

Management, Marketing, & Management Science

Atefeh Yazdanparastatefeh (Department Head)

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The Management and Economics Department produces professionals who are able to lead people and manage resources to create value. We do this by developing marketable skills through high-quality delivery of content and engagement with external stakeholders. The Department of Management and Economics offers the Bachelor of Business Administration (B.B.A.) degree with the option of two majors: Management or General Business. We also offer a Bachelor of Science in Business Administration (B.S.) with a required Interdisciplinary Studies minor.

To earn a degree in these areas, a student must:

1. meet all University requirements previously specified;
2. satisfy Core Curriculum Requirements (<https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) and
3. complete courses in the College of Business core curriculum (refer to those sections of this catalog).

In addition, courses in the major must be completed as shown in each section below. Also, for graduation, a 2.0 (C) grade point average must be achieved overall and in each course in the College of Business.

Business Administration B.S./B.A. (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/business-administration/>)

Business Analytics B.B.A. (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/business-analytics-bba/>)

Management B.B.A. (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/management-bba/>)

Supply Chain Management B.B.A. (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/supply-chain-management/>)

Business Analytics Minor (https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/bus_analytics_minor/)

Corporate Management Minor (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/corporate-management-minor/>)

General Business Minor (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/mmms/general-business-minor/>)

BA 357 - Legal Org & Business Trans

Hours: 3

A course in commercial law, including a study of negotiable instruments, agency, partnerships, corporations, real estate, wills, sales and secured transactions. Prerequisite: Junior standing.

BA 489 - Independent Study

Hours: 1-3

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 the department head.

BA 490 - Honors Thesis

Hours: 3-6

Variable topics.

BA 491 - Honors Reading

Hours: 3

Variable topics.

BA 497 - Special Topics

Hours: 3

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

BUSA 1305 - Business Computing Systems

Hours: 3

A study of introductory business computing concepts and the role of information systems, data analysis, developing skills in quantitative literacy, logical reasoning, and interpretation of results.

BUSA 315 - IS Security & Risk Management

Hours: 3

This course provides an introduction to the fundamental principles and topics of Information Systems Security and Risk Management at the organizational level. Students will learn critical security principles that enable them to plan, develop, and perform security tasks. The course will address hardware, software, processes, communications, applications, and policies and procedures with respect to organizational IS Security and Risk Management.

BUSA 326 - Data & Information Management

Hours: 3

This course introduces core concepts in data and information management. The focus of the course is on understanding data characteristics and information transformation, identifying organizational information requirements, developing a conceptual data model based on organizational information requirements, converting the conceptual data models into relational data models, and implementing and utilizing a relational database. The student will become knowledgeable on how to interpret the information in supporting management decisions.

BUSA 379 - Business Process Management & ERP Systems

Hours: 3

In this course students will be introduced to key concepts and approaches to business process management and improvement. The main focus of this course is both understanding and designing business processes. Students will learn how to identify, document, model, assess, and improve core business processes. Students will be introduced to process design principles. The way in which information technology can be used to manage, transform, and improve business processes is discussed. Students will be exposed to challenges and approaches to organizational change, domestic and offshore outsourcing, and inter-organizational processes.

BUSA 415 - Principles of Business Process Analysis & Design

Hours: 3

This course discusses the process, methods, techniques and tools that organizations use to determine how they should conduct their business, with a particular focus on how computer-based technologies can most effectively contribute to the way business is organized. The course covers a systematic methodology for analyzing a business problem or opportunity, determining what role, if any, computer-based technologies can play in addressing the business need, and articulating business requirements for the technology solution.

BUSA 416 - Innovative Analytics Technology

Hours: 3

This course teaches students basic knowledge of emerging technology applications in analytics and decision making. Students learn innovative technology design and management from hands-on class projects.

BUSA 421 - Data Mining

Hours: 3

This course provides students with a foundation in basic data mining, data analysis, and predictive modeling concepts. Using practical business cases and projects, students will learn data analysis and data mining implementation techniques for business knowledge insights through a process of inference, model fitting, and learning from examples. The goal of the course is to teach students fundamental data mining techniques that are commonly used in practice. Data mining topics include linear classifiers, clustering, dimension reduction, classification and prediction methods, decision trees, time series analysis, optimization analysis, simulation methods, regression models, and model training/testing/evaluation. Prerequisites: MATH 1325 and ECO 302 or MATH 403 or MATH 453.

