers

Hours: 3

This course is designed for nonbusiness undergraduate degree holders to prepare for making financial decisions. Basic concepts of finance are applied in both the public and private sectors. Graduate students will learn about financial analysis, financial forecasting, asset management, financial markets and security valuation (including state and local bonds). This course satisfies the finance background requirement for the MBA candidates and may be appropriate for graduate programs in a field other than business administration.

FIN 504 - Financial Management

Hours: 3

A study of business finance within the economic environment including financial reporting, analysis, markets and regulations, with emphasis on global and ethical issues. Risk, valuation, planning and analysis including working capital management and capital budgeting, and other decision rules help maximize the value of the firm. Focus on total quality management and financial considerations in the production of goods and services.

FIN 510 - Investment Seminar

Hours: 3

A comprehensive study of security selection and analysis techniques and of security markets and how they are affected by the domestic and international economic, political, and tax structures. Group discussion, individual and group research, and the computer are utilized.

FIN 512 - Derivatives & Risk Management

Hours: 3

This course provides a broad introduction to the derivatives markets including options, futures, and swaps. Derivative securities play an integral part in managing risk for multinational corporations, portfolio managers, and institutional investors, as well as provide opportunities for speculators around the world. The main goal of the course is to leave the student with an understanding of various derivatives strategies and implications for portfolio management. Prerequisites: FIN 510.

FIN 515 - Fixed Income Analysis

Hours: 3

This course focuses on securities that promise a fixed income stream (mainly bonds) whose valuation are influenced by interest rates. Students examine the market for and the price/yield determinants of various fixed income securities, including Treasury debt, corporate bonds, agency debt, municipal bonds, mortgage- and asset-backed securities. The concepts and tools taught in this course are those that are useful to managers and investors who want to use these securities in investing, hedging, market-making, or speculating activities. Even though the cash flow streams are fairly predictable and easy to quantify, the ever changing interest rate and credit environment makes the valuation of bonds particularly challenging.

FIN 520 - Advanced Entrepreneurial Finance & Venture Capital

Hours: 3

The goal of this course is to help students understand the dynamics of the capital food chain within the context of the entrepreneurial ecosystem affecting the global economy. To this end, we explore various stages of venture capital investing such as seed, start-up, early, mid and later. Next, we introduce the venture capital model and the valuation aspects of entrepreneurial finance. There is a strong emphasis on modeling cash flows as the most critical component of venture capital decision making. The mechanics of venture capital financing in the form of term sheets, business plans and due diligence process are discussed with respect to deal structuring (the entrepreneur perspective) and deal evaluation (the venture capitalist perspective). Prerequisites: FIN 504. Crosslisted with: FIN 420.

FIN 530 - Fundamentals of Financial Planning

Hours: 3

This course exposes students to personal financial planning utilizing basic financial planning skills and tools. Topics include insurance, investment, income tax, business, retirement, and estate planning to some degree within this course. It is through some exposure to all of these sub-fields and discussion of how the planner facilitates effective planning in each of them that students will gain a more complete perspective of the field of financial planning and the requirements of being an effective financial planner.

FIN 533 - Financial Data Analytics

Hours: 3

This course is a hands-on introduction to the application of data science techniques to visualize, condition, transform, and model financial data using R. Topics include: the layered grammar of graphics, security and portfolio returns, risk analysis, portfolio optimization and performance, publishing results using R Markdown, and an introduction to processing large data sets from public data sources, Google Trends, and the SEC's Edgar database.

FIN 534 - Advanced Risk, Insurance, and Estate Planning

Hours: 3

An advanced assessment of risk management, the risk management process, the insurance industry, insurance company operations, and insurance products for individuals, families, and small businesses. An in depth and comprehensive evaluation of insurance products including homeowners, auto, business life, health, disability, and long term care insurance. An advanced analysis of the estate planning process, asset titling, transferring of assets, and the estate and gift tax system. Both basic and advanced estate planning strategies and implications are also explored.

