

BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT CONCENTRATION

A business degree with a concentration in Sports Management is an exciting and rewarding option which offers a path of study in preparing students to understand the sports industry. The Sports Management concentration focuses on developing students' leadership skills in marketing, accounting, economics, legal aspects of sports, and more. The critical skills of managing a sports are taught and developed in the student to give them the confidence to lead people through the competitive landscape demanded in today's sports business world. At the A&M-Texarkana College of Business, Engineering and Technology, we take great pride in educating and graduating the future business, who leave our campus with the skills and qualities sought by employers regionally and throughout the world.

Skills acquired via the sports management concentration are in high demand. By completing a concentration in sports management, students set themselves apart to succeed in the business of sports. These skills will set students apart in learning about profitability and how to evaluate and incorporate business decisions on utilizing valuable financial and human resources. Students in sports management have the opportunity to learn and then subsequently return the value to their companies by using valuable leadership skills.

For more information, please contact us at CBET@TAMUT.EDU (cbet@tamut.edu)

Degree Requirements

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

Code	Title	Hours
Major Requirements		
Major Requirements		42
Business Administration Core Courses		
FIN 354	Financial Management	3
GBUS 310	Business Communications	3
GBUS 440	International Business (EL)	3
GBUS 450	Business Ethics	3
or GBUS 452	Business Ethics for Non-Accounting Majors	
MGT 395	Principles of Management	3
MGT 439	Business Strategy and Policy	3
MGT 465	Production and Operations Management	3
MIS 360	Essentials of Management Information Systems	3
MKT 363	Marketing	3
MGT 324	Business Data Analytics I	3
or SCM 324	Business Data Analytics I	
Sports Management Concentration		18
MGT 415	Event and Facility Management	
GBUS 315	Legal Aspects of Sports Management	
GBUS 357	Profitability in Sports	
MKT 425	Marketing the Business of Sports	
MGT 476	Business Data Analytics II	
or SCM 476	Business Data Analytics II	
SCM 310	Strategic Sourcing	
Other Requirements-Business Introductory Courses		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
BUSI 2301	Business Law	3
ECON 2301	Principles of Macroeconomics ²	3
ECON 2302	Principles of Microeconomics	3
MATH 1342	Elementary Statistical Methods	3
BBA Secondary Core		
12sch upper division Business Electives ³		12
Minimum Hours for Degree		120

² Satisfies Core Curriculum

³ Upper Division Business Electives include 300 & 400 level courses from Accounting, General Business, Finance, Management, Management Information Systems, Marketing & Supply Chain Management.

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.

Four Year Plan

First Year

Code	Title	Hours
Fall		
ENGL 1301	Composition I <small>requires minimum grade of 'C'; Satisfies Core Curriculum</small>	3
HIST 1301	United States History I <small>Satisfies Core Curriculum</small>	3
MATH 1342	Elementary Statistical Methods <small>Satisfies Core Curriculum</small>	3
Creative Arts Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
ECON 2301	Principles of Macroeconomics <small>Satisfies Core Curriculum</small>	3
IS 1100	University Foundations <small>mandatory for FTIC students only</small>	1
Fall Total Semester Credit Hours		16
Spring		
ENGL 1302	Composition II <small>Satisfies Core Curriculum</small>	3
or ENGL 2311	Technical Writing & Communication	
HIST 1302	United States History II <small>Satisfies Core Curriculum</small>	3
Language, Philosophy and Culture Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
SPCH 1315	Public Speaking <small>Satisfies Core Curriculum</small>	3
or COMM 1307	Introduction to Mass Communication	
ECON 2302	Principles of Microeconomics	3
Spring Total Semester Credit Hours		15
Total First Year Semester Credit Hours		31

Second Year

Code	Title	Hours
Fall		
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext) <small>Satisfies Core Curriculum</small>		3-4
PSCI 2301	American Government I: Federal & Texas Constitutions <small>Satisfies Core Curriculum</small>	3
ACCT 2301	Principles of Accounting I <small>requires minimum grade of 'C'</small>	3
Component Area Option B of the Core Curriculum (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		
MGT 395	Principles of Management	3
Fall Total Semester Credit Hours		15-16
Spring		
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/#corecurriculumtext)		3-4

PSCI 2302	American Government II: Federal & Texas Political Behavior	Satisfies Core Curriculum	3
ACCT 2302	Principles of Accounting II	requires minimum grade of 'C'	3
BUSI 2301	Business Law		3
MKT 363	Marketing		3
Spring Total Semester Credit Hours			15-16
Total Second Year Semester Credit Hours			30-32

Third Year

Code	Title	Hours
Fall		
		Semester Credit Hours
		Hours
FIN 354	Financial Management	3
MGT 465	Production and Operations Management	3
MIS 360	Essentials of Management Information Systems	3
MGT 324	Business Data Analytics I	3
or SCM 324	Business Data Analytics I	
MGT 415	Event and Facility Management	3
Fall Total Semester Credit Hours		
Spring		
		Semester Credit Hours
		Hours
GBUS 315	Legal Aspects of Sports Management	3
GBUS 310	Business Communications	3
GBUS 452	Business Ethics for Non-Accounting Majors	3
or GBUS 450	Business Ethics	
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		
Spring Total Semester Credit Hours		
Total Third Year Semester Credit Hours		

