

DEPARTMENT OF MANAGEMENT & MARKETING

Chair: Gerald Kohers (kohers@shsu.edu) (936) 294-1256

Vision

The Department of Management and Marketing aspires to offer a high quality education in the areas of Management, Human Resource Management, Marketing, and Information Systems.

Mission

The mission of the Department of Management and Marketing is to advance the mission of the College of Business Administration. The Department's mission is to furnish students the requisite knowledge and skills in management, human resource management, marketing, information systems, or related careers. The department is committed to excellence in teaching, intellectual contributions, and service.

Graduate Programs

The Department of Management and Marketing offers a Master of Science in Project Management (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/management-marketing/project-management-ms) degree. The Master of Science in Project Management (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/management-marketing/project-management-ms) program consists of 36 credit hours. Coursework is offered in both online and face-to-face formats. The Department of Management and Marketing also provides a large portion of the curriculum for the Master of Business Administration (MBA) (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/mba) degree program.

Scholarships

Scholarships are available on a competitive basis. Students are encouraged to apply for scholarships using the Scholarships4Kats (<https://shsu.academicworks.com>) program on the Financial Aid (<http://www.shsu.edu/dept/financial-aid>) website. The Scholarships4Kats program is a single application that will allow the student to apply for most scholarships available on campus whether at the departmental, college, or university-level. Specific to the Master of Science in Project Management, the Department offers a number of scholarships thanks to the Project Management Institute Houston (PMIH) Chapter. The deadline for applying for College of Business Administration scholarships is February 15.

Please see the College of Business Administration section (catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration) for information on college and university-level scholarships.

Graduate Program in the Department of Management and Marketing

- Master of Science in Project Management (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/management-marketing/project-management-ms)

Other Graduate Programs in the College of Business Administration

- Master of Science in Accounting (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/accounting/accounting-ms)
- Master of Business Administration (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/mba)
- Executive Master of Business Administration in Banking and Financial Institutions (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/emba)
- Master of Science in Project Management (catalog.shsu.edu/archives/2016-2017/graduate/college-departments/business-administration/management-marketing/project-management-ms)

Management

MGMT 5080. Independent Study. 1-3 Hours.

This course is designed for directed study of individual students who wish intensive study in some specific area of Management. Variable credit (1-3).

Prerequisite: Approval of Department Chair and Graduate Coordinator.

MGMT 5085. Special Topic. 1-3 Hours.

Variable credit (1-3).

MGMT 5300. Foundations Of Strategic Mgt. 3 Hours.

This course is an introduction to the fundamentals of both Management and Strategic Management. Topics include the management functions of planning, organizing, leading, motivating, and controlling as well as SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, strategy assessment and implementation, and strategy evaluation and control. This course does not apply to the 36-hour graduate credit hour requirement of the MBA degree program or the MS in Finance degree.

MGMT 5315. Seminar Operations Management. 3 Hours.

The operations management function in a business enterprise has always been central to the activities of the organization. Achieving world-class competitiveness in either the manufacturing or service sectors demands that modern managers understand how to apply the fundamentals of operations management. Knowledge of these fundamentals will be developed through a combination of literature research and application in either case studies or actual consulting with local organizations.

MGMT 5318. Quality Management. 3 Hours.

This course provides students with the skills and knowledge needed to advance quality in their projects and organizations. This course covers current topics in quality management such as, total quality control, statistical quality control, statistical process control, quality circles, continuous improvement, definition and measurement of outcomes, and techniques to achieve increased quality of organizational activities.

Prerequisite: Graduate Standing.

MGMT 5320. Mgt Of Innovation & Technology. 3 Hours.

A study of current topics in the management of creativity, innovation, technology, and quality assurance. Guest speakers and experiential exercises will be utilized in addition to lectures, student presentations, and class discussion of topics. The major project in the course will be the development of a technology forecast in a particular technology area through the use of the literature and contact with researchers and leaders in the selected field.

MGMT 5323. Tools of Project Management. 3 Hours.

This course provides students with the knowledge of and practice with project management tools. Included are tools and techniques for project planning and selection, project initiation and portfolio management, risk management, and implementation and closure.

Prerequisite: Graduate standing and Admission to the MS Project Management Program.

MGMT 5325. Project Management. 3 Hours.

This course focuses on the planning, implementation, and control of projects. Coverage will include project scope and definition, time and cost management, conflict resolution and team processes, resource allocation, scheduling and lifecycle management.

MGMT 5330. Operations Planning & Control. 3 Hours.

This course covers operations planning and control systems in project, manufacturing and service environments. Topics include resource control, resource planning, scheduling, capacity planning, operations planning and control software.

MGMT 5335. Services Mgt And Marketing. 3 Hours.

This course examines the unique challenges of managing and marketing services. A review of the literature covering service theory and practical experience in designing and maintaining quality services are the foci of the course.

Prerequisite: MKTG 5330.