BUSA 423 - Business Analytics Programming

Hours: 3

This course introduces applications programming in the large enterprise system environment. The program development and design process is introduced including computer-based concepts of problem-solving, structured programming logic and techniques, algorithm development and program design. Topics include program flowcharting, algorithms, input/output techniques, looping, modules, selection structures, file handling, control breaks, pseudocoding, and user documentation.

BUSA 424 - Business Analytics Modeling

Hours: 3

This is an applied course developing fundamental knowledge and skills for applying management science models to business decision making. Topics include decision analysis, simulation and risk models and optimization models, including the use of software for business applications. Prerequisites: MATH 1325. Crosslisted with: BUSA 542.

BUSA 428 - Project Management

Hours: 3

This course discusses the processes, methods, techniques and tools that organizations use to manage their information systems projects. The course covers a systematic methodology for initiating, planning, executing, controlling, and closing projects. This course assumes that project management in the modern organization is a complex team-based activity, where various types of technologies (including project management software as well as software to support group collaboration) are an inherent part of the project management process. This course also acknowledges that project management involves both the use of resources from within the firm, as well as contracted from outside the organization.

BUSA 431 - Internship

Hours: 3

This course provides an opportunity for selected students to earn elective credits in Business Analytics through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: 6 hours of BUSA or department approval.

BUSA 432 - Supply Chain Analytics

Hours: 3

This course focuses on sound insights and improved decision-making in supply chain management from rigorous data analysis. Students learn how to provide problem solving and decision-making process by integrating analytical methodologies which include the study of important supply chain functions and solution techniques. Additionally, students will gain valuable analytical insights on major supply chain functions which include: demand forecasting, procurement assessment, inventory analysis, transportation, supply and subcontract pricing, and primary logistics.

BUSA 447 - Data Visualization

Hours: 3

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. This course is also offered Face to Face (F2F) at ETAMU Dallas campus.

BUSA 489 - Independent Study

Hours: 1-4

Individualized instruction/research at an advance 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.

BUSA 490 - Honors Thesis

Hours: 3

Honors Thesis specified by faculty or department head.

BUSA 491 - Honors Reading

Hours: 3

As specified by Honors or department head.

BUSA 497 - Special Topics

Hours: 1-4

Organized class. May be repeated when topics vary.

MGT 305 - Principles of Management

Hours: 3

This course provides a comprehensive overview of the general field of management. Its purpose is to familiarize students with basic management concepts and provide insight regarding effective management practices. In addition to closely examining the four basic functions of management—planning, leading, organizing, and controlling—topics such as organizational structure and design, communication, motivation and rewards, leadership, groups and teams, and organizational change and innovation will also be explored. Prerequisites: Junior standing.

MGT 307 - Operations Management

Hours: 3

This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization. Prerequisites: Junior standing, BUSA 128 or BUSA 1305 or MIS 128 or CSCI 126 or COSC 1301.

MGT 308 - Entrepreneurship

Hours: 3

This course introduces students to the challenges of owning, operating, and marketing a successful small business and the need for entrepreneurial focus in large firms. Prerequisites: Junior standing, MGT 305, MKT 306 or permission of instructor.

MGT 315 - Organizational Behavior

Hours: 3

This course introduces students to basic theories and models of management and human behavior in professional organizations. Specifically, the course focuses on three levels of analyses – individual, group and organizational. Specific topics such as personality and individual differences, motivation, leadership, groups and teams, and organizational behavior in global contexts will be covered in detail. Prerequisites: Junior standing.

MGT 330 - The Entrepreneur

Hours: 3

This course is 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. Prerequisites: Junior standing.

MGT 340 - Quality Management and Improvement

Hours: 3

This course examines (1) the primary tools and methods used to monitor and control quality in organizations and (2) the ways in which quality can be improved. Included in the course are such topics as the historical development of quality management, the seven basic tools for quality improvement, and management strategies for implementing world class quality improvement strategies. Emphasis is also given to control chart analysis and process capability study. Prerequisites: Junior standing.