FIN 536 - Advanced Retirement Planning & Employee Benefits

Hours: 3

This course provides an introduction to retirement plans and employee benefits. The emphasis is on the decision making process of the individual in consultation with the financial planner. After a thorough review of retirement funding, this course discusses qualified pension plans, profit sharing plans and stock bonus plans as well as distributions from and administration of these plans. Other topics include IRAs, SEPs, 401(k)-, 403(b)-, and 457 Plans, Social Security, Deferred Compensation and Non-qualified Plans. Employee benefits are explored in two as both fringe and group benefits.

FIN 538 - Financial Planning Capstone

Hours: 3

This is a comprehensive course that will require students to synthesize and apply all the elements of comprehensive financial planning. This course will integrate education planning, investment planning, retirement planning, estate planning, insurance planning, and tax planning with plan presentation. The final product should be a written financial plan and oral presentation that reflects graduate level understanding and application of all topics involved. Prerequisites: FIN 534, FIN 510, FIN 530. Crosslisted with: FIN 438.

FIN 540 - Advanced Financial Statement Analysis and Valuation

Hours: 3

The goal of this course is to provide the analytical framework students need to scrutinize financial statements, whether they are (i) evaluating a company's stock price, (ii) determining valuations for a merger or acquisition, or (iii) calculating the value of a start-up company from the perspective of a venture capitalist. By understanding the dynamic nature of financial ratios and evaluating the trends in historical series, students will be able to interpret financial statements in today's volatile markets and uncertain economy, and allow them to get past the sometimes biased portrait of a company's performance. Crosslisted with: FIN 440.

FIN 545 - Financial Econometrics

Hours: 3

This course is designed for a first course in graduate financial econometrics. The objective of the course is to equip students with necessary methods and techniques that allow them to analyze finance-related studies. The focus of the lecture is modelling financial time series such as prices, returns, interest rates, and exchange rates. Accordingly, the emphasis of the course is on empirical applications. Prerequisites: FIN 504.

FIN 550 - Advanced Financial Modeling

Hours: 3

This course is intended for graduate students who wish to learn the application of rigorous computational methods and to implement them to concepts of finance studied in introductory and other advance finance courses using Microsoft Excel and other software programs. The course provides students with the opportunity to develop the skills needed to build financial models. The course primarily focuses on models used for valuation, capital budgeting, cost of capital and portfolio models. This course is a hands-on, assignments-based course focusing on getting students to work with Excel to solve computational problems from a broader range of finance concepts. Prerequisites: FIN 510.

FIN 555 - Lions Students Managed Fund

Hours: 3

The objective of this 3-credit hour capstone graduate course is to provide students a unique learning experience through hands on management of a real money portfolio. Specifically, students enrolled in this class will manage the Lions Investment Fund (LIF), which is a portion of TAMUC's endowment fund. Students will apply finance theories acquired to make investment decisions in the context of a U.S. large-cap core equity portfolio. Following a structured framework, students will research the macro-economy and assigned sectors and industries, then identify and recommend specific stocks for the LIF, as well as balance and monitor the portfolio performance. This course is particularly beneficial to students who aspire to have careers in fields such as equity research, asset / portfolio management, wealth management, investment banking, or private equity. Prerequisites: FIN 504, FIN 510.

FIN 560 - Behavioral Finance

Hours: 3

This course aims to investigate psychology's contribution to finance and economics. The standard approach in finance theory is based on the assumption of rational and unemotional economic agents. However, the anomalies in the financial markets have evidenced the decisions of investors may not be in line with this assumption, leading to inexplicable events such as bubbles. This course discusses psychological explanations for irrational financial decisions. The analysis of deviations from rationality will lead us to the predictability of financial asset price movements by employing psychological principles and explanation of real world market anomalies. Upon successful course completion, students will better understand the decision behavior of an individual investor within a market context. Prerequisites: FIN 504.

FIN 570 - Financial Markets, Institutions & Instruments

Hours: 3

A study of structure and functions of financial markets and institutions focusing on political, social, regulatory and legal effects, as well as demographic diversity, ethical considerations and changing global financial conditions, in finance decision making.