MGMT 5338. Project Management Capstone. 3 Hours.

This course will allow students to evaluate the knowledge areas of project management as they apply to real world situations. This course takes a hands-on approach using a number of methodologies such as case studies, project audits, and class projects. Emphasis is placed on applying the concepts of project management to a variety of business disciplines.

Prerequisite: Admission to the Project Management Program, MGMT 5325, MGMT 5330, MGMT 5323, and completion of 24 graduate credits.

MGMT 5345. Seminar In Team Leadership. 3 Hours.

A systematic review, critique and application of findings of the behavioral sciences to the understanding, prediction and management of individual and group behavior in business organizations.

MGMT 5350. Leading Organiztnl Change& Dev. 3 Hours.

This course focuses on advanced theoretical concepts and applications in the areas of leadership, organizational development, and change management. Of particular importance are the concepts of organizational culture and leading organizational change initiatives. The application of specific tools for conducting organizational change initiatives will be explored.

MGMT 5355. Sem Human Resource Mgmt. 3 Hours.

This cornerstone human resource management seminar presents relevant background literature, fundamental principles, technical tools, and case studies to develop the student's proficiency for future independent learning and research in the following areas of personnel: employee recruitment and selection, human resource development, labor relations, wage and salary administration, and employee services.

MGMT 5360. Staffing Organizations. 3 Hours.

This course focuses on exploring advanced practices and processes involved in selecting and evaluating human resources in an organizational setting, as well as examining internal and external factors that influence the strategic nature and effectiveness of these practices. In particular, human resource planning, job analysis, recruitment and selection methods, measurement, performance management, retention management, and the employment contract will be assessed as they pertain to staffing organizations.

Prerequisite: MGMT 5355.

MGMT 5365. Seminar In Compensation Mgt. 3 Hours.

This course focuses on advanced processes and methods for exploring compensation practices, developing compensation strategies, and managing compensation systems, in general. In particular, job evaluation methods, pay structures, pay-for-performance plans, employee benefits, legal and global issues, and managing labor costs will be discussed and assessed.

Prerequisite: MGMT 5355.

MGMT 5370. Social Responsibility Of Business. 3 Hours.

An in-depth study of the many dimensions of social responsibility in business which include the intellectual foundations supporting the economic, moral, and sociopolitical institutions of democratic capitalism. Case studies will be used to familiarize students with the literature in social responsibility, and students will be required to perform independent analyses of current events to understand the reasoning behind decisions on social responsibility in the workplace. A basic background in business disciplines is required.

Prerequisite: Graduate standing.

MGMT 5375. Erp Business Proc Integration. 3 Hours.

This course utilizes the SAP R/3 information system paradigm as a model for examination and development of integrated business process solutions. The course examines the conceptual background, rationale, methods, and procedures commonly employed by businesses in developing and configuring integrated business systems. The course provides practice and training through cases and hands-on experience using SAP R/3 by requiring students to configure business process solutions through integration of financial, controlling, production, materials management, sales and distribution, manufacturing, and other ERP process modules.

Prerequisite: Thirty-six hours of business related courses of which twelve must be at the graduate level, completion of the MBA core courses and ACCT 5304 or ACCT 5347, or permission of the instructor.

MGMT 5390. Seminar-Strategic Mgt & Policy. 3 Hours.

This capstone course is concerned with advanced principles and methods used in the strategic management of organizations. Thus, the primary focus is the evaluation of external environmental factors and internal organizational strengths and weaknesses for formulating strategies for organizations. Readings, simulation, and the case method are used to further develop the student's executive knowledge, skills and abilities for future independent learning and success.

Prerequisite: ACCT 5304, BANA 5368, FINC 5310, BUAD 5310, and MKTG 5330.

MGMT 7340. Organization Theory In Educatn. 3 Hours.

Marketing

MKTG 5080. Independent Study. 1-3 Hours.

This course is designed for directed study of individual students who wish intensive study in some specific area of Marketing. Variable credit (1-3).

Prerequisite: Approval of Department Chair and Graduate Coordinator.

MKTG 5330. Marketing Management. 3 Hours.

This course focuses on formulating and implementing marketing management strategies and policies with special emphasis on the influence of marketing institutions, market structures, target market, segmentation, and the ability to manage marketing mix variables in a dynamic global environment. The course includes marketing decision making tools and the management of the elements of the marketing plan.

MKTG 5335. Services Mgt And Marketing. 3 Hours.

This course examines the unique challenges of managing and marketing services. A review of the literature covering service theory and practical experience in designing and maintaining quality services are the foci of the course.

Prerequisite: MKTG 5330.

MKTG 5350. Marketing Problems. 3 Hours.

The course requires analysis of marketing problems related to marketing strategy and programs. Students engage in independent research into the business context and develop familiarity with leading edge marketing theory and practice to creatively solve problems.

MKTG 5385. Special Topics in Marketing. 3 Hours.

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