

# DEPARTMENT OF MANAGEMENT AND MARKETING

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**Website:** Forthcoming

## Vision

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

## Mission

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

## Graduate Programs

The Department of Management and Marketing provides a significant portion of the curriculum for the Master of Business Administration (MBA) (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/mba/>) degree program as well as support for the Executive MBA in Banking and Financial Institutions (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/emba/>).

### Graduate Programs in the College of Business Administration

- Executive Master of Business Administration in Banking and Financial Institutions (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/emba/>)
- Master of Business Administration (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/mba/>)
- Master of Business Administration: Accelerated Track (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/accelerated-mba/>)
- Master of Science in Accounting (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/accounting/accounting-ms/>)
- Master of Science in Applied Economics (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/economics-international-business/applied-economics-ms/>)
- Master of Science in Project Management (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/analytics-information-systems-and-supply-chain/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 (<http://catalog.shsu.edu/graduate-and-professional/college-departments/business-administration/analytics-information-systems-and-supply-chain/project-management-ms/>), 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 December 31.

Please see the College of Business Administration section (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/#opportunities>) 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 to 3). Course Equivalents: MGMT 5380

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

### MGMT 5085. Special Topic. 1-3 Hours.

This course is designed to provide graduate students exposure to current Management topics and concepts in a course setting. Variable Credit (1-3). Course Equivalents: MGMT 5385 .

**MGMT 5300. Foundations Of Strategic Management. 3 Hours.**

Students study the fundamentals of management, marketing, and information systems as essential components of competitive strategy. Topics may include: the management functions of planning, organizing, leading, motivating, and controlling; the core marketing principles related to product, price, placement, and promotion; and the value of information systems as key sources of sustainable competitive advantage in 21st century organizations. Industry and competitor analysis, strategy assessment and implementation, and strategy evaluation and control complete this survey course. This course does not apply to the 36-hour graduate credit hour requirement of the MBA degree program.

**MGMT 5320. Management of Innovation and Technology. 3 Hours.**

Students study current topics in the management of creativity, innovation, technology, and quality assurance. Guest speakers and experiential exercises are utilized in addition to lectures, student presentations, and class discussion of topics. The major project in the course is 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 5335. Services Management and Marketing. 3 Hours.**

Students examine 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 5345. Seminar In Team Leadership. 3 Hours.**

Students examine 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 Organizational Change and Development. 3 Hours.**

Students focus 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. Seminar in Human Resource Management. 3 Hours.**

In this seminar, students explore relevant background literature, fundamental principles, technical tools, and case studies to develop their proficiency for independent learning and research in the following areas of human resource management: employee recruitment and selection, human resource development, labor relations, wage and salary administration, and employee services.

**MGMT 5360. Staffing Organizations. 3 Hours.**

Students explore 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 are assessed as they pertain to staffing organizations.

**MGMT 5365. Seminar In Compensation Management. 3 Hours.**

Students focus 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 are discussed and assessed.

**Prerequisite:** MGMT 5355.

**MGMT 5370. Social Responsibility of Business. 3 Hours.**

Students engage in 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 are used to familiarize students with the literature in social responsibility, and students are 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 5390. Seminar in Strategic Management and 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.

## 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 to 3). Course Equivalents: MKTG 5380

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

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

This course of faculty-led study is designed to provide graduate students exposure to new Marketing topics and concepts in a course setting. Variable credit (1-3). Course Equivalents: MKTG 5385 .

**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 Management 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.

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