

DEPARTMENT OF MANAGEMENT, MARKETING, AND INFORMATION SYSTEMS

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

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

Mission

The Management, Marketing, and Information Systems Department's mission is to equip students with the requisite knowledge and skills in management, human resource management, supply chain 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 to influence organizations across multiple industries by developing business acumen and leadership skills.

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 (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/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, teamwork, and other business-related functions in a dynamic global environment.

The Management Information Systems degree program (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/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.

The Supply Chain Management degree program (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-supply-chain-management/>) (**SCM**) is targeted toward undergraduates pursuing a career in various supply chain related areas in a wide array of industries. Students pursuing the supply chain major will acquire knowledge, analytical skills, tools, and techniques to meet the challenges in supply chain related positions. The major will enable students to develop competencies and prepare them to perform in the supply chain arena, both functionally and strategically.

- Bachelor of Business Administration, Major in Human Resource Management (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-human-resource-management/>)
- Bachelor of Business Administration, Major in Management Information Systems (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-management-information-systems/>)
- Bachelor of Business Administration, Major in Management (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-management/>)
- Bachelor of Business Administration, Major in Marketing (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-marketing/>)
- Bachelor of Business Administration, Major in Supply Chain Management (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-supply-chain-management/>)
- Minor in Management Information Systems (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-management-information-systems/>)

- Minor in Management (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-management/>)
- Minor in Marketing (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/minor-marketing/>)
- Minor in Supply Chain Management (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/supply-chain-management/>)

Student Organizations

- Association of Information Technology Students (AITS)
- Association for Supply Chain Management (ASCM)
- Collegiate Entrepreneurs' Organization (CEO)
- Society for Human Resource Management (SHRM)
- Marketing Student Club

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 December 31. The specific scholarships available in the Department of Management, Marketing, and Information Systems vary from year-to-year and may include:

- Dr. Paul and Emily Reed Human Resource Management Scholarship
- Ed and Daphne Sower Memorial Scholarship (available to freshmen majoring in Supply Chain Management)
- Helen Cochran Gilliland Human Resource Management Scholarship
- Lovell Family Endowed Scholarships
- Management, Marketing, and Information Systems Department Scholarship
- Victor E. and Judith Sower Scholarship

Please see the College of Business Administration section (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/business-administration/>) for information on college and university-level scholarships.

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: 45 completed hours.

MGMT 3320. Organizational Behavior. 3 Hours.

Students learn about 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 Commercialization. 3 Hours.

Students address the issues of formulation, financing and operations of bringing new products to market. The course will include a group term project designed to teach the students the process of commercializing new products. Topics may include environmental screening, developing and testing the concept of the product, funding, patents and copyrights.

Prerequisite: MGMT 3310.

MGMT 3327. Mgt of Innovation & Technology. 3 Hours.

Students address issues concerning the management of innovation and technology, such as developing creative potential in individual and organizations and the management of creative employee. Topics may 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.

Students examine core human resource management practices, including job analysis, recruitment and selection, training and development, performance management, compensation and benefits, and employee and labor relations as well as explore legal requirements affecting human resource management decisions.

Prerequisite: MGMT 3310.

MGMT 3335. Diversity, Equity, & Inclusion in Organizational Management. 3 Hours.

Students learn to recognize the benefits of diversity, equity, and inclusion within the workplace. This includes surface-level diversity like gender, ethnicity, race, and age as well as deep-level diversity like education, personality, and values. The course addresses both the challenges and opportunities available with a diverse workforce in efforts to gain a competitive advantage.

Prerequisite: 45 hours.

MGMT 3348. Small Business Management. 3 Hours.

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

MGMT 3350. Services Marketing Management. 3 Hours.

Students examine the characteristics of the service domain. The planning, organization, production, and marketing of quality services is the focus of the course.

Prerequisite: MGMT 3310 and MKTG 3310.

MGMT 3370. Operations Management. 3 Hours.

Students address issues pertaining to the operations function within manufacturing and service firms competing in a global environment. The relationship of operations to other organizational functions are investigated. Topics may 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 2372 or MATH 1342.

MGMT 3372. Supply Chain Management. 3 Hours.

This course is a study of how different organizations can effectively coordinate to form the supply chain of a product or a service in order to deliver it to end consumers at the lowest cost possible while optimizing customer service levels. Students will learn the managerial principles and methods used to efficiently perform the sourcing, production, and distribution of products and services in a global environment. Topics include purchasing, supplier selection/development, materials handling, demand planning, risk management, transportation, warehousing, inventory management, and channel relationships.

Prerequisite: MGMT 3370 (concurrent enrollment allowed), MKTG 3310.

MGMT 3374. Strategic Sourcing/Procurement. 3 Hours.

Students gain in-depth knowledge of the concepts, methods, and responsibilities of the purchasing function for manufacturing and service organizations. Topics may include the organizational role of strategic sourcing, procurement, contract and pricing practices, negotiation, quality assurance and reliability, inventory management, make-or-buy decisions, material management, and the acquisition of transportation and other services.

