

# DEPARTMENT OF MANAGEMENT & MARKETING

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

## Vision

The Department of Management and Marketing aspires to develop professionals to be leaders by offering a high quality education in the major degree programs of Management, Human Resource Management, Marketing, and Management Information Systems.

## Mission

The Management & Marketing Department's mission is to equip students with the requisite knowledge and skills in management, human resource management, marketing, management information systems, and related careers. The department is committed to excellence in teaching, intellectual contributions, and service.

## Academic Programs

The **Management degree program (MGMT)** is designed to prepare students for positions and careers requiring leadership and managerial skills with management emphases enabling students to focus on general management, operations management/supply chain management, and entrepreneurship.

The **Human Resource Management degree program (HRM)** is intended to prepare students to manage an organization's human resources. In particular, the core HRM practices of recruitment & selection, training & development, compensation & benefits, and performance management are examined to promote efficiency and effectiveness, and to maximize the value of human capital in an organization.

The **Marketing degree program** (catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-marketing) (**MKTG**) prepares students to make managerial decisions that involve the process of creating; promoting; pricing; and delivering goods, services, and ideas that provide value. Graduates with a BBA in Marketing will possess the knowledge and skills in the areas of written communication, decision making, presentation, persuasion and negotiation, data and financial analysis, ethical behavior, team work, and other business-related functions in a dynamic global environment.

The **Management Information Systems degree program** (catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-management-information-systems) (**MIS**) is designed to provide students with the business and technical knowledge and skills necessary to function in areas such as database management, software development, information technology (IT) infrastructure management, and IT project management. The MIS program also incorporates SAP and Microsoft certification exams in those areas.

## Student Organizations

- Association of Information Technology Professionals (AITP)
- American Production and Inventory Control Society (APICS)
- Beta Alpha Psi (BAP)
- Business, Innovation and Technology Co-operative Organization (BITCO)
- Society for Human Resource Management (SHRM)

## 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. The deadline for applying for College of Business Administration scholarships is February 15. The specific scholarships available in the Department of Management and Marketing vary from year-to-year and may include:

- Ed and Daphne Sower Memorial Scholarship (available to freshmen majoring in Management with aspirations in the area of Operations Management).
- Victor E. and Judith Sower Scholarship
- Helen Cochran Gilliland Human Resource Management Scholarship
- K.K Lovell, Jr. Scholarships
- Dr. Paul R. and Emily J. Reed Human Resource Management Scholarship
- Robert A. Barragan Management Scholarship
- Project Management Institute Houston (PMIH) Scholarships

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

- Bachelor of Business Administration, Major in Management ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-management](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-management))
- Bachelor of Business Administration, Major in Human Resource Management ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-human-resource-management](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-human-resource-management))
- Bachelor of Business Administration, Major in Management Information Systems ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-management-information-systems](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-management-information-systems))
- Bachelor of Business Administration, Major in Marketing ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-marketing](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/bba-marketing))
- Minor in Management ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-management](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-management))
- Minor in Management Information Systems ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-management-information-systems](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-management-information-systems))
- Minor in Marketing ([catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-marketing](http://catalog.shsu.edu/archives/2016-2017/undergraduate/colleges-academic-departments/business-administration/management-marketing/minor-marketing))

## Management

### **MGMT 3310. Principles Of Management. 3 Hours.**

This course is concerned with the principles and methods used in managing and operating organizations, both domestically and abroad. Course coverage includes analysis of the organization's environment and the managerial functions of planning, organizing, leading, motivating, and controlling.

**Prerequisite:** 50 completed hours.

### **MGMT 3320. Organizational Behavior. 3 Hours.**

Advanced study of individual and group behavior in organizations and how it affects the achievement of organizational objectives.

**Prerequisite:** MGMT 3310 (can be taken concurrently).

### **MGMT 3325. New Product & Techno Commerci. 3 Hours.**

This course addresses issues concerning the management of innovation and technology such as developing creative potential in individual and organizations and the management of creative employee. Topics will include the importance of innovation and technology to business and society, forecasting for innovation and technology, the value of creation, types of innovation, and the role technology plays in innovation.

**Prerequisite:** MGMT 3310.

### **MGMT 3327. Mgmt of Innovation & Technolog. 3 Hours.**

(Prior SH course id: MGT 382); This course addresses issues concerning the management of innovation and technology such as developing creative potential in individual and organizations and the management of creative employee. Topics will include the importance of innovation and technology to business and society, forecasting for innovation and technology, the value of creation, types of innovation, and the role technology plays in innovation.

