Raymond J. Harbert College of Business

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THE RAYMOND J. HARBERT COLLEGE OF BUSINESS prepares students to become effective and socially responsible managers of business, industrial organizations, and government agencies and responsible citizens and leaders of society. To achieve this goal, the Harbert College offers undergraduate programs leading to the bachelor of science in business administration. In addition, it offers graduate work for the degrees of master of business administration (MBA), master of science in business administration (MSBA) with a concentration in finance, master of science in management information systems (MSIS), master of accountancy (MAC), and the doctor of philosophy (PhD) in business. The Harbert College of Business and the School of Accountancy are accredited at the undergraduate and graduate levels by the Association to Advance Collegiate Schools of Business (AACSB International). Detailed information on graduate programs may be found in the Graduate School section in this Bulletin.

Curriculum

The undergraduate curriculum includes a two-year Pre-Business curriculum required of all students and a two-year Major curriculum selected by the student. These two curricula provide a balanced course of study for all students, with approximately one-half of the hours in business courses and one-half in courses offered outside the college. The courses required have been selected so that all students will have access to the “common body of knowledge” as designated by the College’s accrediting agency, AACSB International.

The Pre-Business curriculum, followed by all business students in their freshman and sophomore years, provides a sound foundation of work in the arts and sciences, including courses in mathematics, humanities, social sciences and natural sciences. This lower division curriculum also includes some of the introductory business courses. Students must satisfactorily complete specific portions of the pre-business curriculum prior to moving on to the major curriculum. See the Office of Academic Advising for details.

The Major curriculum allows each student to concentrate or major in an area of interest during the junior and senior years. Currently offered majors are listed at the bottom of this page.

Through these curricula, the Harbert College seeks to develop in its students the analytical, decision-making and communication skills required of managers who lead modern organizations.

Admission to the College

Students entering the pre-business curriculum directly from high school or another university, in addition to meeting Auburn University’s admission requirements, should have competence in the mathematics taught in second year algebra.

Incoming freshmen and external transfer students are admitted directly to the Harbert College of Business. Current non-business students who are interested in transferring into the Harbert College should refer to the “Transfer Guide” on the College’s advising web page.

Graduation Requirements

To graduate, business students must meet the hours and subject matter requirements of their curricula, must have an overall GPA of at least 2.0 on all courses attempted at Auburn University, must have an overall GPA of at least 2.0 in all courses required for the major, and must meet all other university requirements. At least 50 percent of the business credit hours required for the business degree must be taken at Auburn University.

Student Services

The Harbert College’s Office of Academic Advising is responsible for orienting all new students to the college and for advising business students on their academic matriculation. Incoming freshmen in their first semester and students on academic warning are required to meet with their academic advisor prior to registration to have their academic plan approved. All other students are strongly encouraged to meet with their academic advisor each semester as well.

The College’s Office of Professional and Career Development is available to all business students for professional development and career guidance. Some of the services provided include career coaching, resume writing assistance, mentoring, mock interviews, and employer engagement.
Undergraduate Certificates

- Undergraduate Certificate in Accountancy (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/schoolofaccountancyacct/certificateinaccountancy)

Minors

For departmental minors, business courses must be at the 3000-level or above, with the exception of Aviation Management minor, and from an approved list.

- Accountancy (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/schoolofaccountancyacct/accountancy_minor)
- Business (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/business_minor)
- Business Analytics (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofaviationandsupplychainmanagementavsc/businessanalytics_minor)
- Business-Engineering-Technology (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofaviationandsupplychainmanagementavsc/businessengineeringtechnology_minor)
- Entrepreneurship and Family Business (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmanagementmngt/entrepreneurshipandfamilybusiness_minor)
- Finance (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentoffinancefinc/finance_minor)
- Human Resource Management (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmanagementmngt/humanresourcemanagment_minor)
- Information Assurance (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofaviationandsupplychainmanagementavsc/informationassurance_minor)
- International Business (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentoffinancefinc/internationalbusiness_minor)
- Information Systems Management (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofaviationandsupplychainmanagementavsc/informationsystemsmanagement_minor)
- Marketing (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/marketing_minor)
- Organizational Development and Change (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmanagementmngt/organizationaldevelopmentandchange_minor)
- Supply Chain Management (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofaviationandsupplychainmanagementavsc/supplychainmanagement_minor)

Program

- Accountancy (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/accountancymac_major)
- Aviation and Supply Chain Management - MSIS, PhD (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/aviationandsupplychainmanagement)
- Business Administration - MBA, MS, PhD (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/businessadministrationmbamsisphd_major)
- Finance - MSBA (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/financemsba_major)
- Information Systems (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/informationsystems)
- Management - MSBA, PhD (http://bulletin.auburn.edu/thegraduateschool/graduatedegreesoffered/managementmsbamsisphd_major)

Accounting Courses

**ACCT 2110/2113 PRINCIPLES OF FINANCIAL ACCOUNTING (3)** LEC. 3. Basic accounting principles with focus on preparation and use of financial statements. Credit will not be given for both ACCT 2110 and ACCT 2810. Sophomore standing.


**ACCT 2210 PRINCIPLES OF MANAGERIAL ACCOUNTING (3)** LEC. 3. Pr. ACCT 2110 or ACCT 2117. Emphasis on cost accounting, budgeting, and decision making using managerial accounting information. Sophomore standing.

ACCT 2700/2703 BUSINESS LAW (3) LEC. 3. Introduction to contracts, sales, torts, ethics and the judicial system. Focus is on the business environment.

ACCT 2707 HONORS BUSINESS LAW (3) LEC. 3. Pr. Honors College. Introduction to contracts, sales, torts, ethics and the judicial system. Focus is on the business environment.

ACCT 2810 FUNDAMENTALS OF ACCOUNTING (3) LEC. 3. Principles of financial and managerial accounting. Not open to undergraduates majoring in Business. Credit will not be given for both ACCT 2110 and ACCT 2810.

ACCT 3110/3113 INTERMEDIATE ACCOUNTING I (3) LEC. 3. Pr. ACCT 2110 or ACCT 2117. Accounting principles and theory including accounting for current assets, liabilities, and investments. Junior standing applies to ACCT 3110. ACCT 3113 is limited to students accepted to online accounting program.

ACCT 3120/3123 INTERMEDIATE ACCOUNTING II (3) LEC. 3. Pr. ACCT 3110 or ACCT 3113. Grade of C or better. Continuation of ACCT 3110, with emphasis on fixed assets, capital structure, and cash flows. Junior standing applies to ACCT 3120. ACCT 3123 is limited to students accepted to online accounting program.

ACCT 3210/3213 COST ACCOUNTING (3) LEC. 3. Pr. ACCT 2110 or ACCT 2117. A study of how cost data for products, projects, or services are recorded, analyzed, and used for decision making. Junior standing applies to ACCT 3210. ACCT 3213 is limited to students accepted to online accounting program.

ACCT 3310/3313 BUSINESS PROCESSES AND INTERNAL CONTROLS (3) LEC. 3. Pr. P/C ACCT 3110 or P/C ACCT 3113. Developing knowledge of business processes, accounting for those business processes, and the internal controls surrounding such processes, both in a manual and computerized environment. Junior standing applies to ACCT 3310. ACCT 3313 is limited to students accepted to online accounting program.

ACCT 3510/3513 ACCOUNTING INFORMATION SYSTEMS (3) LEC. 3. Pr. ACCT 3110 or ACCT 3113. Students will learn to analyze data and solve accounting based problems using advanced spreadsheet techniques, database management systems and other analysis tools. Junior standing applies to ACCT 3510. ACCT 3513 is limited to students accepted to online accounting program.

ACCT 3810 PROFESSIONAL DEVELOPMENT IN ACCOUNTANCY (1) LEC. 1. SU. Pr. P/C ACCT 3110 or P/C ACCT 3113 and P/C BUSI 2010. Career planning and preparation for transition from university student to accounting professional.

ACCT 4140/4143 SPECIAL TOPICS IN ACCOUNTING (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. A study of current issues in accounting theory and practice. Topics include regulations and economic and technological developments. ACCT 4143 is limited to students accepted to online accounting program.

ACCT 4310/4313 AUDITING AND ASSURANCE SERVICES (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123 and ACCT 3310 or ACCT 3313. Principles of auditing standards, ethics, controls, evidence, sampling, and audit reports. ACCT 4313 is limited to students accepted to online accounting program.

ACCT 4410/4413 INCOME TAX I (3) LEC. 3. Pr. ACCT 3110 or ACCT 3113. Principles of federal taxation as it applies to individuals and property transactions. ACCT 4413 is limited to students accepted to online accounting program.

ACCT 4900 DIRECTED STUDIES (1-3) IND. SU. Advanced individual research and study in accounting under the direction of a faculty member. Course may be repeated for a maximum of 6 credit hours.

ACCT 4920 ACCOUNTING INTERNSHIP (1-6) LEC. SU. Internship opportunity with an accounting firm, corporation, or governmental entity. Course may be repeated for a maximum of 6 credit hours.

ACCT 4967 HONORS SPECIAL PROBLEMS (1-3) IND. Pr. Honors College. Departmental approval. Course may be repeated for a maximum of 3 credit hours.

ACCT 4997 HONORS THESIS (1-3) IND. Pr. Honors College. Departmental approval. Course may be repeated for a maximum of 3 credit hours.

ACCT 5130/5133 ADVANCED ACCOUNTING TOPICS (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Emphasis on advanced accounting topics including business combinations, foreign currency transactions, derivatives, and other advanced financial topics. ACCT 5133 is limited to students accepted to online accounting program.
ACCT 5310/5313 ADVANCED AUDITING AND ASSURANCE SERVICES (3) LEC. 3. Pr. ACCT 4310 or ACCT 4313. Advanced topics in auditing and assurance services. Departmental Approval. ACCT 5313 is limited to students accepted to online accounting program.

ACCT 5420/5423 INCOME TAX II (3) LEC. 3. Pr. ACCT 4410 or ACCT 4413. Tax accounting for individuals, partnerships, corporations, estates, and trusts. Extensive use of a tax-service program. ACCT 5423 is limited to students accepted to online accounting program.

ACCT 5610/5613 GOVERNMENTAL AND NOT-FOR-PROFIT ACCOUNTING (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Accounting for governmental and not-for-profit entities. Focus on effective use of resources. ACCT 5613 is limited to students accepted to online accounting program.

ACCT 5700/5703 ADVANCED BUSINESS LAW (3) LEC. 3. Pr. ACCT 2700. Legal principles concerning secured transactions, bankruptcy, trusts and estates, partnership law, property, corporations, accountant's legal liability, and negotiable instruments. ACCT 5703 is limited to students accepted to online accounting program.

ACCT 6130/6136 ADVANCED ACCOUNTING TOPICS (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Emphasis on advanced accounting topics including business combinations, foreign currency transactions, derivatives, and other advanced financial topics.

ACCT 6310/6316 ADVANCED AUDITING AND ASSURANCE SERVICES (3) LEC. 3. Pr. ACCT 4310 or ACCT 4313. Advanced topics in auditing and assurance services.

ACCT 6420/6426 INCOME TAX II (3) LEC. 3. Pr. ACCT 4410 or ACCT 4413. Tax accounting for individuals, partnerships, corporations, estates and trusts. Extensive use of a tax-service program.

ACCT 6610/6616 GOVERNMENTAL AND NOT-FOR-PROFIT ACCOUNTING (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Accounting for governmental and not-for-profit entities. Focus on effective use of resources.

ACCT 6700/6706 ADVANCED BUSINESS LAW (3) LEC. 3. Pr. ACCT 2700. Legal principles concerning secured transactions, bankruptcy, trusts and estates, partnership law, property, corporations, accountant's legal liability, and negotiable instruments.

ACCT 7110/7116 RESEARCH IN ACCOUNTING (3) LEC. 3. Pr. ACCT 5130 or ACCT 5133 or ACCT 6130 or ACCT 6136. Departmental approval. An evaluation, critique, and application of financial accounting theory to current reporting problems using current research tools and resources.

ACCT 7120/7126 INTERNATIONAL ACCOUNTING (3) LEC. 3. Pr. ACCT 5130 or ACCT 5133 or ACCT 6130 or ACCT 6136. Departmental approval. Accounting issues unique to international business activity.

ACCT 7130/7136 FINANCIAL ANALYSIS & VALUATION (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Financial analysis to support managerial, investor, and creditor decision-making, forecasting financial statements and earnings, and applying valuation models to accounting measurement and investment decisions.

ACCT 7210/7216 ACCOUNTING FOR DECISION MAKING AND CONTROL (3) LEC. 3. Pr. ACCT 3210 or ACCT 3213. Departmental approval. Relationship between management accounting and information systems and analysis of costs.

ACCT 7310/7316 RISK ANALYSIS AND CONTROL (3) LEC. 3. Pr. ACCT 4310 or ACCT 4313. Departmental approval. Analysis of strategic and business process risks and design of effective financial controls.