Prerequisite: MGMT 3370.

MGMT 3376. Global Supply Chain Logistics. 3 Hours.

Students focus on the basic concepts and techniques of domestic and international logistics in the context of supply chain management. Topics may include the efficient flow and storage of both raw materials and finished goods, and the associated managerial activities needed for effective control of materials from their initial point of origin to their final point of consumption. Emphasis is placed on the strategic importance and competitive advantage logistics provides in a global marketplace, providing students the tools and methods necessary to analyze business logistics problems.

Prerequisite: MGMT 3370.

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 to 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 to 3).

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

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

Prerequisite: Permission of Instructor or Department Chair.

MGMT 4325. Family Business Management. 3 Hours.

Students are provided an overview of family business, including an exploration of factors contributing to economic success, family harmony, and business continuity, and they explore the challenges and opportunities facing individuals and families involved in family business relationships. Some of the specific topics may include the family system, culture, entrepreneurial influences, conflict and negotiation, career planning, ethics, governance, succession and strategic planning, professional support relationships, and survival skills as a son or daughter in a family business.

Prerequisite: Junior Standing.

MGMT 4327. Corporate Entrepreneurship. 3 Hours.

Students explore the concepts, key factors, and practices of entrepreneurial activity as a process inside corporations and examines ways entrepreneurial transformation can be achieved in larger organizations. Course topics emphasized include internal ventures and external collaborative approaches that include corporate venture capital investments, licensing, different types of alliances, and formal joint ventures.

Prerequisite: Junior Standing.

MGMT 4330. Compensation. 3 Hours.

Students examine the components of a compensation system, which include internal alignment, external competitiveness, recognizing employee contributions, and the management of the system, to promote effective pay determination decisions.

Prerequisite: MGMT 3330.

MGMT 4335. Mgt & Labor Relations. 3 Hours.

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

Prerequisite: MGMT 3330.

MGMT 4340. International Management. 3 Hours.

Students are challenged to consider how businesses operate in different global environments. Students have the opportunity to learn how businesses manage effectively across borders and cultural differences by expanding their insight regarding how international and multi-national companies operate in the global environment. As a result, students gain an appreciation for working and managing in a global environment.

Prerequisite: MGMT 3310.

MGMT 4345. Social Respon Of Management. 3 Hours.

Students study the role business plays in our society and the obligations and responsibility that it has to society. Students examine the ethical, environmental, and cultural implications of industrial/technological societies and their history.

Prerequisite: MGMT 3310.

MGMT 4350. Project Management. 3 Hours.

Students focus on the planning, implementation, and control of projects. Coverage includes the project management knowledge areas and lifecycle of projects. The appropriate intellectual foundation is established so that students can work, individually and in teams to solve project related problems.

Prerequisite: BANA 2372 or MATH 1342.

MGMT 4355. Human Resource Development. 3 Hours.

Students are provided an overview and foundation of the human resource training and development (HRD) profession, they will identify current issues for HRD practitioners and researchers as well as highlight current work place changes and their impact on human resource training and development.

Prerequisite: MGMT 3330.

MGMT 4365. Service Operations Management. 3 Hours.

Students address issues pertaining to the operations function within service organizations competing in a global environment. The relationship of operations to other organizational functions are investigated. Topics may 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 2372 or MATH 1342, and MGMT 3310.

MGMT 4375. Quality Management. 3 Hours.

Students study current topics in quality assurance management to include total quality control, statistical quality control, statistical process control, quality circles, and Deming's methods. An emphasis is placed on the systems approach to quality assurance.

Prerequisite: BANA 2372 or MATH 1342.

MGMT 4378. Supply Chain ERP. 3 Hours.

Students examine the tactical and operational management of supply chains using enterprise resource planning (ERP) systems. Topics focus on issues related to the creation of end-user value through supply chain cost reductions and/or service improvements. Students gain hands-on experience with software used by organizations to manage and improve the efficiency of their supply chains.

Prerequisite: MGMT 3372 (formerly MGMT 4360)

MGMT 4389. Internship. 3 Hours.

Student are provided 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.

Students learn to evaluate the external environmental factors and internal organizational characteristics and contexts for the purpose of formulating competitive strategies.

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

Management Information Systems

MGIS 1301. Intro To Information Systems. 3 Hours.

Students are provided with the knowledge and skills necessary to succeed in today's computing society. Students make use of hardware and software to efficiently and effectively solve problems and make better decisions.

MGIS 3310. Principles of MIS. 3 Hours.

Students are introduced 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 are discussed for the functional areas of the firm.

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

MGIS 3315. Programming for Business. 3 Hours.

Students are introduced 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 or MGIS 1301 and MATH 1324 or 1314 or MATH 1420.

MGIS 3320. E-Commerce Implementation. 3 Hours.

Students are introduced 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 are covered in the context of e-commerce.

Prerequisite: MGIS 3310 and 50 credit hours.

MGIS 3330. Business Database Management. 3 Hours.

Students are introduced to databases. Design and implementation principles, including entity-relationship modeling and normalization are studied and applied in order to create an organizational database. Students 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 to 3).