MGT 350 - Corporate Governance & Sustainability

Hours: 3

The class presents an in-depth 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. Prerequisites: Junior standing.

MGT 360 - Sustainable Leadership

Hours: 3

This course explores the dynamic intersection of leadership principles and sustainable practices. Students explore the multifaceted world of leadership through the lens of sustainability, gaining a comprehensive understanding of how effective leadership can drive positive environmental, social, and economic outcomes. Students will develop the skills and knowledge necessary to navigate contemporary, complex challenges, while promoting sustainability at all levels of society and organizations. Prerequisites: Junior standing.

MGT 370 - New Venture Management

Hours: 3

The purpose of this 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). Prerequisites: Junior standing.

MGT 380 - International Management and Business

Hours: 3

This course is designed to give students a fundamental understanding of the environment in which international business operates and of the management practices required to compete successfully in global markets. Prerequisites: Junior standing.

MGT 389 - Independent Study

Hours: 0-4

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.

MGT 390 - Project Management

Hours: 3

This course provides students with an understanding of the fundamentals of project management, including project planning, scheduling, budgeting, risk management, and quality management. This course is also offered Face to Face (F2F) at ETAMU Dallas campus. Prerequisites: Junior Standing.

MGT 394 - Human Resource Management

Hours: 3

This course provides a study of principles, policies and practices related to staffing, employee development, compensation, employee and labor relations in profit, not for-profit, domestic and international organizations. Prerequisites: Junior standing.

MGT 397 - SPECIAL TOPICS

Hours: 0-4

Organized class. May be repeated when topics vary.

MGT 410 - 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. Prerequisites: Junior standing.

MGT 422 - Electronic Commerce

Hours: 3

Electronic Commerce. Three semester hours. (Same as MKT 422) This course exposes students to key strategic management applications relevant to the use of Internet technologies. The goal of the course is to provide students the necessary background of strategic management concepts, technologies, and applications required of businesses wanting to become actively involved in the rapidly growing electronic commerce industry. Some exposure to technical issues will also be provided. Prerequisite: Senior standing.

MGT 430 - Contemporary Management Challenges

Hours: 3

In today's rapidly evolving business landscape, the role of management has become more complex and challenging than ever before. Through critical thinking and collaborative problem-solving, students will explore the intersection of traditional management principles and the unique challenges posed in today's workplace. An emphasis is on developing applied skills required in contemporary organizations. Students will be well-prepared to tackle the diverse and evolving challenges faced by contemporary managers, fostering their growth as effective and responsible leaders in the business world. Prerequisites: Junior Standing.

MGT 431 - Internship

Hours: 0-3

This course provides an opportunity for selected students to earn elective credits in Management through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: Approval of the department head.

MGT 439 - Business Strategy

Hours: 3

This course provides a business capstone for the study of the overall functioning of various types of organizations. This course includes a brief study of strategic planning including mission statement development, analysis of external environments and internal organizational factors, development of strategic alternatives, selection of appropriate alternatives, implementation of strategies, and competitive strategies and dynamics. Special emphases are given to the integration and coordination of the functional areas within the enterprise. The case method and/or a business simulation will be used to provide practical experience in analysis and decision making in the solution of business problems. Prerequisites: Senior standing; FIN 304; ECO 302; MGT 305, MGT 307; MKT 306.

MGT 441 - Purchasing & Supply Mgmt

Hours: 3

Purchasing and Supply Management. Three semester hours. This course examines the responsibilities related to managing the flow of materials and services into organizations. Traditional purchasing activities of global sourcing, bidding, contract administration and materials management are included in the course. particular focus is given to the strategic issues of managing the supply function and the creative purchasing activities of developing buying strategy, supply research, economic analysis, value analysis, supplier certification and evaluation, and information systems analysis. Prerequisite: Junior standing and MGT 307.