ACCT 7320/7326 FRAUD EXAMINATION (3) LEC. 3. Pr. ACCT 4310 or ACCT 4313. Learning how and why occupational fraud is committed and how fraudulent conduct is deterred, investigated, and resolved.

ACCT 7410/7416 FEDERAL TAX RESEARCH (3) LEC. 3. Pr. ACCT 5420 or ACCT 5423 or ACCT 6420 or ACCT 6426. Departmental approval. Sources of authority used in federal tax research and survey of tax policy issues.

ACCT 7420/7426 CORPORATE AND PARTNERSHIP TAXATION (3) LEC. 3. Pr. (ACCT 5420 or ACCT 5423) or (ACCT 6420 or ACCT 6426). Tax issues involving corporations and partnership.

ACCT 7430/7436 TAXES AND DECISION MAKING (3) LEC. 3. Pr. ACCT 5420 or ACCT 5423 or ACCT 6420 or ACCT 6426. Departmental approval. Emphasis on identifying, understanding, and evaluating tax planning opportunities.

ACCT 7510/7516 INTEGRATED ACCOUNTING APPLICATIONS (3) LEC. 3. Pr. ACCT 3510 or ACCT 3513. Departmental approval. Design and analysis of accounting information systems and relational databases.

ACCT 7710 GRADUATION REQUIREMENT (0) IND. Last spring semester of program, or departmental approval. Program residency required for graduation.

ACCT 7810/7816 CORPORATE GOVERNANCE & ACCOUNTING ETHICS (3) LEC. 3. Pr. ACCT 3120 or ACCT 3123. Analyzing the impact of corporate governance and accounting ethics on business transactions.

ACCT 7970/7976 ADVANCED SPECIAL TOPICS IN ACCOUNTING (3) LEC. 3. Departmental Approval. Industry issues in accounting.

Aviation Management Courses

AVMG 1010 INTRODUCTION TO AVIATION (3) LEC. 3. Orientation to aviation management career opportunities. The history of significant events and accomplishments in the attempt to move through the air and space.

AVMG 2050 INTRODUCTION TO UNMANNED AIRCRAFT SYSTEMS (UAS) (3) LEC. 3. Orientation to unmanned aircraft systems with emphasis on pilot and operating rules, National Airspace System (NAS) integration, safety, and commercial uses of Small UAS (sUAS).

AVMG 2600 HUMAN FACTORS IN AVIATION (3) LEC. 3. Principles of human cognitive and physical performance, and man/machine interface and design, in aviation. Study of information processing, workload management, situational awareness, and decision-making.

AVMG 3050 AVIATION WEATHER (3) LEC. 3. Pr. AVMG 1010. Meteorology as it applies to the operation of aircraft with emphasis on observation of weather elements and interpretation of flight planning weather information.

AVMG 3140 AIR TRANSPORT INDUSTRY DEVELOPMENT (3) LEC. 3. Pr. AVMG 1010. Principles and analysis of air transport industry development, its regulatory environment, and associated certification processes.


AVMG 3600 AIRCRAFT MAINTENANCE MANAGEMENT (3) LEC. 3. Pr. AVMG 1010. Junior Standing or Departmental Approval. Aircraft maintenance program fundamentals, procedures, and practices, with an emphasis on regulatory requirements.

AVMG 3810 PROFESSIONAL DEVELOPMENT IN AVIATION (1) LEC. 1. SU. AVMG, AVMF, AVMN, and AVPF majors only. Career planning and preparation for aviation internships and professional experience opportunities.

AVMG 4040 BUSINESS AVIATION MANAGEMENT (3) LEC. 3. Pr. AVMG 1010. Junior Standing or Departmental Approval. Current principles and practices in commercial and business/corporate flight operations including organizational sources of revenue, functions, operation, and typical problems.


AVMG 4080 AIR TRANSPORT PLANNING (3) LEC. 3. Pr. AVMG 3140 and AVMG 3200 and AVMG 3600. Junior Standing or Departmental Approval. Management decision making involved in selection of equipment, routes and the establishment of rates by certified and non-certified air carriers.

AVMG 4130 AIRPORT MANAGEMENT (3) LEC. 3. Pr. AVMG 3050. Junior Standing or Departmental Approval. Practices in management of a civil public airport, including organization, functions, operations, sources of revenue, funding, maintenance and administration.

AVMG 4140 AIRPORT PLANNING AND DESIGN (3) LEC. 3. Pr. AVMG 4130. Junior Standing or Departmental Approval. Principles and procedures pertaining to planning airport facilities required to meet the immediate and future air transportation of a community or region.

AVMG 4190 AIRSPACE MANAGEMENT (3) LEC. 3. Pr. AVMG 3050. Junior Standing or Departmental Approval. Air traffic control procedures, facilities, center, and operations. Theory of radar operation and air traffic separation.
AVMG 4200 AIR CARGO OPERATIONS (3) LEC. 3. Pr. AVMG 1010. Junior Standing or Departmental Approval. Domestic and international air cargo operations with emphasis on cargo economics, equipment, domestic and international regulatory activities, agents, operational techniques, systems and problems.

AVMG 4920 INTERNSHIP IN AVIATION MANAGEMENT (1-6) INT. Practical on-the-job training under supervision with aviation agencies. Written reports are required by designated faculty supervisors. Course may be repeated for a maximum of 6 credit hours.

AVMG 4967 HONORS SPECIAL PROBLEMS (1-3) LEC. Pr. Honors College. Honors College. Special topics presented to Honors College students. Course may be repeated for a maximum of 3 credit hours.

AVMG 4997 HONORS THESIS (1-3) IND. Pr. Honors College. Honors College. Thesis for Honors College students. Course may be repeated for a maximum of 3 credit hours.

AVMG 5090 AVIATION LAW AND POLICY (3) LEC. 3. Pr. AVMG 1010. Junior Standing or Departmental Approval. The legal structure of aviation including federal, local and state statutes, contracts, insurance and liability, regulatory statutes, and case law.

AVMG 5170 AIRLINE MANAGEMENT (3) LEC. 3. Pr. AVMG 1010 and AVMG 3050. Junior Standing or Departmental Approval. Airline manufacturing, economic, and operational/managerial issues, research and development and competition issues and a survey of the world’s major airlines in terms of their management strategies and style.

AVMG 5180 GLOBAL AIR TRANSPORTATION MANAGEMENT (3) LEC. 3. Pr. AVMG 3140 and AVMG 3200 or departmental approval. International foreign air carriers, influences of ICAO and IATA, national ownership, determinants of power, operational and management practices, routes and fares/ Junior standing.

AVMG 5970 SPECIAL TOPICS IN AVIATION MANAGEMENT (3) LEC. 3. Investigation of current issues in the aviation industry.

AVMG 6090/6096 AVIATION LAW AND POLICY (3) LEC. 3. Departmental approval. The legal structure of aviation including federal, local, and state statutes, contracts, insurance and liability, regulatory statutes and case law.

AVMG 6170/6176 AIRLINE MANAGEMENT (3) LEC. 3. Departmental approval. Airline manufacturing, economic, and operation/managerial issues, research and development and competition issues and a survey of the world’s major airlines in terms of their management strategies and style.

AVMG 6180/6186 GLOBAL AIR TRANSPORTATION MANAGEMENT (3) LEC. 3. Pr. AVMG 3140 and AVMG 3200 or departmental approval. International foreign air carriers, influences of ICAO and IATA, national ownership, determinants of power, operational and management practices, routes and fares/ Junior standing.

AVMG 6970/6976 SPECIAL TOPICS AVIATION MNGT (1-3) LEC. 1-3. Departmental approval. Investigation of current issues in the aviation industry. Credit will not be given for both AVMG 5970 and AVMG 6970. Course may be repeated for a maximum of 9 credit hours.

AVMG 7930/7936 SPECIAL PROBLEMS IN AVIATION MANAGEMENT (1-3) LEC. 1-3. Departmental approval. Special problems and current status of the aviation and aerospace industries are analyzed through a problem solving exercise. Course may be repeated for a maximum of 6 credit hours.

Business Admin Courses

BUSI 1010 PROFESSIONAL DEVELOPMENT IN BUSINESS I (1) LEC. 1. Exposure to various topics relative to business administration. For Business majors, should be taken during student’s first academic year.

BUSI 2010/2013 PROFESSIONAL DEVELOPMENT IN BUSINESS II (1) LEC. 1. Orientation to business administration. Business majors should take during student’s second academic year.

BUSI 2100/2103 ORAL COMMUNICATION FOR BUSINESS (1) LEC. 1. Theories and techniques of strong oral communication skills, with real-world applications for business.

BUSI 2900 DIRECTED STUDIES (1-3) IND. SU. Independent study option for freshmen and sophomores in the College of Business for students who seek general or free elective credit. Course may be repeated for a maximum of 3 credit hours.

BUSI 3510 INTRODUCTION TO BUSINESS AND ENGINEERING (3) LEC. 3. Principles of business and engineering issues in new product and business development.

BUSI 3520 INTEGRATING BUSINESS AND ENGINEERING THEORIES WITH PRACTICE (3) LEC. 2. LAB. 3. Case study problems from business and engineering practice.

BUSI 3550 CROSS-FUNCTIONAL TEAMWORK (1) LEC. 1. Development of skills needed to perform well in cross-functional teams. A Admission to the B-E-T program.

BUSI 3560 LEADERSHIP FOR BUSINESS AND ENGINEERS (1) LEC. 1. Overview of leadership concepts and skills.

BUSI 4010 PROFESSIONAL DEVELOPMENT IN BUSINESS IV (1) LEC. 1. Preparation for transition from college student to career professional. Lecture and case discussion format to discuss issues faced as a new professional. Senior Standing.

BUSI 4920 BUSINESS INTERNSHIP (1-3) AAB/INT. SU. Internship option for students to gain work experience who seek general or free elective credit. Approval of instructor prior to internship, and completion of or current enrollment in two or more of the following: ACCT 2110, ECON 2020, ECON 2030, FINC 3610, MNGT 3100, or MKTG 3310. Course may be repeated for a maximum of 3 credit hours.

BUSI 5540 ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4) LEC. 4. Pr. (BUSI 3510 or ENGR 3510) and (BUSI 3520 or ENGR 3520). Acceptance into the BET minor program. Develop student skills for starting a new business and making strategic decisions concerning technology.

BUSI 5550 PRODUCT/PROCESS DESIGN AND DEVELOPMENT I (2) LEC. 2. Must be enrolled in BET minor. Processes to develop and present design proposal for cooperating industry.

BUSI 5560 PRODUCT/PROCESS DESIGN AND DEVELOPMENT II (3) LEC. 1. LAB. 6. Pr. (BUSI 5970 or ENGR 5970) and (ENGR 5540 or BUSI 5540). Must be admitted to BET minor. Cross-functional team design projects for sponsoring industry.

BUSI 6540/6546 ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4) LEC. 4. Develop student skills for starting a new business and making strategic decisions concerning technology. BUSI 5540 or BUSI 6540.

BUSI 7110/7116 FINANCIAL ANALYSIS (3) LEC. 3. Departmental approval. Integrated course combining financial accounting and corporate finance for MBA students.

BUSI 7120/7126 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS (3) LEC. 3. Departmental approval. Integrated course in statistical methods and management science for MBA students.

BUSI 7130/7136 STRATEGIC ANALYSIS AND THE COMPETITIVE ENVIRONMENT (3) LEC. 3. Departmental approval. Integrated course covering business strategy and the external environment in a global context.

BUSI 7140/7146 ORGANIZATIONAL LEADERSHIP, ETHICS AND CHANGE (3) LEC. 3. Departmental approval. Integrated course covering individual and group behavior in organizations, effective team building, motivation, and communications, ethical behavior, and leading organizations through change. May count either BUSI 7140 or BUSI 7146.

BUSI 7150/7156 OPERATIONAL EXCELLENCE THROUGH SUPPLY CHAIN AND QUALITY MANAGEMENT (3) LEC. 3. An examination of the strategic roles of supply chain and quality management in the creation of outstanding product and service operations. Departmental approval. May count either BUSI 7150 or BUSI 7156.

BUSI 7160 ADVANCED PROFESSIONAL DEVELOPMENT (1) LEC. 1. Departmental approval. This course prepares students for career success by focusing on self-assessment, industry/job/company research, personal brand identification, resumes and cover letters, interviewing, career and company research, presentation skills, and benefits and negotiation. Course may be repeated for a maximum of 3 credit hours.

BUSI 7210/7216 MARKETING AND CONSUMER THEORY (3) LEC. 3. Departmental approval. Combines elements of the economics of demand theory and marketing management. Includes advanced pricing topics and the competitive environment.

BUSI 7220/7226 INFORMATION TECHNOLOGY FOR COMPETITIVE ADVANTAGE (3) LEC. 3. Examines the strategic role information technology plays in influencing competitive advantage. Departmental approval. May count either BUSI 7220 or BUSI 7226.