**Prerequisite:** MGMT 3310.

### **MGMT 3330. Human Resource Management. 3 Hours.**

Personnel policies and administration, job classification and analysis, wage plans and employment procedure, employment interviewing and testing, employee training and evaluation, labor turnover, and legislation affecting labor problems are studied.

**Prerequisite:** MGMT 3310.

### **MGMT 3350. Services Marketing Management. 3 Hours.**

This course examines the characteristics of the service domain. The planning, organization, production, and marketing of quality services will be the focus of the course.

**Prerequisite:** MGMT 3310 and MKTG 3310.

### **MGMT 3370. Operations Management. 3 Hours.**

This course addresses issues pertaining to the operations function within manufacturing and service firms competing in a global environment. The relationship of operations to other organizational functions will be investigated. Topics include decision making, project management, forecasting, capacity planning, facilities design and location, process and product design, inventory management, and quality assurance.

**Prerequisite:** MGMT 3310 and BANA 3363 (concurrent enrollment allowed).

**MGMT 4080. Independent Study. 1-3 Hours.**

The credit in this course varies according to the work performed. The student may pursue special studies for which a special course is not organized. Variable Credit (1-3).

**Prerequisite:** 30 hours in Business and Economics and consent of the instructor.

**MGMT 4085. Special Topic. 1-3 Hours.**

This course of faculty-led study is designed to provide undergraduate students exposure to new Management topics and concepts in a course setting. Variable credit (1-3).

**MGMT 4310. Small Business Development. 3 Hours.**

A comprehensive study of all areas of operations and management of the small business enterprise. Topics covered include: ownership form, site analysis, planning, organizing, staffing, financial control, inventory control, and marketing tactics.

**Prerequisite:** MGMT 3310 and MKTG 3310.

**MGMT 4320. Intl Field Studies in Mgmt. 3 Hours.**

Directed studies of organizational behavior, managerial functions, entrepreneurship, and small business in a study abroad program.

**Prerequisite:** Permission of Instructor or Department Chair.

**MGMT 4330. Compensation. 3 Hours.**

A study of the design and functioning of the entire compensation system with emphasis on wage and salary determination, individual and group incentives, employee benefits, and non-economic rewards.

**Prerequisite:** MGMT 3330.

**MGMT 4335. Mgt & Labor Relations. 3 Hours.**

A study of the legal perimeter of management labor relations, the collective bargaining process, and problems of union contract compliance.

**Prerequisite:** MGMT 3330.

**MGMT 4340. Internat'l Managmnt & Marketng. 3 Hours.**

A study of the decisions that managers must make in the planning, organizing, and operating of companies in cross-cultural environments. Available to Business Majors only.

**Prerequisite:** MGMT 3310, MKTG 3310.

**MGMT 4345. Social Respon Of Management. 3 Hours.**

A study of the role business plays in our society and the obligations and responsibility it has to society. The course examines the ethical, environmental, and cultural implications of industrial/technological societies and their history.

**Prerequisite:** MGMT 3310.

**MGMT 4350. Project Management. 3 Hours.**

This course focuses on the planning, implementation, and control of projects. Coverage will include the nine knowledge areas and lifecycle of projects. The appropriate intellectual foundation will be established so that students can work, individually and in teams to solve project related problems.

**Prerequisite:** MGMT 3310 and BANA 2372.

**MGMT 4355. Human Resource Development. 3 Hours.**

Provides an overview of the training discipline, identifies current issues for researchers and practitioners, and highlights coming changes in the work place and their impact on training and development in organizations.

**Prerequisite:** MGMT 3330.

**MGMT 4360. Supply Chain Management. 3 Hours.**

A study of the marketing channels of distribution and the management of the integrated supply chain for products and services. The course addresses both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics include purchasing, supplier selection/development, inter-organizational information systems, risk management, physical distribution, logistics, warehousing, channel relationships, and inventory management.

**Prerequisite:** BANA 2372, MGMT 3310, MKTG 3310.

**MGMT 4365. Service Operations Management. 3 Hours.**

This course addresses issues pertaining to the operations function within service organizations competing in a global environment. The relationship of operations to other organizational functions will be investigated. Topics include understanding services, new service development, service quality, process improvement, location decisions, capacity planning, waiting lines, forecasting, inventory management, and service supply relationships.

