

# DEPARTMENT OF MANAGEMENT, MARKETING, INFORMATION SYSTEMS

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**Website:** Department of Management, Marketing, and Information Systems (<http://www.shsu.edu/academics/management-and-marketing>)

## Vision

The Department of Management, Marketing, and Information Systems 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, Marketing, and Information Systems 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, Marketing, and Information Systems offers a Master of Science in Project Management ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing/project-management-ms](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing/project-management-ms)) degree. The Master of Science in Project Management ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing/project-management-ms](http://catalog.shsu.edu/archives/2017-2018/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/2017-2018/graduate/college-departments/business-administration/mba](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/mba)) degree program.

### Graduate Program in the Department of Management and Marketing

- Master of Science in Project Management ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing-and-information-systems/project-management-ms](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing-and-information-systems/project-management-ms))

### Graduate Programs in the College of Business Administration

- Master of Science in Accounting ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/accounting/accounting-ms](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/accounting/accounting-ms))
- Master of Business Administration ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/mba](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/mba))
- Executive Master of Business Administration in Banking and Financial Institutions ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/emba](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/emba))
- Master of Science in Project Management ([catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing/project-management-ms](http://catalog.shsu.edu/archives/2017-2018/graduate/college-departments/business-administration/management-marketing/project-management-ms))

## 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/2017-2018/undergraduate/colleges-academic-departments/business-administration](http://catalog.shsu.edu/archives/2017-2018/undergraduate/colleges-academic-departments/business-administration)) for information on college and university-level scholarships.

## 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.**

## Management Information Systems (MGIS)

**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 computer programming techniques are covered 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. Principles of MIS. 3 Hours.**

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 the functional areas of the firm.

**Prerequisite:** BUAD 1305 or MGIS 1301 or CSTE 1330 and 50 hours.

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

Introduction to databases. Design and implementation principles, including 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. E-Commerce Implementation. 3 Hours.**

An introduction to the implementation of common business applications for e-commerce using Internet related technologies. Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), scripting language(s), and other current technologies will be covered in the context of e-commerce.

**Prerequisite:** MGIS 2320.

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

This course provides knowledge and skills for database design, development, and implementation in a multi-user business environment using a database management system (DBMS). Structured Query Language (SQL), a database procedural language, and other current technologies will be covered in the context of DBMS.

**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.

**MGIS 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 Information Systems. Variable credit (1-3).

**Prerequisite:** Approval of Department Chair and Graduate Coordinator.

**MGIS 5085. Special Topic. 1-3 Hours.**

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

**MGIS 5310. Seminar In Mgt Information Sys. 3 Hours.**

An in-depth study of business information systems. This course covers computer hardware, software, procedures, systems, and human resources and explores their integration and application in business. Topics include: end-user, computing and development, networking, and data collection and communication. The course content will be adaptive to stay current. The course content will be adaptive to stay current with individual research agendas.

**MGIS 5330. Busi Applictn-Database Mgt Sys. 3 Hours.**

Business Applications of DBMS. Database management systems are at the heart of modern business information systems. They facilitate the sharing of data across the organization, and therefore support the notion that data is a corporate resource. Data management, which focuses on data collection, storage, and retrieval, thus constitutes a core activity for any organization. Students with appropriate backgrounds can work individually in specific areas of interest.

**MGIS 5360. Managing Busi Sys Desgn Project. 3 Hours.**

The courses examines the management of business system development and modification projects. It emphasizes the factors for effective communication and integration with users and user systems. It encourages interpersonal skill development with clients, users, team members, and others associated with development, operation and maintenance of the system. Adherence to methodological life cycle analysis and construction techniques are taught in the context of the creation of business-oriented systems. Students work individually and in teams to solve business problems.

**MGIS 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.

Chair: **Gerald Kohers**

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