BUSI 7230/7236 COST ANALYSIS AND SYSTEMS (3) LEC. 3. Departmental approval. Integrates production and cost theory from economics with managerial and cost accounting theory and systems for MBA
BUSI 7250/7256 GLOBAL BUSINESS EXPERIENCE (1-3) LLB. Departmental approval. Examines the economic, financial, legal, political, social and cultural factors impacting global business operations. A study abroad experience is included to provide hands-on experience and awareness. Course may be repeated for a maximum of 3 credit hours.

BUSI 7310/7316 INTEGRATED BUSINESS PROJECT AND CASE ANALYSIS (3) LEC. 3. Integrates knowledge gained from MBA classes and applies that knowledge to address actual business problems. Departmental approval. May count either BUSI 7310 or BUSI 7316.

BUSI 7920/7926 MBA INTERNSHIP (0-6) INT. SU. Departmental approval. Internship for MBA students in business organizations. Course may be repeated for a maximum of 6 credit hours.

BUSI 7970/7976 SPECIAL TOPICS IN BUSINESS ADMINISTRATION (1-3) AAB. Departmental approval. Specialized topics in business administration not otherwise covered in existing courses. Course may be repeated for a maximum of 6 credit hours.

Business Analytics Courses

BUAL 2600/2603 BUSINESS ANALYTICS I (3) LEC. 3. Pr. (MATH 1610 or MATH 1617 or MATH 1680 or MATH 1683). Introduction to analytics in business including use of data to make business decisions, basic predictive business modeling, and communication of analytical results.

BUAL 2650/2653 BUSINESS ANALYTICS II (3) LEC. 3. Pr. BUAL 2600 or STAT 2610 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 3010 or STAT 2513. A second course in quantitative analysis in business including statistical inference, classification analysis, predictive modeling, forecasting, introduction to data mining.

BUAL 3010 PROFESSIONAL DEVELOPMENT IN BUSINESS ANALYTICS (1) LEC. 1. SU. Pr. P/C BUAL 2650 and P/C BUAL 2010. Career planning and preparation for employment as an analytics professional.

BUAL 4910 PRACTICUM (1-3) PRA. SU. Supervised practical application of business analytics theory and methods. Course may be repeated for a maximum of 3 credit hours.

BUAL 4920 BUSINESS ANALYTICS INTERNSHIP (1-6) INT. SU. The internship program represents an opportunity for students to be exposed to analytics environments first-hand and to integrate this experience with their formal education. The practical nature of the internship facilitates the educational process and provides valuable work experience. Course may be repeated for a maximum of 6 credit hours.

BUAL 5600 PREDICTIVE MODELING I (3) LEC. 3. Pr. BUAL 2650. Introduction to linear models including multiple linear regression and model building in business decision making and applications. Credit will not be given for both BUAL 5600 and BUAL 6600/6606.

BUAL 5610 PREDICTIVE MODELING II (3) LEC. 3. Pr. (BUAL 5600 or BUAL 6600 or BUAL 6606). or equivalent. Basic data mining techniques including neural networks, decision trees, clustering algorithms, linear programs, text and web mining in business setting. Credit will not be given for both BUAL 5610 and BUAL 6610/6616.

BUAL 5650 BIG DATA I (3) LEC. 3. Pr. BUAL 2650. or equivalent. Managing, governing, extracting, merging, and preparing large data sets for analysis.

BUAL 5660 BIG DATA II (3) LEC. 3. Pr. BUAL 5650. Advanced topics in big data management, with emphasis on loading and cleansing the data for analysis. Credit will not be given for both BUAL 5660 and BUAL 6660/6666.

BUAL 5700 BIG DATA INFRASTRUCTURE AND APPLICATIONS (3) LEC. 3. Pr. ISMN 5650. Advanced topics related to big data infrastructure and using these technologies to create data science applications. The course provides deep understanding of various state-of-art data science approaches using different distributed and (or) cloud computing environments. Credit will not be given for both BUAL 5700 and BUAL 6700/6706.

BUAL 5860 COMMUNICATING QUANTITATIVE RESULTS IN BUSINESS (3) LEC. 3. Pr. BUAL 5610 and BUAL 5660. A case-based, project-oriented approach to business decision making based on company's mission and strategic objectives. Credit will not be given for both BUAL 5860 and BUAL 6860/6866.

BUAL 5900 DIRECTED STUDIES (1-3) IND. SU. Faculty led individualized or group-oriented in-depth study of a topic in business analytics. May include literary research, algorithm development, programming, data analysis, or a combination of these. Course may be repeated for a maximum of 6 credit hours.
BUAL 6600/6606 PREDICTIVE MODELING I (3) LEC. 3. Pr. BUAL 2650. Introduction to linear models including multiple linear regression and model building in business decision making and applications. Credit will not be given for both BUAL 5600 and BUAL 6600/6606.

BUAL 6610/6616 PREDICTIVE MODELING II (3) LEC. 3. Pr. (BUAL 5600 or BUAL 6600 or BUAL 6606). Basic data mining techniques including neural networks, decision trees, clustering algorithms, linear programs, text and web mining in business setting. May count either BUAL 5610 or BUAL 6610/6616.

BUAL 6650/6656 BIG DATA I (3) LEC. 3. Pr. BUAL 2650. or equivalent. Managing, governing, extracting, merging, and preparing large data sets for analysis.

BUAL 6660/6666 BIG DATA II (3) LEC. 3. Pr. (BUAL 5650 or BUAL 6650 or BUAL 6656). Advanced topics in big data management, with emphasis on loading and cleansing the data for analysis. Credit will not be given for both BUAL 5660 and BUAL 6660/6606.

BUAL 6700 BIG DATA INFRASTRUCTURE AND APPLICATIONS (3) LEC. 3. Pr. ISMN 5650 or ISMN 6650 or ISMN 6656. This course covers advanced topics related to big data infrastructure and using these technologies to create data science applications. The course provides deep understanding of various state-of-art data science approaches using different distributed and (or) cloud computing environments. Credit will not be given for both BUAL 5700 and BUAL 6700/6.

BUAL 6860/6866 COMMUNICATING QUANTITATIVE RESULTS IN BUSINESS (3) LEC. 3. Pr. BUAL 6610 or BUAL 6616. A case-based, project-oriented approach to business decision making based on company's mission and strategic objectives. Credit will not be given for both BUAL 5860 and BUAL 6860/6866.

BUAL 6900/6906 DIRECTED STUDIES (3) IND. 3. SU. This course is a self-learning course designed to enhance the student's knowledge of a selected topic. The course will be designed individually for each student with agreement between the student and the professor. Coursework may include traditional exams, readings, papers, or more specific projects and tasks depending on the material and the goal of the student. Course may be repeated for a maximum of 9 credit hours.

BUAL 6960/6966 SPECIAL PROBLEMS (3) IND. 3. This course is a self-learning course designed to enhance the student's knowledge of a selected topic. The course will be designed individually for each student with agreement between the student and the professor. Coursework may include traditional exams, readings, papers, or more specific projects and tasks depending on the material and the goal of the student. Course may be repeated for a maximum of 9 credit hours.

Entrepreneurship Family Bus Courses

ENFB 3140 ESSENTIALS OF ENTREPRENEURSHIP (3) LEC. 3. Pr. ECON 2030 or ECON 2033 or ECON 2037. The application of basic business principles to the entrepreneurial environment. May count either ENFB 3140 or ENFB 4140.

ENFB 4160 FAMILY BUSINESS MANAGEMENT (3) LEC. 3. Pr. MNGT 3100 or MNGT 3103 or MNGT 3107. Study of aspects of managing an established family business, on a day-to-day basis, and of planning for succession to the next generation.

ENFB 4170 MANAGING ENTREPRENEURIAL START-UPS (3) LEC. 3. Pr. (ECON 2030 or ECON 2033 or ECON 2037) and (MNGT 3100 or MNGT 3103 or MNGT 3107) and (MKTG 3310 or MKTG 3313 or MKTG 3317) and (FINC 3610 or FINC 3613 or FINC 3617) and (ENFB 3140 or ENFB 4140). Study of aspects of managing and marketing concepts and processes that can be utilized to launch new ventures or a new division within an existing business.

ENFB 4180 GROWTH STRATEGIES FOR EMERGING COMPANIES (3) LEC. 3. Pr. (ECON 2030 or ECON 2033 or ECON 2037) and (MNGT 3100 or MNGT 3103 or MNGT 3107) and (MKTG 3310 or MKTG 3313 or MKTG 3317) and (FINC 3610 or FINC 3613 or FINC 3617) and (ENFB 3140 or ENFB 4140). Study of the important aspects of starting and managing a franchise business.

ENFB 4190 NEW VENTURE CREATION (3) LEC. 3. Pr. (ECON 2030 or ECON 2033 or ECON 2037) and (MNGT 3100 or MNGT 3103 or MNGT 3107) and (MKTG 3310 or MKTG 3313 or MKTG 3317) and (FINC 3610 or FINC 3613 or FINC 3617) and (ENFB 3140 or ENFB 4140). Application of entire business education and experience to a practical, hands-on project.
ENFB 4210 CORPORATE VENTURING-ENTREPRENEURS IN ORGANIZATIONS (3) LEC. 3. Pr. (ECON 2030 or ECON 2033 or ECON 2037) and (MNGT 3100 or MNGT 3103 or MNGT 3107) and (MKTG 3310 or MKTG 3313 or MKTG 3317) and (FINC 3610 or FINC 3613 or FINC 3617) and (ENFB 3140 or ENFB 4140) and ENFB 4190. Study of the entrepreneurial process as it applies to the operations of a department or functional area within an established organization.

ENFB 4920 INTERNSHIP (1-6) INT. SU. Pr. 2.50 GPA. Approval by departmental intern program committee. Course may be repeated for a maximum of 6 credit hours.

ENFB 4950 SEMINAR IN ENTREPRENEURSHIP AND FAMILY BUSINESS (1-10) SEM. Course may be repeated for a maximum of 10 credit hours.

ENFB 5900 DIRECTED STUDIES (1-3) IND. SU. Independent study on current topics in management. Course may be repeated for a maximum of 6 credit hours.

ENFB 5960 SPECIAL PROBLEMS (1-3) IND. Independent study investigating current literature in management. Course may be repeated for a maximum of 6 credit hours.

ENFB 6900/6906 DIRECTED STUDIES (1-3) IND. SU. Independent study on current topics in management. Course may be repeated for a maximum of 3 credit hours.

ENFB 6960/6966 SPECIAL PROBLEMS (3) IND. Departmental approval. General management theories, practices, and functions in industry and business. Individual work with a designated faculty member. Course may be repeated for a maximum of 6 credit hours.

Finance Courses

FINC 2400 PERSONAL FINANCE (3) LEC. 3. Plans for managing personal financing problems involving insurance, housing, household budgeting, investments, personal and bank loans, personal credit and time value of money.

FINC 3010 PROFESSIONAL DEVELOPMENT IN FINANCE (1) LEC. 1. SU. Pr. (P/C FINC 3610 or FINC 3613 or FINC 3617) and P/C BUSI 2010. Career planning and preparation for employment in the finance industry.

FINC 3100 FUNDAMENTALS OF GLOBAL TRADE (3) LEC. 3. COB academic standards. Export management skills, including basic global supply chain management and trade finance. Junior standing.

FINC 3200 RISK AND INSURANCE (3) LEC. 3. Essentials of risk management, with emphasis on the use of insurance, including the characteristics of property, liability, life and health insurance. Junior standing.

FINC 3250 PRINCIPLES OF REAL ESTATE (3) LEC. 3. Fundamental principles and practices as applied to the purchase, sale and lease and management of real estate. Junior standing.

FINC 3610/3613 PRINCIPLES OF BUSINESS FINANCE (3) LEC. 3. Pr. ACCT 2110 or ACCT 2117 or ACCT 2810 or ACCT 3110 or ACCT 3113. Corporate finance from the perspective of a financial manager. Topics include time value of money, valuation, and capital budgeting. May count either FINC 3610 or FINC 3810.

FINC 3617 HONORS PRINCIPLES OF BUSINESS FINANCE (3) LEC. 3. Pr. Honors College. ACCT 2117. Corporate finance from the perspective of a financial manager. Topics include financial planning and forecasting cash budgeting, capital budgeting, basic valuation, dividends. Fall, Spring. Junior standing.

FINC 3620/3623 SMALL BUSINESS FINANCE (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Financial control, financial forecasting, working capital and sources of financing in a small and closely-held business environment.

FINC 3630/3633 ADVANCED BUSINESS FINANCE (3) LEC. 3. Pr. (FINC 3610 or FINC 3613 or FINC 3617) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010 or STAT 3610). C or better in FINC 3610. In-depth analysis of financial concepts including valuation capital budgeting, cost of capital, leasing, financial analysis, and capital structure.