**Prerequisite:** BANA 3363 and MGMT 3310.

**MGMT 4375. Quality Management. 3 Hours.**

A study of current topics in quality assurance management to include total quality control, statistical quality control, statistical process control, quality circles, and Deming's methods. Emphasis will be placed on the systems approach to quality assurance.

**Prerequisite:** MGMT 3310 and BANA 3363.

**MGMT 4389. Internship. 3 Hours.**

This course is course designed to provide the student with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

**Prerequisite:** Department approval and minimum overall and COBA GPA of 2.5.

**MGMT 4390. Strategic Management & Policy. 3 Hours.**

The evaluation of external environmental factors and internal organizational strengths and weaknesses for the purpose of formulating organization strategies.

**Prerequisite:** Senior standing, MGMT 3310, MKTG 3310 and FINC 3320.

## Management Information Systems

**MGIS 1301. Intro To Information Systems. 3 Hours.****MGIS 2320. Business System Implementation. 3 Hours.**

An introduction to the implementation of common business applications using current visual application development platforms. Basic structured and object-oriented analysis and construction techniques are taught in the context of the creation of business-oriented systems.

**Prerequisite:** CSTE 1330 or BUAD 1305 and MATH 1324 or 1314 or MATH 1420.

**MGIS 3310. Management Information Systems. 3 Hours.**

This course is designed to be an introduction to the management and use of information systems in organizations. Material presented is selected to increase the student's literacy in this rapidly changing field, including commonly used acronyms and emerging technologies. Organizational applications of information systems will be discussed for all functional areas of the firm.

**Prerequisite:** BUAD 1305 or MGIS 1301 or CSTE 1330.

**MGIS 3330. Business Database Management. 3 Hours.**

Introduction to databases. Entity-relationship modeling and normalization are studied and applied in order to create an organizational database.

Students will become better computer users, who are more knowledgeable about the uses of databases in solving business problems, and learning a new way to think about business and its information needs.

**Prerequisite:** MGIS 3310.

**MGIS 4080. Independent Study. 1-3 Hours.**

The student may pursue studies for which a special course is not organized. The credit in this course varies according to the work performed. Variable Credit (1-3).

**MGIS 4085. Special Topic. 1-3 Hours.**

A study of emerging information technologies. Class participants will learn about the technical fundamentals and business applications associated with information technologies. Variable credit (1-3).

**Prerequisite:** MGIS 3310.

**MGIS 4320. Electronic Commerce Implementation. 3 Hours.**

An introduction to the implementation of common business applications for electronic commerce using Internet related technologies. The basics of Hypertext Markup Language (HTML), Common Gateway Interfaces (CGI), Java, and other current technologies will be covered in the context of electronic commerce applications on the Internet.

**Prerequisite:** MGIS 3330 and MGIS 2320.

**MGIS 4330. Business Database Mgt II. 3 Hours.**

This course provides strategies and techniques that give students knowledge and skills for database development, design, and implementation in a multi-user business environment using Oracle DBMS software. The course covers relational database technology and focuses on design of database applications. Case studies will be used to illustrate the use of database systems for strategic and operational decision making. Emerging technologies and their applications will be covered. Students will get hands-on experience with state-of-the-art commercial relational and object-oriented database technology and learn to use SQL.

**Prerequisite:** MGIS 3330.

**MGIS 4340. Systems Analysis & Design. 3 Hours.**

A first course describing the methods for analyzing information needs and designing, evaluating, and implementing computer-based information systems. Special attention is given to both structured and adaptive techniques for analysis and design. Basic structured and object-oriented analysis and construction techniques are taught in the context of the creation of business-oriented systems.

**Prerequisite:** MGIS 3310 and MGIS 3330 (can be taken concurrently).

**MGIS 4350. Business Network Management. 3 Hours.**

Presentation of current and emerging telecommunications services and networking technologies with emphasis on their strengths, limitations, and business applications. Practical aspects of installing and managing networks within business organizations. Commonly used network media, operating systems, LAN and WAN technologies, inter-networking approaches and media will be presented.