FIN 571 - International Business Finance

Hours: 3

A study of international corporate finance within the global economic environment, including relationships between exchange rates and economic variables, risks, global working capital management, direct foreign investment, multinational capital budgeting and international financial markets.

FIN 575 - Principles of Real Estate

Hours: 3

This course is designed for introductory graduate-level students to introduce them to the basic concepts of real estate and to prepare them for higher level courses in real estate. The course is a survey of real estate topics that includes fundamental principles of real estate investment, appraisal, mortgage finance, and development. This course presents a variety of concepts and vocabulary that are useful for real estate consumers, investors, and professionals.

FIN 576 - Real Estate Appraisal and Investment

Hours: 3

This course is a study of the major aspects of real estate finance and investment. Commercial properties will be emphasized. The course begins with an overview of the fundamentals of income producing real estate and builds on these concepts as we consider the forces that influence the cyclical, fragmented, and inherently local business of real estate investment. The course will expose students to current "real world" real estate finance and investment situations and people who shape them.

FIN 577 - Real Estate Finance

Hours: 3

In this course, the student is introduced to the principles and methods of financing real estate. The sources of funds, types and contents of financing instruments, and the role of various financing institutions, both private and governmental, are covered in this course. The latest electronic technology is incorporated wherever possible.

FIN 580 - Internship in Finance

Hours: 0-4

The goal of this course is to gain relevant work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. Students will also build a "network" of professional contacts. Prerequisites: FIN 504 and department approval.

FIN 589 - Independent Study

Hours: 0-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

FIN 590 - Energy Markets

Hours: 3

This course is designed as an introduction to the Energy Commodity, Equity, Bond and derivatives markets. Students will learn the impacts of energy related assets on the overall commodity and financial markets. Specific topics covered include an overview of domestic and international energy investments, their impacts on portfolio concepts and general market analysis. The pre-requisite to take this class is FIN 510 Investments. Prerequisites: FIN 510.

FIN 591 - Energy Economics

Hours: 3

This seminar-type class concentrates on the macro/micro economic implications of the energy markets. In particular, it ties relevant empirical research with current market dynamics. Students will be exposed to topics including advanced energy market analysis, energy policy and governance. Prerequisites: FIN 590.

FIN 592 - Energy Finance

Hours: 3

This seminar-type class highlights the corporate side of energy markets and investments. Students will be exposed to the financial implications of energy markets on diversified as well as sub-sector energy companies. Topics include financing, hedging and project evaluations for energy producers, sellers and users. Prerequisites: FIN 590.

FIN 595 - Applied Financial Research

Hours: 3

Different techniques of financial research is investigated and applied to financial data. Experience is gained in research problem definition to literature review, collecting and analyzing the data and plotting and interpreting the results.

FIN 597 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

MGT 501 - Foundations of Management

Hours: 3

This introductory management course focuses on planning, organizing, leading, and controlling in an organizational context. It provides a framework for understanding the factors that influence how organizations evolve, function, and perform. Students will learn about contemporary managerial topics including leadership, motivation, teams, organizational culture, organizational structures, and strategic planning.

MGT 503 - Business Concepts and Tools

Hours: 3

A study of administrative processes and policy determination at the general management level through the use of case analysis. Course is open to Business majors only. Course should be taken during first semester.

MGT 510 - Family Business

Hours: 3

Students will explore the business, personal and family issues found in managing an established family business on a day-to-day basis, and planning for the future. These issues include values, life cycles, marketing strategies, succession, conflict resolution, communications, legal, and financial aspects, estate planning, governance and philanthropy.

MGT 522 - Electronic Commerce

Hours: 3

This course addresses key business and strategic management applications relevant to the use of Internet technologies, including but not limited to Internet business models, customer interface, market communications, and valuation. Some exposure to technical issues will also be provided.

MGT 527 - Strategic Management

Hours: 3

A study of administrative processes and policy determination at the general management level through the use of case analysis. Course open to business majors only. Should be taken during semester of graduation.