FINC 3640 INVESTMENTS (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Types of investment security markets, investment instruments, concepts and strategies for institutional and individual investors.

FINC 3700 FINANCIAL MARKETS INSTITUTIONS (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Overview of the financial system, organization and regulation of financial markets and institutions, the behavior and structure of interest rates.
FINC 3750 FINANCIAL MODELING (3) LEC. 45. Pr. P/C FINC 3630 and P/C FINC 3640. Application of financial management and investments concepts through Excel modeling. Topics include capital budgeting, capital asset pricing, cost of capital, stock and bond valuation. Advanced topics include DCF modeling, portfolio optimization and VBA.

FINC 3810 FOUNDATIONS OF BUSINESS FINANCE (3) LEC. 3. Pr. ACCT 2810 or ACCT 2110 or ACCT 2117. Foundations of Business Finance is a broad based introductory course that will focus on finance functions and applications of finance principles. This course is not open to undergraduates majoring in business. Junior standing. May count either FINC 3610 or FINC 3810.

FINC 4210 PROPERTY AND LIABILITY INSURANCE (3) LEC. 3. Pr. FINC 3200. Commercial risks and the insurance contracts used to address these risks.

FINC 4220 LIFE INSURANCE (3) LEC. 3. Pr. FINC 3200. Departmental approval. Individual life, health, annuity contracts and other investments, with a focus on financial planning, estate planning, and business continuation arrangements.

FINC 4250 REAL ESTATE INVESTMENT (3) LEC. 3. Pr. (FINC 3610 or FINC 3613 or FINC 3617) and FINC 3250. Analysis and evaluation of real estate investments including cash flow measurement for both residential and commercial investment projects.

FINC 4520 INTERNATIONAL FINANCIAL MARKETS (3) LEC. 3. Pr. FINC 5510. Departmental approval.

FINC 4630 FINANCIAL STRATEGY (3) LEC. 3. Pr. (ACCT 3110 or ACCT 3113) and (FINC 3630 or FINC 3633). The advanced application of corporate finance through case analysis, company analysis, and current topics.

FINC 4650/4653 FINANCIAL STATEMENT ANALYSIS (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Evaluation and assessment of financial condition, performance, and reporting strategies of firms using relevant financial and market information.

FINC 4660 SECURITY ANALYSIS (3) LEC. 3. Pr. (ACCT 3110 or ACCT 3113) and (FINC 3630 or FINC 3633) and FINC 3640. Analysis, techniques and selection of securities to meet specific investment objectives. Focus on individual security analysis and portfolio management.

FINC 4700 MANAGEMENT OF FINANCIAL INSTITUTIONS (3) LEC. 3. Pr. FINC 3700. Management strategies for firms including management of credit, liquidity, capital and interest rate risks in a regulated environment.

FINC 4900 DIRECTED STUDIES (1-3) IND. SU. Departmental approval. Advanced individual research and study in finance under the direction of a faculty member. Course may be repeated for a maximum of 6 credit hours.

FINC 4920 INTERNSHIP (1-6) AAB/INT. SU. Departmental approval. The internship program offers the opportunity to gain relevant and meaningful work experience. Course may be repeated for a maximum of 9 credit hours.

FINC 4970 SPECIAL TOPICS (1-3) AAB. Departmental approval. Specialized topics and current developments and innovations in finance. Course may be repeated for a maximum of 6 credit hours.

FINC 4997 HONORS THESIS (1-6) IND. Pr. Honors College. Departmental approval. Course may be repeated for a maximum of 6 credit hours.

FINC 5510 MULTINATIONAL FINANCIAL MANAGEMENT (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Advantages and problems associated with the modern multinational corporation, including analysis of currency risk, hedging, and political risk.

FINC 5670 Mergers, Acquisitions, and Restructuring (3) LEC. 3. Pr. FINC 3630 or FINC 3633. Strategic analysis of corporate restructuring including valuation methods, control issues, takeover defense measures, and diversification issues. May count either FINC 5670 or FINC 6670/FINC 6676.

FINC 5680 FINANCIAL ENGINEERING (3) LEC. 3. Pr. FINC 3630 or FINC 3633 or FINC 3640 or FINC 3700. Examination of derivative securities with emphasis on applying derivative securities to the management of corporate financial risk.

FINC 5740 ADVANCED FINANCIAL ANALYSIS (3) LEC. 3. Pr. (FINC 3630 or FINC 3633) and P/C FINC 3640 and (P/C ACCT 3110 or P/C ACCT 3113). Departmental approval. Issues surrounding and methods for financial analysis of investments/firms, including: ethics, qualitative methods, economics, financial reporting/analysis, and portfolio management. May count FINC 5740 or FINC 6740.

FINC 6510/6516 MULTINATIONAL FINANCIAL MANAGEMENT (3) LEC. 3. Advantages and problems associated with the modern multinational corporation, including analysis of currency risk, hedging, and political risk.
FINC 6670/6676 MERGERS, ACQUISITIONS AND RESTRUCTURING (3) LEC. 3. Pr. BUSI 7110 or BUSI 7116. Strategic analysis of corporate restructuring including valuation methods, control issues, takeover defense measures, and diversification issues. Departmental approval. May count either FINC 6670 or FINC 6676.

FINC 6680/6686 FINANCIAL ENGINEERING (3) LEC. 3. Pr. FINC 7600 or FINC 7606 or BUSI 7110 or BUSI 7116. Departmental approval. Theory and pricing of derivative securities with emphasis on applying derivative securities in corporate financial risk management.

FINC 6740 ADVANCED FINANCIAL ANALYSIS (3) LEC. 3. Pr. (BUSI 7110 or BUSI 7116). Departmental approval. Issues surrounding and methods for financial analysis of investments/firms, including: ethics, qualitative methods, economics, financial reporting/analysis, and portfolio management. May count FINC 5740 or 6740.

FINC 7410/7416 BUSINESS RISK MANAGEMENT (3) LEC. 3. Departmental approval. An analysis of business risk and the risk management methods, including loss control, insurance, and other forms of risk financing, used to handle these risks.

FINC 7600/7606 ADVANCED CORPORATE FINANCE (3) LEC. 3. Pr. FINC 3610 or FINC 3613 or FINC 3617. Departmental approval. Intensive study of theory and problems in corporate finance from an internal decision making point of view.

FINC 7620/7626 ADVANCED REAL ESTATE FINANCE (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or (BUSI 7110 or BUSI 7116). Departmental approval. Study of real estate markets including regulatory and legal issues, valuation of income producing property, financing sources, corporate real estate, investment performance measurement.

FINC 7630/7636 HEALTH CARE FINANCE (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or BUSI 7110 or BUSI 7116. Departmental approval. Techniques and analysis of financial management in a health care setting. Emphasis on financial planning and forecasting, budgeting, capital investment analysis in the regulated healthcare marketplace.

FINC 7640/7646 ADVANCED INVESTMENTS (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or (BUSI 7110 or BUSI 7116). Departmental approval. Types of investment securities, regulation and operation of securities markets and the theory and practice of investments.

FINC 7650/7656 APPLIED FINANCIAL MANAGEMENT (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or BUSI 7110. Departmental approval. The integration of financial theory with practice through spreadsheets, case analysis, company analysis, and current topics in finance.

FINC 7660/7666 SECURITY ANALYSIS AND MANAGEMENT (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or (BUSI 7110 or BUSI 7116). Departmental approval. Advanced analytical methods for security valuation, managing investment portfolios, and developing appropriate investment strategies.

FINC 7690/7696 ADVANCED FINANCIAL SYSTEMS (3) LEC. 3. Pr. (FINC 7600 or FINC 7606) or (BUSI 7110 or BUSI 7116). Departmental approval. Analysis and examination of financial institutions and markets in an evolving regulatory and global marketplace for financial services and products.

FINC 7900/7906 DIRECTED STUDIES (1-3) IND. SU. Departmental approval. In-depth research and study under the direction of a faculty member. Topics are variable within finance and finance-related areas. Course may be repeated for a maximum of 6 credit hours.

FINC 7970/7976 SPECIAL TOPICS (1-3) IND. Departmental approval. Specialized topics in finance and finance-related areas not otherwise covered in existing courses. Course may be repeated for a maximum of 6 credit hours.

FINC 7990 RESEARCH AND THESIS (1-10) MST. Course may be repeated with change in topics.

FINC 8620 THEORY OF FINANCE (3) LEC. 3. Pr. FINC 7600 or FINC 7606 or FINC 7640 or FINC 7646. Choice under certainty and uncertainty, time-state preference models, stochastic dominance, the mean-variance criterion, and asset pricing models Miller-Modigliani propositions would be developed.

FINC 8640 INVESTMENTS (3) SEM. 3. Pr. FINC 8620. This course focuses on current literature in Investments. Students should develop the insights necessary to identify problems and conduct research in Investments.

FINC 8650 SEMINAR IN CORPORATE FINANCE (3) SEM. 3. Pr. FINC 86250. This course focuses on current literature in Corporate Finance. Students should develop the insights necessary to identify problems and conduct research in Corporate Finance.

FINC 8690 FINANCIAL MARKETS AND INTERMEDIATION (3) LEC. 3. Pr. FINC 8620. This course focuses on current literature in financial markets and intermediation. Students should develop the insights necessary to identify problems and conduct research in this area.
FINC 8700 SPECIAL TOPICS IN FINANCE (3) LEC. 3. Pr. FINC 7600 or FINC 7606 or FINC 7640 or FINC 7646. Varies according to faculty and students interests. This could be a course like Options, Futures and Derivatives, or a course with several participating faculty members discussing their own research.

FINC 8880 SEMINAR (1) SEM. 1. Admission to the Ph.D. in Business with a Concentration in Finance. Seminar presentations by visiting scholars, Finance Faculty and Ph.D. students.

FINC 8990 RESEARCH AND DISSERTATION (1-12) DSR. Course may be repeated for a maximum of 60 credit hours.

Flight Education Courses

AVMF 2141 FLIGHT ORIENTATION (1) LAB. 2. Basic flight experience for non-pilots to familiarize aviation majors, engineers, teachers, and other students desiring a limited exposure to flight. Includes ground discussion and airplane flight time. Special fee.


AVMF 2171 PRIVATE PILOT FLIGHT TRAINING I (2) LAB. 6. Pr. AVMF 2150 or Departmental approval. Dual and solo flight instruction and discussion to prepare for first solo in a single-engine airplane. Special fee.

AVMF 2181 PRIVATE PILOT FLIGHT TRAINING II (2) LAB. 6. Pr. AVMF 2171 or Departmental approval. Continuation of AVMF 2171 to prepare for FAA Private Pilot Certification. Special fee. Requires at least a valid FAA 3rd Class Medical certificate and Student Pilot certificate.

AVMF 2230 PRINCIPLES OF INSTRUMENT FLIGHT (3) LEC. 3. Pr. AVMF 2181. Flight instruments, FAA regulations, air traffic procedures, radio navigation, and aircraft operation and performance as applied to instrument flying. Preparation for the FAA Instrument Rating Airplane Aeronautical Knowledge Test (IRA).

AVMF 2241 INSTRUMENT FLIGHT TRAINING I (2) LAB. 6. Pr. AVMF 2230. Flight instruments, FAA regulations, air traffic control procedures, radio navigation, and aircraft operation and performance as applied to instrument flying. Preparation for the FAA Instrument Rating – Airplane Practical Test. Special fees. Requires at least a valid FAA 3rd Class Medical certificate.

AVMF 2250 PRINCIPLES OF COMMERCIAL FLIGHT (3) LEC. 3. Pr. AVMF 2251. FAA regulations, high altitude operations, aerodynamics, commercial flight maneuvers, environmental, ice control, retractable landing gear, and aircraft performance as applied to commercial flying. Preparation for the FAA Commercial Pilot Aeronautical Knowledge Test (CAX).

AVMF 2251 INSTRUMENT FLIGHT TRAINING II (2) LAB. 6. Pr. AVMF 2241. Continuation of AVMF 2241 in preparation for the FAA Instrument Rating – Airplane Practical Test. Special fee. Requires at least a valid FAA 3rd Class Medical certificate.

AVMF 2261 COMMERCIAL PILOT FLIGHT TRAINING I (2) LAB. 6. Pr. AVMF 2251. Flight training toward FAA Commercial Pilot Certification. Special fee. Requires at least a valid FAA 3rd Class Medical certificate.

AVMF 2271 COMMERCIAL PILOT FLIGHT TRAINING II (2) LAB. 6. Pr. AVMF 2261. Continuation of AVMF 2261 towards FAA Commercial Pilot Certification. Emphasis on advanced commercial maneuvers, and cross country flying. Special fee. Requires at least a valid FAA 3rd Class Medical certificate.

AVMF 4271 MULTI-ENGINE FLIGHT TRAINING (2) LAB. 2. Pr. AVMF 2271. Specialized instruction in methods and techniques of multi-engine airplane operations. Sufficient ground and flight instruction is given towards an FAA Multi-Engine Airplane Rating. Special Fees. Requires at least a valid FAA 3rd Class Medical certificate.