MGT 443 - Community Bank Products and Supplier Management

Hours: 3

This course will provide an overview of major products and services offered by community banks to consumers and small businesses as well as discuss risk vendor management. This course is designed to provide knowledge on computer systems used in banking, retail banking products, and the various technologies offered to consumers and small businesses (i.e. mobile banking, online banking, loan underwriting, online loan applications and other fintech). It will also discuss the types of suppliers that service community banks, supplier selection and management, and the importance of supplier risk management practices.

MGT 445 - Retail Management

Hours: 3

(Same as MKT 445) This is a survey course dealing with managerial principles and practices of retail operation, including store location and layout, buying pricing, promotion, services, and inventory control. Prerequisite: MKT 306, MGT 305.

MGT 488 - Strategy

Hours: 0

MGT 489 - 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.

MGT 490 - H Honors Thesis

Hours: 3

Honors Thesis. Six semester hours.

MGT 491 - H HONORS READINGS

Hours: 3

Honors Reading. Three semester hours.

MGT 497 - Special Topic

Hours: 1-4

Organized class. May be repeated when topics vary.

MGT 499 - Comp Exam in Management

Hours: 0

MKT 306 - Marketing

Hours: 3

This course is an introduction to the concepts, principles, problems and applications of marketing. It emphasizes all functional areas and institutions of marketing including segmentation and targeting, marketing analytics, buyer behavior, the marketing mix (product, pricing, supply chain management, and digital and traditional advertising). Junior standing.

MKT 366 - Integrated Marketing Communications

Hours: 3

This course provides an analysis of the promotion networks of organizations to external publics. Emphasis is on appraising the effectiveness of integrated marketing communications tools using digital interactive media (SEM, SEO, social media) and traditional media (electronic, print, and outdoor). Prerequisites: MKT 306.

MKT 367 - Selling & Sales Management

Hours: 3

Selling and Sales Management. Three semester hours. This course focuses on developing and maintaining relationships with customers and managing the sales process of finding, converting, and keeping customers while achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics as well as sales duties, responsibilities, and problems are included. Prerequisites: Junior standing.

MKT 386 - Supply Chain Management and Marketing Channels

Hours: 3

This course is an overview of supply chain management, with particular attention given to supply/purchasing, operations, distribution (domestic and global), and integration issues. The course also touches on Customer Relationship Management and the role of SAP in supply chain management. Prerequisites: Marketing 306.

MKT 389 - 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.

MKT 410 - Social Media Marketing

Hours: 3

Social Media Marketing introduces undergraduate students to the strategic use of social media platforms to build brands and engage consumers. Topics include content creation, influencer marketing, paid social advertising, and performance analytics. Students develop practical skills through case analyses and hands-on projects while considering managerial issues in social media marketing.

MKT 420 - International Marketing

Hours: 3

Global marketing is a business orientation that targets markets throughout the world. It includes traditional approaches of domestic firms who import and export goods and services, as well as multinational companies. This course examines the evaluation and selection of new markets, appropriate ways to enter a market, and options of standardization versus adaptation for marketing mix variables. The class also looks at the interconnectedness of firms, markets and cultures. Prerequisites: MKT 306, ECO 2301 and ECO 2302 and Junior Standing.

MKT 422 - Electronic Commerce

Hours: 3

Electronic Commerce. Three semester hours. (Same as MGT 422) This course exposes students to key strategic management applications relevant to the use of Internet technologies. The goal of the course is to provide students the necessary background of strategic management concepts, technologies, and applications required of businesses wanting to become actively involved in the rapidly growing electronic commerce industry. Some exposure to technical issues will also be provided. Prerequisite: Senior standing.

MKT 430 - Digital Marketing

Hours: 3

Digital Marketing focuses on the strategic use of digital channels to engage customers and drive firm performance. Topics include search, social media, content, email, and mobile marketing, with emphasis on data-driven decision making and emerging technologies such as artificial intelligence. Students apply concepts through cases and projects while addressing managerial issues in digital marketing.

MKT 431 - Internship

Hours: 0-3

This course provides an opportunity for selected students to earn elective credits in Marketing through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: 6 hours of Marketing and permission of the department head.