MGT 530 - The Entrepreneur

Hours: 3

This is an advanced course geared towards gaining theoretical and applied understanding of the entrepreneur and entrepreneurial lifestyle. In particular, this course addresses the implications of personality, attitudes, ethical challenges, environmental scanning and opportunity recognition mind-frame, biases and heuristics, decision-making processes, on the life of an entrepreneur.

MGT 550 - Corporate Governance & Sustainability

Hours: 3

The class presents an advanced examination of the issues related to corporate governance in an ethical society. General theories of governance provide a foundation for an examination of the role governance decisions play in promoting the long-run sustainability of the community in which the firm operates. Global comparative analysis will help identify best practices in internal and external governance mechanisms.

MGT 555 - Project Management

Hours: 3

This advanced level course is geared towards teaching students the fundamentals of project management based on the Project Management Body of Knowledge developed by the Project Management Institute. In particular, students will learn about scope, time, cost, quality, human resource, communication and procurement management and develop a comprehensive project plan accordingly.

MGT 560 - Organizational Ethics

Hours: 3

This course examines the unique ethical demands of leadership and prepares you to better meet these challenges. Alternative perspectives of leadership and ethics are explored and applied to emergent ethical issues facing organizations. The overall mission of the course is to promote critical thinking in terms of ethical decision-making in organizations. The course seeks to help you recognize and be sensitive to moral issues, to consider such issues from multiple perspectives, to engage in a systematic and transparent analysis of alternatives, and to take individual responsibilities for your decisions and conduct.

MGT 567 - Managing Groups and Teams

Hours: 3

Techniques for managing individuals and groups in a supervisory situation are developed. Specific attention will be given to problems in communications, counseling and morale. Team building, the roles and responsibilities of supervision in a team environment, and the roles and responsibilities of teams will be presented. Nature and use of teams in various forms and activities are emphasized.

MGT 570 - New Venture Management

Hours: 3

The purpose of this advanced course is to teach students about the opportunity recognition, analysis and exploitation process. Students will learn to scan the environment for opportunities and develop a business plan to help assess the opportunity (market research, market segmentation, industry, competition and financial analysis) and to develop comprehensive plans to exploit the identified opportunity (marketing, operation and financial plan).

MGT 571 - Managerial Metrics and Decision Making

Hours: 3

This course is an examination of the conceptual and the practical aspects of managerial decision-making. Emphasis is placed upon ethical grounding and business metrics as the appropriate driving forces in operational and financial business metrics as the appropriate driving forces in operational and financial decisions. Barriers to effective decision-making are explored and strategies to improve the quality and sustainability of decisions are presented. Experiential learning is facilitated through self-assessments and decision-making exercises. Case studies are employed to demonstrate typical managerial decision making in production and service industries.

MGT 574 - Business Law

Hours: 3

A survey and study of the legal and regulatory environments businesses operate within, including international business implications and an overview of doing business with the U.S. Government. The class will encompass interactive lectures, reading and case studies. This course satisfies the business law requirement for the MSM Cohort program.

MGT 575 - Operations Management

Hours: 3

A study of the use of Operations Management concepts, models, methods, and tools to ensure effectiveness and efficiency in for-profit and not-for-profit, private and public organizations. The focus is on the transformation of inputs (e.g., labor, materials, machinery, and methods) into outputs (i.e., goods and services) for customers and other stakeholders.

MGT 576 - Global Supply Chain Management

Hours: 3

Global Supply Chain Management explores the key issues, theories, and tools associated with the design, management and improvement of integrated global supply chain systems. It focuses on the strategic, tactical, and financial aspects of supply chain management. Also, it provides an overview of concepts and decision processes that can be used to effectively and efficiently manage the flow of goods, services, and information in a global environment. Firms are procuring, producing, and selling globally which requires ever increasing amounts of coordination within the firm and with supply chain partners.

MGT 580 - Internship in Management

Hours: 0-4

The goal of this course is to gain relevant work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. Students will also build a "network" of professional contacts. Prerequisites: MGT 585 and departmental approval.

MGT 581 - Entrepreneurship

Hours: 3

Starting and running new ventures and small/mid-size entrepreneurial organizations; components of comprehensive business plans and feasibility studies; perceptual processes of opportunity recognition; entrepreneurial innovation and creativity; assessing career interest in intrapreneurship and entrepreneurship; strategic gap analysis.