AVMF 4280 PRINCIPLES OF FLIGHT INSTRUCTION (3) LEC. 3. Principles of teaching as applied to instructing, analyzing, and evaluating flight students. Emphasis is on preparation for the FAA Fundamentals of Instructing (FOI) and the Flight Instructor-Airplane (FIA) Aeronautical Knowledge Tests.


AVMF 4320 PRINCIPLES OF PROFESSIONAL FLIGHT (3) LEC. 3. Pr. AVMF 2230. Multi-engine transport aircraft systems and operating procedures (normal, abnormal, and emergency). Includes hydraulic, electric, pneumatic, air conditioning and pressurization, auxiliary power unit (APU), landing gear, and flight control systems. Special fee.
AVMF 4331 TRANSPORT AIRCRAFT FLIGHT TRAINING (2) LAB. 6. Includes instrument and night instruction, emergency procedures and actual air transportation operations. Special fees.


AVMF 4400 APPLIED AERODYNAMICS AND PROPULSION SYSTEMS (3) LEC. 3. Pr. PHYS 1000 or PHYS 1007. Private Pilot Certificate, or Departmental approval. The principles of aerodynamics and propulsion and how aerodynamic factors affecting lift, thrust, drag, in-air performance, stability and flight control.

Human Resource Mngt Courses

HRMN 3420/3423 HUMAN RESOURCE MANAGEMENT (3) LEC. 3. Pr. P/C MNGT 3100 or P/C MNGT 3103 or P/C MNGT 3107 or P/C MNGT 3810. Management of human resources dealing with selection, training, placement, appraisal, compensation, and employee representation.

HRMN 4430 LABOR RELATIONS (3) LEC. 3. General survey of the development of collective bargaining, major provisions of labor law, and bargaining issues of craft and industrial unions.

HRMN 4920 INTERNSHIP (1-6) AAB/INT. SU. Pr. 2.50 GPA. Approval by departmental intern program committee. Course may be repeated for a maximum of 6 credit hours.

HRMN 4950 SEMINAR IN HUMAN RESOURCE MANAGEMENT (1-10) SEM. Course may be repeated for a maximum of 10 credit hours.

HRMN 5460 HUMAN RESOURCE LEGISLATION (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Legislation that impacts the management of human resources within the organization.

HRMN 5470 EMPLOYEE COMPENSATION (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Modern compensation systems, strategic planning, wage and salary management, benefits administration and pay incentive development.

HRMN 5480 LABOR RELATIONS LAW (3) LEC. 3. Legal principles and issues under the Labor Management Relations Act and related laws. Case problem analysis.

HRMN 5510 HUMAN RESOURCE PLANNING, DEVELOPMENT, AND APPRAISAL (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Theory, practice and design of managerial systems in these functions.

HRMN 5520 HUMAN RESOURCES AND ORGANIZATIONAL RESEARCH (3) LEC. 3. Pr. (HRMN 3420 or HRMN 3423) and (BUAL 2600 or STAT 2010 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). Human resource problems studied through a project involving data collection, analysis and a research report.

HRMN 5540 HUMAN RESOURCES SELECTION AND PLACEMENT (3) LEC. 3. Pr. (HRMN 3420 or HRMN 3423) and (BUAL 2600 or STAT 2010 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). A review of contemporary issues involved in administering a program for selecting employees.

HRMN 5550 HUMAN RESOURCE INFORMATION SYSTEMS (3) LEC. 3. Importance, nature, and application of a modern human resource information systems.

HRMN 5900 DIRECTED STUDIES (1-3) IND. SU. Independent study on current topics in management. Course may be repeated for a maximum of 6 credit hours.

HRMN 5960 SPECIAL PROBLEMS (1-3) IND. Independent study investigating current literature in management. Course may be repeated for a maximum of 6 credit hours.

HRMN 6460/6466 HUMAN RESOURCE LEGISLATION (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Legislation that impacts the management of human resources within the organization.
HRMN 6470/6476 EMPLOYEE COMPENSATION (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Study of the theory, procedures, techniques, and practices used to administer modern organization compensation systems.

HRMN 6480/6486 LABOR RELATIONS LAW (3) LEC. 3. Study of legal principles under the Labor Management Relations Act and related labor laws. Case problems and current legal issues are analyzed.

HRMN 6510/6516 HR PLANNING DEV & APPRAISAL (3) LEC. 3. Pr. HRMN 3420 or HRMN 3423. Theory, practice, and design of managerial systems and these functions.

HRMN 6520/6526 HUMAN RESOURCE AND ORGANIZATIONAL RESEARCH (3) LEC. 3. Pr. (HRMN 3420 or HRMN 3423) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). Study of human resource problems through a primary research project involving data collection, analysis, and written research report.

HRMN 6540/6546 HUMAN RESOURCES SELECTION AND PLACEMENT (3) LEC. 3. Pr. (HRMN 3420 or HRMN 3423) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). A review of contemporary issues involved in administering a program for selecting employees.

HRMN 6550 HUMAN RESOURCE INFORMATION SYSTEMS (3) LEC. 3. Importance, nature, and application of a modern human resource information systems.

HRMN 6900/6906 DIRECTED STUDIES (1-3) IND. SU. Departmental approval. Independent study on current topics in management. Course may be repeated for a maximum of 3 credit hours.

HRMN 6960/6966 SPECIAL PROBLEMS (3) IND. Departmental approval. General management theories, practices, and functions in industry and business. Individual work with a designated faculty member. Course may be repeated for a maximum of 6 credit hours.

HRMN 7080/7086 ADVANCED HUMAN RESOURCE MANAGEMENT (3) LEC. 3. Advanced study of the role of personnel and human resource management. Topics include employee selection, performance appraisal, compensation, training, and development.


HRMN 7990 RESEARCH AND THESIS (1-10) MST. Departmental approval. Research on thesis or research project. Course may be repeated with change in topics.

Information Systems Management Courses

ISMN 3010 PROFESSIONAL DEVELOPMENT IN INFORMATION SYSTEMS (1) LEC. 1. SU. Pr. P/C ISMN 3140 and P/C BUSI 2010. Information Systems Management majors only. Career planning and preparation for employment as an information systems management professional.

ISMN 3040 BUSINESS TELECOM MANAGEMENT (3) LEC. 3. Pr. ISMN 3140 or ISMN 3143. Voice communications and technology and data communications (LAN, WAN, internet broadband), networks, protocols, standards, legislation and project development and management.

ISMN 3070 BUSINESS SYSTEM LOGIC AND MODELING (3) LEC. 3. Concepts, techniques, and tools for discovering, specifying, and modeling business logic are introduced, explored, and applied.

ISMN 3080 PROGRAMMING AND COMPUTER APPLICATIONS (3) LEC. 3. Visual and object-oriented business programming languages are introduced and explored.

ISMN 3140/3143 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS (2) LEC. 2. The fundamental principles of the structure and management of information systems.

ISMN 3830 DATABASE MANAGEMENT SYSTEMS (3) LEC. 3. Business applications software in a database environment, complex data, and file structures, systems design consideration of global and distributed databases.

ISMN 3840 ANALYSIS OF BUSINESS SYSTEMS (3) LEC. 3. The study and application of tools, techniques, and methodologies to analyze, understand, and model business systems.
ISMN 4090 DIGITAL BUSINESS DESIGN (3) LEC. 3. Pr. ISMN 3830 or MNGT 3830 or MNGT 3833. Students bring together knowledge of digital technologies and their skills in business design and development to create innovative, leading-edge processes, products, and services for today's modern organizations.

ISMN 4850 COMPETITIVE STRATEGIES THROUGH INFORMATION (3) LEC. 3. Emphasizes how competitive strategies for companies are formulated and implemented using a combination of information technologies.

ISMN 4870 DATABASE SERVER FUNDAMENTALS (3) LEC. 3. Pr. ISMN 3830. Database servers as core components of developing n-Tier information technology are discussed. Practical exercises used to demonstrate the process of using QSQL to manage database through data manipulation language and data definition language. Advanced database objects are introduced.

ISMN 4880 MGT INFO SYSTEMS PROJECTS (3) LEC. 3. Pr. ISMN 4090. Coreq. ISMN 3830. Synthesizes theory and principles of management information systems (MIS) using real-life, hands-on-projects.

ISMN 4920 INTERNSHIP (3) AAB/INT. 3. SU. Approval by departmental intern program committee. Course may be repeated for a maximum of 6 credit hours.

ISMN 4950 SEMINAR IN INFORMATION SYSTEMS MANAGEMENT (1-10) SEM. Course may be repeated for a maximum of 10 credit hours.

ISMN 5040 ADVANCED BUSINESS DATA COMMUNICATIONS (3) LEC. 3. Pr. ISMN 3140 or ISMN 3143. Discussion of the importance of telecommunications to an organization, including technology required, use strategy, and management. Credit will not be given for both ISMN 5040 and ISMN 6040/6046.

ISMN 5270 CURRENT ISSUES IN IS FOR ORGS (3) LEC. 3. This course covers current issues in Information Systems Management and Technology. As such, topics may differ from semester to semester. The objective of the course is to allow students to become familiar with issues such as emerging technologies, information systems and their role in vertical portals, and the role of information systems in industry. Course is designed to enable students to take it twice with subject change. Course may be repeated for a maximum of 6 credit hours.

ISMN 5290/5293 ADVANCED BUSINESS APPLICATION DEVELOPMENT (3) LEC. 3. Pr. BUAL 5650 or BUAL 5600. Programming languages and skills, with emphasis on designing and implementing computer-based business solutions. Credit will not be given for both ISMN 5290/5293 and ISMN 6290/6293.

ISMN 5360/5363 APPLICATION OF GEOSPATIAL INFORMATION SYSTEMS FOR BUSINESS (3) LEC. 3. GIS involves the use of GIS and desktop mapping technology to aid in processes such as disaster recovery, facility planning and management, market segmentation, and community growth. The student will learn how to strategically use GIS to facilitate organizational performance. Credit will not be given for both ISMN 5360/5363 and ISMN 6360/6366.

ISMN 5370/5373 PROJECT MANAGEMENT (3) LEC. 3. Tools and techniques of information technology project management including leading project management software. Credit will not be given for both ISMN 5370/5373 and ISMN 6370/6373.

ISMN 5380/5383 SOCIAL MEDIA AS A TOOL FOR BUSINESS STRATEGY (3) LEC. 3. Learn how to use social media as an tool to integrate business processes and enhance business performance. Credit will not be given for both ISMN 5380/5383 and ISMN 6380/6386.

ISMN 5390/5393 INTEGRATING BUSINESS PROCESSES WITH ERP (3) LEC. 3. Examination of how integrating business processes in ERP environment promotes strategic alignment and performance gains for an organization. Credit will not be given for both ISMN 5390/5393 and ISMN 6390/6396.

ISMN 5620 BUSINESS APPLICATIONS WITH OPEN SOURCE SOFTWARE (3) LEC. 3. Overview of business solutions with open source software. Students will have a hands-on opportunity to learn to administer and manage open source software and to become comfortable deploying/employing popular OSS applications as business solutions.

ISMN 5630 CLIENTSIDE INTERNET PGM (3) LEC. 3. Fundamentals of client-side Internet programming using technologies such as HTML, JavaScript, Cascading Style Sheets, and XML. Credit will not be given for both ISMN 5630 and ISMN 6630/6636.

ISMN 5640 SERVERSIDE INTERNET PGM (3) LEC. Fundamentals of server-side Internet programming using technologies such as PHP, MySQL, and XML. Credit will not be given for both ISMN 5640 and ISMN 6640/6646.
ISMN 5650 APPLICATION DEVELOPMENT WITH EMERGING TECHNOLOGIES (3) LEC. 3. Fundamentals of developing comprehensive, component-based local and Internet business applications. Credit will not be given for both ISMN 5650 and ISMN 6650/6656.

ISMN 5680 ADVANCED DATA BASE ADMINISTRATION AND DEVELOPMENT (3) LEC. 3. Pr. ISMN 3830. Key tasks and functions required of a database administrator in a business environment. Credit will not be given for both ISMN 5680 and ISMN 6680/6686.

ISMN 5690 KNOWLEDGE MANAGEMENT AND ORGANIZATIONAL LEARNING (3) LEC. 3. Introduction to knowledge management and its role in organizational decision-making and learning. Studies of issues related to management, creation, and use of knowledge as well as issues related to system design and implementation. Credit will not be given for both ISMN 5690 and ISMN 6690/6696.

ISMN 5720/5723 ELECTRONIC COMMERCE (3) LEC. 3. A managerial and interdisciplinary investigation into the many different business activities done on the Internet including buying and selling products and services, servicing customers, collaborating with stakeholders inside and outside the organization, social networking, and learning, among others. Students will come away with a broad knowledge of electronic commerce and its implications to modern business life and social life. Credit will not be given for both ISMN 5720/5723 and ISMN 6720/6726.