MGIS 4085. Special Topic. 1-3 Hours.

Students study emerging information technologies. Class participants learn about the technical fundamentals and business applications associated with information technologies. Variable Credit (1 to 3).

Prerequisite: MGIS 3310.

MGIS 4315. Decision Analysis & Analytics. 3 Hours.

Students apply topics related to business analytics. A major focus is placed on the importance of collecting and analyzing data by creating models for making better decisions and improving business practices and strategies. Topics covered include descriptive analytics, predictive analytics, and prescriptive analytics. Students learn to apply business analytic tools, and to communicate the results. Emphasis is placed on applications, concepts and interpretation of results.

Prerequisite: BANA 2372 or MATH 1342.

MGIS 4330. Business Database Mgt II. 3 Hours.

Students are provided 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 are covered in the context of DBMS.

Prerequisite: MGIS 3330.

MGIS 4340. Systems Analysis & Design. 3 Hours.

Students acquire knowledge and skills for analyzing an organization's information needs and designing, evaluating, and implementing computer-based information systems using a structured approach. Special attention is given to understanding the needs of an organization and translating those needs into a solution recommendation following project management best practices and a structured methodology.

Prerequisite: MGIS 3310.

MGIS 4350. Business Network Management. 3 Hours.

Students learn the current and emerging telecommunications services and networking technologies with emphasis on their strengths, limitations, and business applications. In addition, students investigate aspects of installing and managing networks within business organizations. Covered topics may include commonly used network media, operating systems, LAN and WAN technologies, inter-networking approaches, and media.

Prerequisite: MGIS 3310.

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

Students study the types of issues that managers need to consider in implementing cross-functional integrated systems. Students learn the general nature of enterprise computing, re-engineering principles, and the technical foundations of client/server systems and enterprise information architectures. Topics may include the tools and methodology, modules, processes, industry initiatives, and different types of enterprise information systems, primarily SAP ERP.

Prerequisite: MGIS 3310.

MGIS 4365. Business Process Integration Using ERP System Configuration. 3 Hours.

Students gain an understanding and appreciation of the role that Enterprise Resource Planning (ERP) systems play in today's business environment. Students use an ERP system to gain an understanding of Business Process Implementation and how an entity's different functions are integrated and focused on accomplishing a common goal. Practical aspects of configuring an ERP system will also be explored.

Prerequisite: MGIS 3310 or ACCT 3324.

MGIS 4389. Internship. 3 Hours.

Students are provided 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.

Students are provided general knowledge on the marketing of goods, services, and ideas. They focus on key marketing concepts and the role of marketing within organizations. Students learn how marketers deliver value in satisfying customer needs and wants in a dynamic global environment. Students learn to understand the elements of the marketing mix, market segmentation and targeting, marketing strategies, consumer behavior, marketing research, supply chain management, branding and product development, pricing strategies, professional selling, market planning, and promotion.

Prerequisite: 50 Credit Hours.

MKTG 3320. Consumer Behavior. 3 Hours.

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

Prerequisite: MKTG 3310.

MKTG 3328. Professional Selling. 3 Hours.

Students learn the principles of trust-based relationship selling used by businesses offering products or services to other businesses. Topics may include sales strategies and techniques to build trust, determine customers' needs, address their concerns, and close sales.

Prerequisite: MKTG 3310.

MKTG 3335. Retailing. 3 Hours.

Students study 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.

Students examine the characteristics of the service domain. The planning, organization, production, and marketing of quality services are the focus of the course.

Prerequisite: MKTG 3310.

MKTG 3360. Supply Chain Management. 3 Hours.

Students study the marketing channels of distribution and the management of the integrated supply chain for products and services. Students address both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics may 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 or MATH 1342.

MKTG 3370. Mkt Comm Promotional Strategy. 3 Hours.

Students study 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 to 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 to 3).

MKTG 4330. Sales Management. 3 Hours.

Students study the selling process and the principles involved in the managing of the selling function. Students are provided an overview of the field of sales management and the role of the sales manager.

Prerequisite: MKTG 3328.

MKTG 4340. International Marketing. 3 Hours.

Students engage in a survey of 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: MKTG 3310.

MKTG 4350. Marketing Research. 3 Hours.

Students study the methods of collecting and analyzing information to be used in determining marketing strategy and making marketing decisions. The course is available to business majors only.

Prerequisite: MKTG 3310, BANA 3363.

MKTG 4360. Social Media Marketing. 3 Hours.

Students explore social media marketing principles and best practices for using social media for business. Students learn to construct social media marketing strategies that achieve desired business goals and create meaningful relationships with customers, clients, and colleagues. Topics include social media marketing strategy, influencer marketing, employee advocacy, corporate social media policies, social selling, and social media analytics for business.

Prerequisite: MKTG 3310.

MKTG 4389. Internship. 3 Hours.

Students are provided 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.

Students learn the application of managerial principles in the development and execution of marketing strategy.

Prerequisite: MKTG 3310.

Director/Chair: **Gerald Kohers**

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