MGT 583 - Seminar in Leadership

Hours: 3

This course provides an in-depth seminar emphasizing the development of organizational leadership as a discipline. It focuses primarily on the evolution of leadership thought and the application of the major models and theories associated with the various perspectives on leader behavior and subsequent follower outcomes

MGT 585 - Management & Organizational Behavior

Hours: 3

This course is designed to provide an in-depth understanding of individual, group and organizational dynamics in order to influence and manage behaviors in an organizational context. In particular, the course focuses on topics such as developing self-awareness, managing diversity, understanding people at work, creative problem-solving, supportive communication, groups and teams, the use of power and influence, motivation techniques, effective leadership, managing conflict, and organizational culture.

MGT 587 - Executive Development

Hours: 3

An in-depth seminar on the impact of current issues and environmental factors on management and organizations. The primary emphasis of the course is on the development of the skills and knowledge required for successful managerial performance. Prerequisite: Consent of instructor.

MGT 589 - Independent Study

Hours: 0-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

MGT 590 - Global Competitiveness

Hours: 3

A study of those factors that contribute to the competitiveness of businesses, industries, and societies operating within a world economy. Primary focus is on the interaction of management, labor, and government policies.

MGT 591 - Quality Management & Six Sigma

Hours: 3

This course is an introduction to continuous improvement philosophies and methodologies combined with the tools of Six Sigma. The focus is on the continuous improvement of processes, relationships, products and services. Students completing this course will be able to establish and improve processes in educational institutions, engineering and manufacturing organizations, health care facilities, financial institutions, governmental agencies, and service organizations using Quality Management philosophies and Six Sigma tools.

MGT 592 - Current Issues in Human Resource Management

Hours: 3

This course provides an analysis of current human resource management issues emphasizing their impact on an organization's success.

MGT 594 - Transforming Organizations

Hours: 3

This course examines issues related to organizational redesign and specifically to the changes processes used by organizations to respond to changes in internal and/or external environments. Sources of change, change strategies and the analysis of change efforts on environments. Use of case analysis is incorporated into the course to provide an opportunity to apply the concepts and issues studied.

MGT 595 - Management Research Methods

Hours: 3

This course aims to introduce students to a scientific approach to the to the practice of management. Students will be exposed to the basic collection and dissemination of data techniques for the internal and external customers. Interpretation of the gathered information for decision making among upper echelons is introduced along with basic statistics, survey research, performance evaluation, understanding financials and review of scientific method.

MGT 597 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

MKT 501 - Marketing Environment

Hours: 3

Marketing Environment. Three semester hours. A study of the marketing environment of business with emphasis on major aspects of sociocultural, demographic, technological, global, legal, political, and ethical issues. The study of marketing emphasizes the functional areas of marketing including product and service selection and development, marketing channels, promotion, and pricing. Marketing research, consumer behavior, industrial buying and international implications are also considered.

MKT 521 - Marketing Management and Analytics

Hours: 3

A comprehensive study of the effective application of marketing strategies in international and domestic organizations. A case analysis approach and current professional literature are utilized.

MKT 524 - Consumer and Buyer Behavior Analytics

Hours: 3

The course examines how to analyze data that can be used to describe past buying behaviors, predict future ones, and be able to develop new strategies to influence future purchasing decisions. Students are expected to gain knowledge on key marketing problems in customer acquisition, development, and retention. The course introduces data analytics techniques tailored to those problems, including predictive analytics and large-scale testing. Students apply each technique to a large consumer-level database, learning how to target consumers individually, and how to derive customer insights. Prerequisites: ECO 595.

MKT 529 - Marketing Strategy and Decision Making

Hours: 3

The course focuses on the study of marketing problems. Problem areas to be studied include market and profitability analysis, marketing planning, strategy, and control. The course will also examine the key parts of a business strategy and a marketing strategy. The issues such as conflicting strategic objectives, particularly under risk and uncertainty, will be evaluated and decision making processes will be studied.