ISMN 5730/5733 SECURITY AND INFORMATION ASSURANCE (3) LEC. 3. This course covers the fundamentals of computer security and information assurance from a management perspective. The student will be exposed to security and information assurance topics such as security policies, confidentiality, and ethics. Credit will not be given for both ISMN 5730/5733 and ISMN 6730/6736.

ISMN 5740/5743 INFORMATION RISK ANALYSIS (3) LEC. 3. Indepth instruction on the range of skills required of persons engaged in the performance of risk analysis functions. Credit will not be given for both ISMN 5740/5743 and ISMN 6740/6746.

ISMN 5750/5753 INFORMATION TECHNOLOGY AUDITING (3) LEC. 3. Pr. (ISMN 5730 or ISMN 5670). This course presents in-depth instruction on the range of skills required of persons engaged in the performance of IT audit. The skills include those required by but not limited to a technology analyst, data scientist, or CIO. Credit will not be given for both ISMN 5750/5753 and ISMN 6750/6756.

ISMN 5770 INFORMATION SYSTEMS ETHICS (3) LEC. 3. Pr. (PHIL 1020 or PHIL 1023 or PHIL 1027 or PHIL 1040) and (ISMN 3140 or ISMN 3143). Information systems ethics, including: fundamentals; professional and user standards; and issues related to privacy, freedom of expression, intellectual property, and software development. Credit will not be given for both ISMN 5770 and ISMN 6770/6776.

ISMN 5870 BUSINESS INTELLIGENCE APPLICATIONS (3) LEC. 3. Pr. ISMN 3830 or BUAL 5650. Key tasks, tools, techniques and methodologies supporting the application of Business Intelligence Systems in organizations, and related management issues. Credit will not be given for both ISMN 5870 and ISMN 6870/6876.

ISMN 5900 DIRECTED STUDIES (1-3) AAB/IND. SU. Independent study on current topics in information systems management. Course may be repeated for a maximum of 6 credit hours.

ISMN 5960 SPECIAL PROBLEMS (3) IND. 3. Independent study investigating current literature in information systems management. Course may be repeated for a maximum of 6 credit hours.

ISMN 6040/6046 TELECOMMUNICATIONS MANAGEMENT (3) LEC. 3. Discussion of the importance of telecommunications to an organization, including technology required, use strategy, and management. Credit will not be given for both ISMN 5040 and ISMN 6040/6046.

ISMN 6270/6276 CURRENT ISSUES IN INFORMATION SYSTEMS FOR ORGANIZATIONS (3) LEC. 3. This course covers current issues in Information Systems Management and Technology. As such, topics may differ from semester to semester. The objective of the course is to allow students to become familiar with issues such as emerging technologies, information systems and their role in vertical portals, and the role of information systems in industry. Course is designed to enable students to take it twice with subject change. Course may be repeated for a maximum of 6 credit hours.

ISMN 6286 INFORMATION SYSTEMS ARCHITECTURE IN THE SMALL LAND MEDIUM-SIZE ENTERPRISE (3) LEC. 3. Pr. ISMN 3040 and ISMN 3070. This course is an expose' into the current business applications of open source software. The course consists of 1) A research component focusing on current trends and practices within the culture of Open Source Software as well as the current and potential impact on business and 2) a hands-on laboratory component in which students explore the application of Open Source Software as a business tool. Equivalent courses at the graduate level. Credit will not be given for both ISMN 5280 and ISMN 6280/6286.
ISMN 6290/6296 ADVANCED PROGRAMMING APPLICATION DEVELOPMENT (3) LEC. 3. Department approval. Programming languages and skills, with emphasis on designing and implementing computer-based business solutions. Credit will not be given for both ISMN 5290/5293 and ISMN 6290/6293.

ISMN 6370/6376 PROJECT MANAGEMENT (3) LEC. 3. Tools and techniques of information technology project management including leading project management software. Credit will not be given for both ISMN 5370/5373 and ISMN 6370/6373.

ISMN 6380/6386 SOCIAL MEDIA AS A TOOL FOR BUSINESS STRATEGY (3) LEC. 3. Learn how to use social media as a tool to integrate business processes and enhance business performance. Credit will not be given for both ISMN 5380/5383 and ISMN 6380/6386.

ISMN 6390/6396 INTEGRATING BUSINESS PROCESSES WITH ERP (3) LEC. 3. Examination of how integrating business processes in ERP environment promotes strategic alignment and performance gains for an organization. Credit will not be given for both ISMN 5390/5393 and ISMN 6390/6396.

ISMN 6620/6626 BUSINESS APPLICATIONS WITH OPEN SOURCE SOFTWARE (3) LEC. 3. Evaluates business solutions with open source software. Students will have a hands-on opportunity to learn to administer and manage open source software and to become comfortable deploying/employing popular OSS applications as business solutions.

ISMN 6630/6636 CLIENTSIDE INTERNET PROGRAMMING (3) LEC. 3. Fundamentals of client-side Internet programming using technologies such as HTML, JavaScript, Cascading Style Sheets, and XML. Credit will not be given for both ISMN 5630 and ISMN 6630/6636.

ISMN 6640/6646 SERVERSIDE INTERNET PGM (3) LEC. 3. Fundamentals of server-side Internet programming using technologies such as PHP, MySQL, and XML. Credit will not be given for both ISMN 5640 and ISMN 6640/6646.

ISMN 6650/6656 APPLICATION DEVELOPMENT WITH EMERGING TECHNOLOGIES (3) LEC. 3. Fundamentals of developing comprehensive, component-based local and Internet business applications. Credit will not be given for both ISMN 5650 and ISMN 6650/6656.

ISMN 6670/6676 SECURITY AND INFORMATION ASSURANCE (3) LEC. 3. This course covers the fundamentals of computer security and information assurance from a management perspective. The student will be exposed to security and information assurance topics such as security policies, confidentiality and ethics. Organizational issues of security and methodologies for information assurance will be discussed from a managerial perspective.

ISMN 6680/6686 ADVANCED DATA BASE ADMINISTRATION AND DEVELOPMENT (3) LEC. 3. Pr. ISMN 3830 or ISMN 7830 or ISMN 7836. Key tasks and functions required of a database administrator in a business environment. Credit will not be given for both ISMN 5680 and ISMN 6680/6686.

ISMN 6690/6696 KNOWLEDGE MANAGEMENT AND ORGANIZATIONAL LEARNING (3) LEC. 3. Introduction to knowledge management and its role in organizational decision-making and learning. Studies of issues related to management, creation, and use of knowledge as well as issues related to system design and implementation. Credit will not be given for both ISMN 5690 and ISMN 6690/6696.

ISMN 6710/6716 INFORMATION RISK ANALYSIS (3) LEC. 3. Departmental approval. Indepth instruction on the range of skills required of persons engaged in the performance of risk analysis functions.

ISMN 6720/6726 ELECTRONIC COMMERCE (3) LEC. 3. A managerial and interdisciplinary investigation into the many different business activities done on the Internet including buying and selling products and services, servicing customers, collaborating with stakeholders inside and outside the organization, social networking, and learning, among others. Students will come away with a broad knowledge of electronic commerce and its implications to modern business life and social life. Credit will not be given for both ISMN 5720/5723 and ISMN 6720/6726.

ISMN 6730/6736 SECURITY AND INFORMATION ASSURANCE (3) LEC. 3. This course covers the fundamentals of computer security and information assurance from a management perspective. The student will be exposed to security and information assurance topics such as security policies, confidentiality and ethics. Credit will not be given for both ISMN 5730/5733 and ISMN 6730/6736.

ISMN 6740/6746 INFORMATION RISK ANALYSIS (3) LEC. 3. Indepth instruction on the range of skills required of persons engaged in the performance of risk analysis functions. Credit will not be given for both ISMN 5740/5743 and ISMN 6740/6746.
ISMN 6750/6756 INFORMATION TECHNOLOGY AUDITING (3) LEC. 3. This course presents in-depth instruction on the range of skills required of persons engaged in the performance of IT audit. The skills include those required by but not limited to a technology analyst, data scientist, or CIO. May count either ISMN 5750 or ISMN 6750.

ISMN 6770/6776 INFORMATION SYSTEMS ETHICS (3) LEC. 3. Pr. (PHIL 1020 or PHIL 1023 or PHIL 1027 or PHIL 1040) and (ISMN 3140 or ISMN 3143). Information systems ethics, including: fundamentals; professional and user standards; and issues related to privacy, freedom of expression, intellectual property, and software development. Credit will not be given for both ISMN 5770 and ISMN 6770/6776.

ISMN 6870/6876 BUSINESS INTELLIGENCE APPLICATIONS (3) LEC. 3. Pr. ISMN 3830 or BUAL 5650. Key tasks, tools, techniques and methodologies supporting the application of Business Intelligence Systems in organizations, and related management issues. Credit will not be given for both ISMN 5870 and ISMN 6870/6876.

ISMN 6900/6906 DIRECTED STUDIES (3) IND. 3. SU. Independent study on current topics in information systems management. Course may be repeated for a maximum of 9 credit hours.

ISMN 6960/6966 SPECIAL PROBLEMS (3) IND. 3. General information systems management theories, practices, and functions in industry and business. Individual work with a designated faculty member. Course may be repeated for a maximum of 6 credit hours.

ISMN 7020/7026 BUSINESS TELECOMMUNICATIONS AND NETWORKS (3) LEC. 3. Provides an understanding of voice and data communications, e.g., networks (LAN, internet), protocols standards, legislation and project development, so that managers, might utilize telecommunications effectively.

ISMN 7140/7146 MANAGING END USER COMPUTING (3) LEC. 3. Studies MIS from user's perspective, and compares it with the roles of the professional department. Course covers support of desktop applications, data usage, and communications.

ISMN 7360/7366 INTEGRATING THEORY AND PRACTICE FOR TECHNOLOGY MANAGERS (3) LEC. 3. A study of the technical and non-technical forces that influence the decision-making process in companies by the use of innovative instructional material.

ISMN 7380/7386 INTEGRATING INFORMATION TECHNOLOGIES TO PROVIDE COMPETITIVE ADVANTAGE (3) LEC. 3. How to integrate effectively information technologies in formulating and implementing competitive strategies for companies.

ISMN 7660/7666 INFORMATION SYSTEMS ANALYSIS AND DESIGN (3) LEC. 3. General systems theory, information systems logical and physical analysis, structured and object-oriented methodologies and prototyping, system documentation, general design and use of CASE tools.

ISMN 7670/7676 ELECTRONIC COMMERCE (3) LEC. 3. The tools, skills, technologies, and business and social implications of the emergence of electronic commerce in cyberspace.

ISMN 7730/7736 MANAGEMENT OF INNOVATION (3) LEC. 3. Pr. BUSI 7220 or BUSI 7226. The process of product and service innovation on two levels: managing product design and general strategies for managing multiple innovation streams.

ISMN 7760/7766 QUANT METHODS IN OPS MNGT (3) LEC. 3.

ISMN 7810/7816 STRUCTURED DECISION MAKING (3) LEC. 3. Introduction to business decision structuring and aiding, including multiple criteria and group-decision making methodology.

ISMN 7830/7836 ADVANCED DATABASE MANAGEMENT SYSTEMS PROJECTS (3) LEC. 3. Database management systems using database methodologies to support business applications, including requirements for distributed databases.

ISMN 7870/7876 EXPERT SYSTEMS IN BUSINESS (3) LEC. 3. Pr. BUSI 7220 or BUSI 7226. Study of expert systems and other knowledge-based systems in the organization, including relevant concepts, methodologies, architectures, strategies, and issues.

ISMN 7880/7886 ADV MNGT OF INFO SYS (3) LEC. 3. In-depth inquiry and analysis of advanced information technologies in organizations.

ISMN 7890/7896 INFORMATION RESOURCE MNGT (3) LEC. 3. Pr. BUSI 7220 or BUSI 7226. Management of information systems resources, unique management problems in a computer information systems environment. Strategic and competitive analysis of information technology.
ISMN 7980/7986 MMIS PROJECT (1-10) IND. SU. Departmental approval. Independent exploration of an approved topic/problem that allows the student to demonstrate the application of knowledge and capabilities gained during the program. Approval of the project and assessment of its deliverables by the student's advisory committee is required. Course may be repeated for a maximum of 10 credit hours.

ISMN 7990 RESEARCH AND THESIS (1-10) MST. Departmental approval. Research on thesis or research project. Course may be repeated with change in topics.

ISMN 8010 IS MANAGEMENT RESEARCH SEM. I (3) SEM. 3. Departmental approval. Preparation in conceptualization, conduct, and presentation MIS research.

ISMN 8020 IS MANAGEMENT RESEARCH SEMINAR II (3) SEM. 3. Departmental approval. Preparation in conceptualization, conduct, and presentation of applied and case studies research in MIS.