**Prerequisite:** MGIS 3310.

**MGIS 4360. Design & Implementation Of Erp. 3 Hours.**

This course builds on knowledge acquired in the Systems Analysis and Design class (MGIS 2320). This class studies the types of issues that managers will need to consider in implementing cross-functional integrated systems. We will examine the general nature of enterprise computing, re-engineering principles and the technical foundations of client/server systems and enterprise information architectures. We will also look at the different types of enterprise information systems, primarily SAP R/3. Topics include the tools and methodology, modules, processes, and industry initiatives.

**Prerequisite:** MGIS 3310.

**MGIS 4389. Internship. 3 Hours.**

This course is designed to provide the student with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

**Prerequisite:** Department approval and minimum overall and COBA GPA of 2.5.

## Marketing

**MKTG 3310. Principles Of Marketing. 3 Hours.**

This course includes marketing functions, transportation, assembling, storage, trade channels, cost, co-operative marketing, trade association, market analysis, marketing structures and agencies, types of middlemen, international marketing, and current marketing practices.

**Prerequisite:** Junior standing.

**MKTG 3320. Consumer Behavior. 3 Hours.**

A study of consumer decision-making processes in marketing and the factors that influence these processes.

**Prerequisite:** MKTG 3310.

**MKTG 3328. Professional Selling. 3 Hours.**

This course focuses on the principles of trust-based relationship selling used by businesses offering products or services to other businesses.

Included are sales strategies and techniques to build trust, determine customers' needs, address their concerns, and close sales. Role-playing is a central component of the course.

**Prerequisite:** MKTG 3310.

**MKTG 3335. Retailing. 3 Hours.**

This course includes the evolution of retailing, the scope of retailing, store location, store layout, organization, the customer, buying markets, receiving and marketing merchandise, mark-up, stock control, merchandise plan, fashions, retail credit, accounting, insurance, and sales promotion.

**Prerequisite:** MKTG 3310.

**MKTG 3350. Services Marketing Management. 3 Hours.**

This course examines the characteristics of the service domain. The planning, organization, production, and marketing of quality services will be the focus of the course.

**Prerequisite:** MGMT 3310 and MKTG 3310.

**MKTG 3360. Supply Chain Management. 3 Hours.**

A study of the marketing channels of distribution and the management of the integrated supply chain for products and services. The course addresses both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics include purchasing, supplier selection/development, inter-organizational information systems, risk management, physical distribution, logistics, warehousing, channel relationships, and inventory management.

**Prerequisite:** MGMT 3310, MKTG 3310 and BANA 2372.

**MKTG 3370. Mkt Comm Promotional Strategy. 3 Hours.**

A study of contemporary issues in marketing communications. An examination of how the elements of the promotional mix, with emphasis on advertising, are used to develop effective marketing strategies.

**Prerequisite:** MKTG 3310.

**MKTG 4080. Independent Study. 1-3 Hours.**

The student may pursue special studies for which a special course is not organized. The credit in this course varies according to the work performed. Variable Credit (1-3).

**Prerequisite:** 30 hours in Business and Economics and consent of the instructor.

**MKTG 4085. Special Topic. 1-3 Hours.**

This course of faculty-led study is designed to provide undergraduate students exposure to new Marketing topics and concepts in a course setting. Variable credit (1-3).

**MKTG 4330. Sales Management. 3 Hours.**

A study of the Selling process and the principles involved in the managing of the selling function. Provides an overview of the field of sales management and the role of the sales manager.

**Prerequisite:** MKTG 4310.

**MKTG 4340. Internat'l Managmnt & Marketng. 3 Hours.**

Surveys the economic, cultural and political foundations of international marketing systems, the foreign consumer, product policies, and distributional structures as well as the promotional and marketing research phases of foreign operations.

**Prerequisite:** Available to business majors only.

**MKTG 4350. Marketing Research. 3 Hours.**

The study of methods of collecting and analyzing information to be used in determining marketing strategy and making marketing decisions. Available to business majors only.

**Prerequisite:** MKTG 3310, BANA 3363.

**MKTG 4389. Internship. 3 Hours.**

This course is designed to provide the student with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

**Prerequisite:** Department approval and minimum overall and COBA GPA of 2.5.

**MKTG 4390. Strategic Marketing Management. 3 Hours.**

Application of managerial principles in the development and execution of marketing strategy. Available to business majors only.

**Prerequisite:** MGMT 3310, MKTG 3310, three additional hours of MKTG, and three additional hours of MGMT.

Chair: **Gerald Kohers**

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