MKT 540 - Social Media Marketing

Hours: 3

Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. The overarching goal of this course is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

MKT 545 - Key Small Business Insights

Hours: 3

This course is a study of the core concepts of marketing as applied to small and medium sized enterprises (SMEs) with emphasis on effectively branding the business. It is designed to prepare students with the skills and requisite knowledge that are necessary to start and run a small business. You also are exposed to important business principles and tools that make the foundation of organizational settings. Prerequisites: MKT 521.

MKT 547 - Product Innovation and Supply Chains

Hours: 3

The course focuses on how to deal strategically with supply chain issues and challenges. Successful supply chain management requires cross-functional integration of key business processes within the firm and across the network of firms. The challenge is to determine how to successfully accomplish this integration. Other topics covered include, logistics, forecasting, inventory management, supply contracts, strategic alliances, supply chain integration and design, procurement and outsourcing, customer value and value chains, international issues, as well as product innovation and product life cycles.

MKT 567 - Consumer Marketing

Hours: 3

This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of the mindset of the global consumer. This involves looking into the dynamic environment of the consumer, the consumer buying process and the important psychological as well as sociological variables that influence and motivate today's global consumer.

MKT 568 - Integrated Marketing Communication (IMC) and Promotion

Hours: 3

The course examines various communication modes available to reach out to the target customer as well as planning and execution of promotional programs, strategy development, segmenting and positioning. In addition, the course will examine elements of the marketing communications mix, the latest trends and tools that are used in integrated marketing communications. Students will gain knowledge on how to design promotion campaigns, public relations, cause related marketing, crisis management, social media marketing, and search engine optimization for products and services.

MKT 569 - Interactive and Digital Marketing

Hours: 3

This course integrates social media, search marketing, e-commerce, and mobile, other emerging formats of digital Marketing . Students will gain an understanding of how to apply these formats to achieve business objectives and how to assess emerging trends. Contemporary challenges surrounding acquiring customers, generating leads, customer loyalty, brand building, customer relationships, analytics, and analyzing consumer behavior in the digital marketplace will be investigated. Current professional and scholarly literature will be utilized.

MKT 570 - Marketing Analytics & Intelligence

Hours: 3

This course emphasizes the processes and technologies necessary for measuring marketing performance. The student will learn to use the processes and tools needed to gather and analyze data from multiple marketing channels over a specific time period to allow for better marketing strategy decisions.

MKT 571 - Business to Business Marketing

Hours: 3

Business-to-Business Marketing. Three semester hours. This course gives students a thorough understanding of how key marketing concepts apply to institutional markets. Students will learn to develop an appreciation of the way standard marketing approaches can be modified to fit the needs of a customer base comprised of large corporations and entrepreneurial enterprises. The course focuses on the managerial process involved in identifying and evaluating marketing opportunities to effectively serve industrial markets.

MKT 573 - Internet Marketing

Hours: 3

This course exposes students to key marketing applications relevant to the use of Internet technologies. The goal of the course is to give students the necessary background of concepts, technologies, and applications required for marketing-related activities in the rapidly growing electronic commerce industry. Example topic areas: Topics around which discussions may focus include: E-Corporation, Internet technologies, online advertising, online retailing, customer acquisition, customer service, and marketing to e-customers.

MKT 574 - Customer Relationship Management

Hours: 3

This class will explore the opportunities and challenges presented by a popular business practice - Customer Relationship Management (CRM). CRM is considered the new "mantra" of marketing. It focuses on maximizing customer value. This is accomplished by the development and management of cooperative and collaborative relationships. MKT 521

MKT 575 - Search Engine Optimization

Hours: 3

This course helps an organization leverage digital marketing and data analytics to drive measurable ROI. Students will gain the knowledge of data-driven decision-making in the latest digital marketing area. Digital marketing utilizes internet and online based digital technologies such as computers, mobile phones and other digital media and platforms to promote products and services.

MKT 580 - Marketing - Internship

Hours: 0-4

The goal of this course is to gain relevant work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. Students will also build a "network" of professional contacts. Prerequisite: Department approval.