ISMN 8030 DOCTORAL SEMINAR IN INFORMATION SYSTEMS RESEARCH I (3) SEM. 3. Research methodologies used in conducting research with emphasis on empirical research methods.

ISMN 8040 DOCTORAL SEMINAR IN INFORMATION SYSTEMS RESEARCH II (3) SEM. 3. Research methodologies used in conducting research with emphasis on conceptual and empirical research methods.

ISMN 8500 ADVANCED IS MANAGEMENT RESEARCH SEMINAR I (3) SEM. 3. Departmental approval. Theoretical foundations and research directions in the management of technology and technological innovation, with the primary focus on information technology and research.

ISMN 8660 ADVANCED IS MANAGEMENT RESEARCH SEMINAR II (3) SEM. 3. Departmental approval. Theoretical foundations and research directions in the alignment of information technology strategy to business objectives and goals.

ISMN 8990/8996 RESEARCH AND DISSERTATION (1-10) DSR. Must be degree seeking PhD student in the Business with concentration in IS program.

Management Courses

MNGT 3010 PROFESSIONAL DEVELOPMENT IN MANAGEMENT (1) LEC. 1. SU. Pr. (P/C MNGT 3100 or MNGT 3103 or MNGT 3107) and P/C BUSI 2100. Career planning and preparation for employment in a management position.


MNGT 3460/3463 ORGANIZATIONAL BEHAVIOR (3) LEC. 3. Pr. P/C MNGT 3100 or P/C MNGT 3103 or P/C MNGT 3107 or P/C MNGT 3810. Study, analysis and application of theories and techniques for understanding, predicting and managing human behavior in the organizational context.

MNGT 3810 MANAGEMENT FOUNDATIONS (3) LEC. 3. Management Foundations is a broad based introductory course that will focus on management functions and applications of management principles. This course is not open to undergraduates majoring in business. Junior standing. May count either MNGT 3100 or MNGT 3810.

MNGT 3970 GLOBAL PERSPECTIVES IN BUSINESS IN SPAIN (6) LEC. 6. The objective of the course is to learn about business in Spain by immersing the student totally into the Spain language and culture. Course may be repeated for a maximum of 12 credit hours.

MNGT 4100 MANAGEMENT IN GLOBAL BUSINESS ENVIRONMENT (3) LEC. 3. Pr. MNGT 3100 or MNGT 3103 or MNGT 3107. Issues unique to managing operations in the global business environment.

MNGT 4400 ORGANIZATIONAL CHANGE (3) LEC. 3. Pr. MNGT 3100 or MNGT 3103 or MNGT 3107. The complexities involved in implementing change in organizations.

MNGT 4610 INTERNATIONAL FIELD ANALYSIS PROJECT COURSE (3) LEC. 3. Field analysis team projects with local or multinational organizations in a foreign county. Course will be taught in conjunction with COB International Studies Programs.
MNGT 4690 ETHICAL ISSUES IN MANAGEMENT (3) LEC. 3. Pr. (MNGT 3100 or MNGT 3103 or MNGT 3107) and (FINC 3610 or FINC 3613 or FINC 3617). The course is designed to help students gain a better understanding of how ethical dilemmas can impact managerial decisions.

MNGT 4800/4803 STRATEGIC MANAGEMENT (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (MNGT 3100 or MNGT 3103 or MNGT 3107) and (FINC 3610 or FINC 3613 or FINC 3617). Objectives, strategy, and policies pertaining to a total organization. Problem-solving and the relationship between the functional areas of an organization. College of Business Information Technology requirement.

MNGT 4807 HONORS STRATEGIC MANAGEMENT (3) LEC. 3. Pr. Honors College. Objectives, strategy, and policies pertaining to a total organization. Problem-solving and the relationship between the functional areas of an organization.

MNGT 4890 STRATEGIC ENVIRONMENTAL MANAGEMENT (3) LEC. 3. Pr. MNGT 3100 or MNGT 3103 or MNGT 3107. Course will examine the continuous relationship between the natural environment, strategy, and competitive advantage from both domestic and international perspectives.

MNGT 4920 INTERNSHIP (1-6) AAB/INT. SU. Pr. 2.50 GPA. MNGT 3100. Approval by departmental intern program committee. Course may be repeated for a maximum of 6 credit hours.

MNGT 4950 SEMINAR IN MANAGEMENT (1-10) AAB/SEM. Course may be repeated for a maximum of 10 credit hours.

MNGT 4967 HONORS SPECIAL PROBLEMS (1-3) LEC. Pr. Honors College. Directed readings on a topic of special interest. Course may be repeated for a maximum of 3 credit hours.

MNGT 4997 HONORS THESIS (1-3) LEC. Pr. Honors College. Directed honors thesis research. Course may be repeated for a maximum of 3 credit hours.

MNGT 5560 LEADERSHIP (3) LEC. 3. Facilitates the understanding of leadership and allows student to examine their own leadership behaviors.

MNGT 5900 DIRECTED STUDIES (1-3) IND. SU. Independent study on current topics in management. Course may be repeated for a maximum of 6 credit hours.

MNGT 5960 SPECIAL PROBLEMS IN MANAGEMENT (1-3) AAB/IND. Departmental approval. Independent study investigating current literature in management. Course may be repeated for a maximum of 6 credit hours.

MNGT 6300/6306 THE BUSINESS OF SPORTS (3) LEC. 3. Pr. (MNGT 3100 or MNGT 3103 or MNGT 3107 or MNGT 3810) and (ECON 2020 or ECON 2023 or ECON 2027) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). Business aspects of sports teams including sources of revenue, labor market, revenue sharing, salary cap and free agency.

MNGT 6350/6356 COMPETITIVE SERVICE ENTERPRISES (3) LEC. 3. Pr. BUSI 7220 or BUSI 7226. Provides MBA students with a working model of service operations and lets them explore how information technology can be used to re-engineer the service process.

MNGT 6560 LEADERSHIP (3) LEC. 3. Facilitates the understanding of leadership and allows student to examine their own leadership behaviors.

MNGT 6900/6906 DIRECTED STUDIES (1-3) IND. SU. Departmental approval. Independent study on current topics in management. Course may be repeated for a maximum of 3 credit hours.

MNGT 6960/6966 SPECIAL PROBLEMS (1-3) AAB/IND. Departmental approval. General management theories, practices, and functions in industry and business. Individual work with a designated faculty member. Course may be repeated for a maximum of 6 credit hours.

MNGT 7150/7156 MANAGING ORGANIZATIONAL CHANGE (3) LEC. 3. Departmental approval. Advanced study of organizational behavior in individual and group interactions within the environment of business organizations.

MNGT 7160/7166 STRATEGIC MANAGEMENT OF INNOVATION AND TECHNOLOGY (3) LEC. 3. Development of competitive advantages in high-technology businesses. Examines product/service innovation and technology development and commercialization strategies, and related issues and processes.
MNGT 7420/7426 SEMINAR IN ORGANIZATION CHANGE (3) SEM. 3. Pr. MNGT 7150 or MNGT 7156. The diagnostic and evaluation issues in organizational change.

MNGT 7720/7726 OPERATIONS AND TECHNOLOGY STRATEGY (3) LEC. 3. Pr. P/C BUSI 7220 or P/C BUSI 7226. Development of upper management decision skills for developing and implementing manufacturing and technology strategies through case analyses and a field project.

MNGT 7906 SPECIAL PROBLEMS (1-3) DSL. SU. Course may be repeated for a maximum of 3 credit hours.

MNGT 7970 SPECIAL TOPICS IN MANAGEMENT (3) LEC. 3. Departmental approval. Current topics in management.

MNGT 8030 RESEARCH METHODS IN MANAGEMENT I (3) LEC. 3. Pr. MNGT 8400. Research methodologies used in conducting research with emphasis on empirical organizational behavior research methods. A graduate-level course taken in major field, and working knowledge of SPSS or SAS.

MNGT 8040 RESEARCH METHODS IN MANAGEMENT III (3) LEC. 3. Pr. MNGT 8030. Development of research skills and experience in writing an empirical research article based on research proposal developed in MNGT 8030.

MNGT 8300 SEMINAR IN ADVANCED ORGANIZATION THEORY (3) LEC. 3. Departmental approval. Advanced study of theories and research in organization theory.

MNGT 8310 SEMINAR IN ADVANCED ORGANIZATIONAL BEHAVIOR (3) LEC. 3. Departmental approval. Advanced study of theories and research in organizational behavior. Overarching organizational behavior paradigms and theoretical perspectives and research findings at the individual and group levels of analysis.

MNGT 8320 SEMINAR IN STRATEGY IMPLEMENTATION (3) LEC. 3. Departmental approval. Review of the major theoretical perspectives and the empirical literature supporting the research field of strategic management with an emphasis on strategy implementation.

MNGT 8330 SEMINAR IN STRATEGY FORMULATION (3) LEC. 3. Departmental approval. Review of the major theoretical perspectives and the empirical literature supporting the research field of strategic management with an emphasis on strategy formulation.

MNGT 8400 ADVANCED QUANTITATIVE METHODS FOR MANAGEMENT I (4) LEC. 3. LAB. 1. Pr. STAT 7000. Study of the application of linear regression analysis to business research. First advanced course in applied linear statistics models. STAT 7000 or approved equivalent.

MNGT 8410 ADVANCED QUANTITATIVE METHODS FOR MANAGEMENT II (3) LEC. 3. Pr. MNGT 8400. Departmental approval. Introduction to multivariate techniques in business research. Study of the theory and applications of ANOVA, ANCOVA, MANOVA, MANCOVA, Discriminate Analysis & Polytomous Logistic Regression.

MNGT 8420 ADVANCED QUANTITATIVE METHODS FOR MANAGEMENT III (3) LEC. 3. Pr. STAT 7000 and MNGT 8400 and MNGT 8410. or equivalents. Third course in statistical modeling. Emphasis on applications of Principal Components Analysis, and Structural Equation Modeling to management research.

MNGT 8700 SEMINAR IN ADVANCED HUMAN RESOURCE MANAGEMENT (3) LEC. 3. Departmental approval. Examination of empirical issues and technical considerations pertaining to the human resource management function in organizations.

MNGT 8740 COMPENSATION THEORY (3) LEC. 3. An examination of compensation theory, design technology, and research methodologies used in developing and analyzing compensation systems.

MNGT 8800 APPRAISAL AND DEVELOPMENT OF HUMAN RESOURCES (3) LEC. 3. Departmental approval. Examination of empirical issues pertaining to the performance appraisal and human resource development functions of organizations.

MNGT 8820 ORGANIZATIONAL CHANGE RESEARCH METHODS (3) LEC. 3. Pr. MNGT 7150 or MNGT 7156. The study and application of research methods to conduct organizational diagnoses and to assess organizational effectiveness. Special emphasis is placed on qualitative methods.

MNGT 8850 ADVANCED HUMAN RESOURCE SELECTION (3) LEC. 3. Pr. MNGT 7080 or HRMN 7080 or HRMN 7086. Study of the technical considerations involved in the implementation of employee selection programs. Departmental approval; graduate statistics course.
MNGT 8990 RESEARCH AND DISSERTATION (1-10) DSR. Course may be repeated with change in topics.

Marketing Courses

MKTG 3010 PROFESSIONAL DEVELOPMENT IN MARKETING (1) LEC. 1. SU. Pr. P/C MKTG 3310 or P/C MKTG 3313 or P/C MKTG 3317 and P/C BUSI 2010. Career planning and preparation for employment in the marketing industry.

MKTG 3310/3313 PRINCIPLES OF MARKETING (3) LEC. 3. Pr. (ECON 2020 or ECON 2023 or ECON 2027). Study of functions, institutions, and basic problems in marketing of goods and services in a global economy. Credit will not be given for both MKTG 3310 and MKTG 3810. Junior standing.

MKTG 3317 HONORS PRINCIPLES OF MARKETING (3) LEC. 3. Pr. Honors College. ECON 2027 or ECON 2020. Study of functions, institutions, and basic problems of marketing goods and services in a global economy. Junior standing.

MKTG 4050 MISPLACED MARKETING & CONSUMERS’ INTERESTS (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Management decision making serving consumers’ interests in public policy environment when a marketing perspective is lost, misapplied or abused.

MKTG 4057 HONORS MISPLACED MARKETING & CONSUMERS’ INTERESTS (3) LEC. 3. Pr. Honors College. MKTG 3310 or MKTG 3317. Marketing decision making serving consumers’ interests in public policy environment, with case perspectives of when a marketing perspective is lost, misapplied or abused.

MKTG 4310 SPORTS AND ENTERTAINMENT MARKETING (3) LEC. 3. Pr. MKTG 3310. Grade “C” or better in MKTG 3310. Application of marketing theory and practice to the sports and entertainment business.

MKTG 4320 ADVERTISING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of promotional objectives, strategy and tactics in marketing.