MKT 436 - Marketing Research

Hours: 3

In a data-driven business environment, understanding marketing research is imperative. This course is designed to provide students with the skill set to ask relevant marketing/business questions, conduct research, analyze results and make good marketing recommendations. Upon completion of the course, students will have a better appreciation for the marketing research process and how to use research in making sound business decisions. Prerequisites: MKT 306, Eco 302.

MKT 445 - Retail Management

Hours: 3

Retail Management. Three semester hours. (Same as MGT 445) This is a survey course dealing with managerial principles and practices of retail operation, including store location and layout, buying, pricing, promotion, services, and inventory control. Prerequisite: MKT 306, MGT 305.

MKT 467 - Buyer Behavior

Hours: 3

Students examine the consumer value framework and the influences affecting buyer behavior, including internal influences (perception and learning, personality, and attitude); external influences (including group, family, culture and microculture); as well as decision process models and outcomes of consumption. Focus is on interconnectedness of buyer, seller and society. Prerequisites: MKT 306.

MKT 471 - Marketing Analytics

Hours: 3

This course exposes students to a critical application in strategic marketing stemming from Internet and digital technologies. Students will learn how to apply data analytics tools to make strategic business decisions in major areas of marketing such as market segmentation, consumer insights, social media, and forecasting. This is a hands-on course with students working with real-world databases and utilizing commonly used commercial software. As a result, the course will help students develop analytic skills that can be applied to Big Data analysis and/or real world marketing problems. Prerequisites: ECO 302, MKT 306.

MKT 489 - 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.

MKT 490 - H Honors Thesis

Hours: 1-6

Variable Topics.

MKT 491 - H Ind Honors Readings

Hours: 3

Variable Topics.

MKT 497 - Special Topics

Hours: 1-4

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

SCM 320 - Strategic Sourcing - Leveraging Supply Chain Laws & Regulations

Hours: 3

Managing supply chains within organizations, while increasingly important, has created problems that have not recently been encountered. Many of these involve the procurement processes and regulations necessary to move products or services to the customer. This course addresses these issues of sourcing, procuring, designing, transporting, and managing material and services throughout the supply chain. Discussions about each area are included, along with the need to develop a strategic plan that encompasses the procurement and supply chain laws & regulations.

SCM 342 - Moving the World: Transportation & Logistics Management

Hours: 3

Supply chains are designed to move material. This makes transportation the most critical and complex component of supply chain design. This course takes a managerial approach to define the roles and concepts associated with transportation. The framework provides both a micro and macro perspective to supply chains, and offers an overview of the operating and service characteristics associated with global transportation. Finally, this course provides an introductory discussion of the operating and service characteristics, cost structure, and current challenges facing those who provide transportation services.

SCM 343 - Essential Supply Chain Inventory & Warehousing Concepts

Hours: 3

This course focuses on the concepts of logistics and inventory management, emphasizing warehousing, facility location, forecasting, transportation, and inventory management. In this course, students learn the role and importance of logistics and inventory management on a firm's success.

SCM 376 - Managing Global Supply Chains

Hours: 3

Supply Chain design and management has become an ever growing field of study. However, the complexity of the tasks associated with supply chain management make it difficult to manage. Added to this difficulty are the ever increasing global demands for services and products that are available around the world. Organizations find themselves competing in an arena where global competition drives organizations to find ways to provide a strategic advantage, while maintaining a global presence. This course is an introduction to the concepts, principles, problems, and practices of Supply Chain Management. In this course students will learn how supply chains are designed, managed, and improved.

SCM 386 - Supply Chain and Marketing Channels

Hours: 3

This course is an overview of supply chain management, with particular attention given to supply/purchasing, operations, distribution (domestic and global), and integration issues. The course emphasizes Customer Relationship Management and the role of Enterprise Resource Planning solutions in supply chain management

SCM 432 - Supply Chain Analytics

Hours: 3

This course focuses on sound insights and improved decision-making in supply chain management from rigorous data analysis. Students learn how to provide problem solving and decision-making process by integrating analytical methodologies which include the study of important supply chain functions and solution techniques. Additionally, students will gain valuable analytical insights on major supply chain functions which include: demand forecasting, procurement assessment, inventory analysis, transportation, supply and subcontract pricing, and primary logistics.

SCM 489 - 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.