MKT 586 - International Marketing

Hours: 3

A study of the significance of international trade for imports and exports. Adaptation to different cultures and ethics for global competition in U.S. markets are extensively analyzed.

MKT 589 - Independent Study

Hours: 0-3

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

MKT 595 - Business Research Methods

Hours: 3

The Marketing Research Methods course emphasizes techniques of research process and methods as applied to business and its marketing. Students will be engaged in defining research problems and in collecting, analyzing, recording and interpreting data. In addition, an analysis of pertinent research literature in business will be provided. This course will provide an understanding of quantitative methods applied on data including statistics, regression, optimization, and other applied analytic methods where decision making results will be interpreted and presented to senior management or the client in making better decisions moving forward. Thus, students gain experience in defining the research problems, designing the research project, determine and collect required source data, run the appropriate analysis based on the method employed, and then present findings to senior management in formal written format and verbally.

MKT 597 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

SCM 520 - Essential Supply Chain Laws & Regulations

Hours: 3

Current policies and regulations govern every element of supply chain transactions and processes. As such, understanding and planning for the ways these laws impact the decisions of supply chain managers, and can be essential to gaining a competitive advantage. This course will examine a wide array of legal topics that shape and impact both domestic and global supply chain management.

SCM 540 - Sustainability: The Triple Bottom Line

Hours: 3

Sustainable operations have become an important component in Supply Chain Management. It is imperative for supply chain managers to understand the actions they can take to ensure long-term sustainable operations. This course focuses on both internal and external actions managers can take to develop these sustainable operations.

SCM 541 - Applied Supply Chain Network Design

Hours: 3

As companies grow, managing the need to control inventory, reduce costs, and respond to demand can become a daunting task. This course explores the use of mathematical optimization modeling software and enterprise resource planning systems to determine appropriate supply chain decisions. Ultimately, the goal is to create the most efficient and effective network possible, enabling the company to serve their network in a timely manner. Prerequisites: SCM 542, SCM 544.

SCM 542 - Strategic Logistics Planning

Hours: 3

Concepts surrounding transporting goods and materials closer to the consumer creates both profit and problems. This course addresses the issues those in transportation face in delivering the most critical and complex component of supply chain design. The approach for this course is to take an in-depth look at how the methods, laws, and policies of transportation affect the design and implementation of transportation. The goal of the course is to provide problem-solving techniques for in order to develop more effective and more efficient transportation networks.

SCM 543 - Global Supply Chain Management

Hours: 3

Global Supply Chain Management explores the key issues, theories, and tools associated with the design, management and improvement of integrated global supply chain systems. It focuses on the strategic, tactical, and financial aspects of supply chain management. Also, it provides an overview of concepts and decision processes that can be used to effectively and efficiently manage the flow of goods, services, and information in a global environment. Firms are procuring, producing, and selling globally which requires ever increasing amounts of coordination within the firm and with supply chain partners.

SCM 544 - Operations Management

Hours: 3

A study of the use of Operations Management concepts, models, methods, and tools to ensure effectiveness and efficiency in for-profit and not-for-profit, private and public organizations. The focus is on the transformation of inputs (e.g., labor, materials, machinery, and methods) into outputs (i.e., goods and services) for customers and other stakeholders.

SCM 545 - Supply Chain Analytics & Application

Hours: 3

In terms of supply chains from both research and practitioner viewpoints, various analytical methods, tools, and techniques exist today. This course focuses on sound insights and improved decision-making in supply chain management from rigorous data analysis. Emphasis is on the application of these methods, with a particular focus on integrating analytical tools and techniques. These are applied to major supply chain functions which include: demand forecasting, procurement assessment, inventory analysis, transportation, supply and subcontract pricing, and primary logistics.

SCM 546 - Revenue Management & Forecasting Demand

Hours: 3

This course is designed to investigate the techniques of the forecasting process as applied to business in relation to macroeconomics, with an emphasis on supply chains. Experience is gained in using four popular forecast methods, developing a causal variable hypothesis for forecasting, and in collecting and analyzing data.

SCM 589 - Independent Study

Hours: 1-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.