MKTG 4330/4333 RETAIL MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Principles of retail operation: facility location, layout, purchasing, pricing and merchandise control. Credit will not be given for more than one of the following: MKTG 4330, CAHS 5610, and CAHS 6610.

MKTG 4340 MARKETING AND NEW PRODUCT DEVELOPMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Marketing based analysis of profitable new products and brand extensions involving the invention, development and product launch plus sustaining market success.

MKTG 4350 SERVICES MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of marketing in service industries and implementation of service marketing strategies.

MKTG 4360 MARKETING RESEARCH AND ANALYTICS (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (BUAL 2650 or BUAL 2653). Grade of C or better. Research methods in marketing and their application to marketing problems.

MKTG 4370 SALES MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Principles and practices of organization and administration of sales organizations.

MKTG 4380 MARKETING CHANNEL SYSTEMS (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Designing channels of distribution: Objectives, constraints, and alternatives: Motivating, evaluating and controlling channel members.

MKTG 4390/4393 PERSONAL SELLING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Selling strategy as an interdisciplinary business activity.

MKTG 4400/4403 INTERNATIONAL MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Strategy, policy and the variables affecting international marketing decisions. Credit will not be given for more than one of the following: MKTG 4400, CAHS 5610, and CAHS 6610.

MKTG 4410/4413 CONSUMER BEHAVIOR (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Critical review and analysis of possible pragmatic applications of consumer behavior theories used for marketing decision making. May count either CADS 3800 or MKTG 4410.

MKTG 4420 ADVANCED PERSONAL SELLING (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (MKTG 4390 or MKTG 4393). Permission of Department “C” or Better in MKTG 3310 and MKTG 4390. Advanced personal selling skills, practices and programs are covered. Emphasis is placed on sales presentations, demonstrations, negotiations and relationship building skills.
MKTG 4430 BUSINESS TO BUSINESS MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3317. Marketing strategy and applications for business-to-business companies and markets.

MKTG 4500 MARKETING ON THE INTERNET (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (COMP 1000 or COMP 1003). Grade of C or better. Use of electronic media and the Internet for marketing strategy. Passing the University IT exam.

MKTG 4700 REAL ESTATE MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Selling strategy for real property, brokerage, management and marketing of real estate.

MKTG 4800 MARKETING STRATEGY (3) LEC. 3. Grade of C or better in MKTG 3310 or MKTG 3317, 9 hours of Marketing electives between 4050 and 4970, and Pr/Cr MKTG 4360. Strategic perspectives of market dynamics in different competitive environments across organizational levels.

MKTG 4900 DIRECTED STUDIES (3) AAB/IND. 3. SU. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Advanced research, reading and study in marketing.

MKTG 4920 MARKETING STUDENT INTERNSHIP PROGRAM (3) AAB/INT. 3. SU. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Grade of C or better. Provides a relevant and meaningful work experience in a marketing or marketing-related business, industry or organization.

MKTG 4970 SPECIAL TOPICS IN MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of current marketing topics. Course may be repeated for a maximum of 9 credit hours.

MKTG 4980 MARKETING STRATEGY (3) LEC. 3. Pr. At least 9 credits in MKTG 4050-4970 and MKTG 4360. and MKTG 3310. Pr., Grade of C or better in MKTG 3310 or MKTG 3317 and 9 hours of Marketing Electives. Strategic perspectives of market dynamics in different competitive environments across organizational levels.

MKTG 4997 HONORS THESIS (1-3) IND. Pr. Honors College. Departmental approval. and Grade of C or better in MKTG 3310 or MKTG 3317. Provides honor's students with the opportunity to conduct in-depth research. Thesis/research topics will be based on mutual agreement between committee and student. Course may be repeated for a maximum of 3 credit hours.

MKTG 7050/7056 SOCIAL AND LEGAL ENVIRONMENT OF MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. The influence of the social, legal, political, and economic environments on marketing operations.

MKTG 7310/7316 MARKETING MANAGEMENT (3) LEC. 3. Pr. (BUSI 7110 or BUSI 7116 or BUSI 7716) and (BUSI 7120 or BUSI 7126). Departmental approval. In-depth analysis of concepts and techniques pertinent to executive decision-making in marketing.

MKTG 7320/7326 ADVERTISING AND PROMOTION STRATEGY (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Managerial perspective of the marketing communication process.

MKTG 7330/7336 RETAIL MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. A managerial perspective of strategic decision-making and financial aspects of retail organizations.

MKTG 7350/7356 SERVICES MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Examination of marketing in service industries and implementation of service marketing strategies.

MKTG 7360/7366 MARKETING RESEARCH: METHODOLOGY AND APPLICATIONS (3) LEC. 3. Pr. (MNGT 6040 or MNGT 6046) and (MKTG 3310 or MKTG 3313 or MKTG 3317) or (ISMN 6040 or ISMN 6046). Departmental approval. Marketing research design, implementation and data analysis for marketing managers. A

MKTG 7370/7376 SALES MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. In-depth study of sales management strategy and tactics.

MKTG 7390/7396 DATA BASE, DIRECT MARKETING AND SALES PROMOTION (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Fundamental concepts, tools and applications of data base, direct marketing and sales promotion to marketing problems.

MKTG 7400/7406 GLOBAL MARKETING AND DISTRIBUTION (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. A strategic managerial perspective of global marketing and distribution operations.
MKTG 7410/7416 ANALYSIS OF CONSUMER BEHAVIOR (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Psychological, sociological, and anthropological foundation of consumer and industrial purchase behavior and their application to marketing decisions.

MKTG 7500/7506 ELECTRONIC MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Ethical and strategic use of electronic media and the Internet for marketing communications and strategy.

MKTG 7600/7606 ENVIRONMENTALLY CONSCIOUS MARKETING MANAGEMENT (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (BUAL 2650 or BUAL 2653). Departmental approval. Advanced marketing strategies with an environmental focus.

MKTG 7720/7726 NEW PRODUCTS DEVELOPMENT AND MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Marketing in the process of developing innovative products and services.

MKTG 7940 INTERNATIONAL MARKETING ABROAD PROGRAM (3-6) FLD. Course may be repeated for a maximum of 6 credit hours.

MKTG 7970/7976 SPECIAL STUDIES IN MARKETING (3) LEC. 3. Departmental approval. Variable content in the marketing area. Course may be repeated for a maximum of 6 credit hours.

MKTG 7990 RESEARCH AND THESIS (1-10) MST. Course may be repeated with change in topics.

Supply Chain Management Courses

SCMN 2150/2153 OPS: MANAGEMENT OF BUSINESS PROCESSES (2) LEC. 2. Fundamental concepts, techniques and tools of business processes.

SCMN 3710/3713 LOGS: MNGT OF FULFILLMENT PROC (3) LEC. 3. Management of logistics processes involved in meeting customer demand, including inventory, transportation, distribution, and related activities. Fall, Spring. Junior standing.


SCMN 3730 PURCHASING: SUPPLY MANAGEMENT AND SEARCHING (3) LEC. 3. In-depth coverage of purchasing and supply management processes, strategies, and tools. Fall, Spring. Junior standing.

SCMN 3810 PROFESSIONAL DEVELOPMENT IN SUPPLY CHAIN MANAGEMENT (1) LEC. 1. SU. SCMN majors only. Career planning and preparation for supply chain internships and professional experience opportunities. Credit will not be given for both SCMN 3810 and BUSI 3010, or SCMN 4810.

SCMN 3910 PRACTICUM IN SUPPLY CHAIN MANAGEMENT (1) PRA. 3. SU. Pr. SCMN 3150 or SCMN 3153 or SCMN 3710 or SCMN 3713. Departmental approval. SCMN majors only. Cooperatively selected field activity to gain practical SCM experience. Course may be repeated for a maximum of 3 credit hours.

SCMN 3920 INTERNSHIP IN SUPPLY CHAIN MANAGEMENT (0-6) AAB/INT. SU. Pr. SCMN 3150 or SCMN 3153 or SCMN 3710 or SCMN 3713. SCMN majors only. Departmental approval. Professional work experience in a supply chain focused position. Course may be repeated for a maximum of 6 credit hours.

SCMN 4700 SUPPLY CHAIN PERFORMANCE MANAGEMENT (3) LEC. 3. Pr. SCMN 3710 or SCMN 3713 and SCMN 3720. SCMN majors only. Understanding and managing supply chain performance through the use of metrics, analysis, and improvement strategies. Fall, Spring.

SCMN 4730 SUPPLY CHAIN TOOLS AND TECH (3) LEC. 3. Pr. SCMN 3150 or SCMN 3153. Tools, techniques and technologies of various supply chain processes.

SCMN 4770 SUPPLY CHAIN OPERATIONS MANAGEMENT (3) LEC. 3. Pr. SCMN 3150 and SCMN 3710 and SCMN 3720 and SCMN 3730. Review and application of current supply chain strategies processes and information technologies required to compete in today’s global marketplace. The course will focus on presenting key manufacturing management techniques used to balance supply with demand to ensure customer satisfaction.

SCMN 4780 INTEGRATED LOGISTICS STRATEGY (3) LEC. 3. Pr. (SCMN 3710 or SCMN 3713) and SCMN 3720. SCMN 3710 & SCMN 3720 requires a grade of C or better. Strategies and tactics for improving service and financial performance of transportation companies and their customers. Fall.
SCMN 4800 SUPPLY CHAIN STGY:GLOBAL PERSP (3) LEC. 3. Pr. and SCMN 3710 and SCMN 3720 and SCMN 3730. Capstone course providing an intensive study of strategies used to facilitate global flows of product, information, and payments. Fall, Spring.

SCMN 4900 DIRECTED STUDIES IN SUPPLY CHAIN MANAGEMENT (1-3) AAB/LEC. SU. Pr. (SCMN 3150 or SCMN 3153) and (SCMN 3710 or SCMN 3713) and SCMN 3720 and SCMN 3730. Departmental approval. Advanced individual research of SCM topic under direction of a faculty member. Course may be repeated for a maximum of 3 credit hours.

SCMN 4970 SPEC TOPS IN SUPPLY CHAIN MGMT (3-6) AAB. Pr. (SCMN 3150 or SCMN 3153) and (SCMN 3710 or SCMN 3713). Current topics and issues related to the field of supply chain management. Course may be repeated for a maximum of 6 credit hours.

SCMN 5710 ADVANCED PROCESS ANALYSIS (3) LEC. 3. Pr. SCMN 3150 or SCMN 3153. Advanced concepts, techniques and tools for process analysis; process performance; process control; process design. Fall, Spring.

SCMN 5720 QUALITY& PROCESS IMPROVEMENT (3) LEC. 3. Pr. (SCMN 3150 or SCMN 3153) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). Fundamentals of process improvement; techniques for performing quality control functions; quality management systems. Fall, Spring.

SCMN 6710 ADVANCED PROCESS ANALYSIS (3) LEC. 3. Advanced concepts, techniques and tools for process analysis; process performance; process control; process design. Fall, Spring.

SCMN 6720/6726 QUALITY & PROCESS IMPROVEMENT (3) LEC. 3. Pr. (SCMN 3150 or SCMN 3153) and (BUAL 2600 or STAT 2010 or STAT 2017 or STAT 2510 or STAT 2513 or STAT 2610 or STAT 3010). Fundamentals of process improvement; techniques for performing quality control functions; quality management systems. Fall, Spring.

SCMN 6900/6906 DIRECTED STUDIES (3) IND. 3. SU. This course is a self-learning course designed to enhance the student's knowledge of a selected topic. The course will be designed individually for each student with agreement between the student and the professor. Coursework may include traditional exams, readings, papers, or more specific projects and tasks depending on the material and the goal of the student.

SCMN 6960/6966 SPECIAL PROBLEMS (3) IND. 3. This course is a self-learning course designed to enhance the student's knowledge of a selected topic. The course will be designed individually for each student with agreement between the student and the professor. Coursework may include traditional exams, readings, papers, or more specific projects and tasks depending on the material and the goal of the student. Course may be repeated for a maximum of 9 credit hours.

SCMN 7600/7606 SUPPLY MNGT AND MANUFACTURING (3) LEC. 3. The management of purchasing, supply and materials management, manufacturing processes related to the fulfillment of supply chain requirements. Spring.

SCMN 7700/7706 DEMAND MNGT & FULFILLMENT (3) LEC. 3. Departmental approval. The management of logistical processes related to the fulfillment of supply chain requirements. Primary topics include integrated planning, operations, and performance analysis of demand, inventory, transportation, distribution, and customer relationships. Summer.

SCMN 7776 SUPPLY CHAIN MANAGEMENT (3) LEC. 3. Problems and analysis in the design and management of the retail, industrial and service supply chain.

SCMN 7800/7806 SUPPLY CHAIN STRATEGY (3) LEC. 3. Departmental approval. Advanced study of integrated supply chain theory, strategy, and practice. Topics include network design, collaboration, inventory visibility, process synchronization, information management, and financial analysis. Fall.