Fourth Year

Code	Title	Hours
Fall		
		Semester Credit Hours
		Hours
GBUS 440	International Business (EL)	3
MGT 476	Business Data Analytics II	3
or SCM 476	Business Data Analytics II	
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		
Fall Total Semester Credit Hours		
Spring		
		Semester Credit Hours
		Hours
GBUS 357	Profitability in Sports	3
MKT 425	Marketing the Business of Sports	3
MGT 439	Business Strategy and Policy	3
SCM 310	Strategic Sourcing	3
Upper Division Business Elective (300-400 level from: ACCT, FIN, GBUS, MGT, MIS, MKT, SCM)		
Spring Total Semester Credit Hours		

Total Fourth Year Semester Credit Hours	30
Minimum Semester Credit Hours required for Degree	120

Note: A minimum of 54 upper division hours (300 and 400 level courses) are required for this degree. Resident credit totaling 25% of the hours is required for the degree. A minimum GPA of 2.0 is required in three areas for graduation: Overall GPA, Institutional GPA, and Major GPA.

Undergraduate Business Courses

FIN 325. Money, Banking, and Financial Markets. 3 Hours.

This course is a study of the American banking system, in particular the Federal Reserve System and the tools it uses to control the economy. It is also a study of the theories of fiscal and monetary policy. Prerequisite: ECON 2301 and ECON 2302.

FIN 354. Financial Management. 3 Hours.

The organization, the instruments, and the methods of financing corporations with reference primarily to the effects on the corporation and its stockholders will be covered. Prerequisite: ACCT 2301 or ACCT 2302 with a C or better.

FIN 464. Principles of Investments. 3 Hours.

This is an introduction to the basic principles of investing, which includes the study of the behavior of securities markets mechanics of stock analysis and investing, decision making techniques, and risk. Prerequisite: FIN 354 with a C or better.

FIN 470. International Finance. 3 Hours.

This course is a study of the institutions and relationships of the international financial system as it relates to the balance of payments, foreign exchange risk, arbitrage, political risk, foreign investment and operations, global banking, and international finance resources. Prerequisite: FIN 354 with a C or better.

FIN 474. Intermediate Financial Management. 3 Hours.

This is an advanced analysis of the sources and uses of funds by corporations. Emphasis is on security valuation techniques, long-term investment decisions, capital structure decisions, and dividend policy. Prerequisite: FIN 354 with a C or better.

FIN 484. Financial Institutions Management. 3 Hours.

This course examines the practices and instruments of institutions comprising finance, industry, portfolio investment policies, legal controls, growth developments, and management practices of financial institutions (particularly banks). Prerequisite: FIN 354 with a C or better.

FIN 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

FIN 494. Security Analysis and Portfolio Management. 3 Hours.

This course is an advanced evaluation of investment securities of both private and public institutions through external analysis of financial statements and economic conditions, risk and return analysis, and portfolio selection. Prerequisite: FIN 464.

FIN 496. Financial Derivatives. 3 Hours.

This course provides students an understanding of financial derivative instruments and their applications to risk management and business strategy. A distinction is made between using derivatives to manage risk and using them for speculation. The basic mathematical tools necessary for analysis, design, pricing, and implementation of derivatives in a managerial context are presented including forward, future, option, and swap contracts, hedging, arbitrage, and derivatives-pricing models. Prerequisite: FIN 474.

FIN 497. Special Topics. 3 Hours.

Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.

GBUS 300. Economic Development and the Global Economy. 1 Hour.

This course will provide an introduction and basic understanding of the global economy and its impact on the world of economic development. The theoretical aspects include economics, capitalism, innovation, strategies and value issues. The practical aspects include market analysis, writing business plans, selecting the most beneficial entity, team development, capitalization, team member selection and legal and ethical issues.

GBUS 301. Strategic Planning and Development. 1 Hour.

This course presents the concepts of strategic planning considering its nature, scope, elements, development and the steps in the strategic planning process. (1 sch).

GBUS 302. Implementing the Leadership Action Plan. 1 Hour.

This course is designed to assist each individual student to identify their unique strengths as a leader or potential leader. To facilitate the development of a personalized student growth plan the Gallup Strengths Finder 2.0 has been chosen for administration to each student. Following the initial class meeting; students will read the text Strengths Based Leadership and execute the online Strengths Finder 2.0 evaluation.

GBUS 310. Business Communications. 3 Hours.

This course presents communication as a critical component for success in the workplace. In this class, students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. Students will use a strategic communication model to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Students will practice drafting and editing clear, precise, and readable written business documents. Students will develop and deliver an individual presentation, using appropriate and effective visual support, in which they present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise. Students will also learn and practice skills in low structure presentations, managing meetings, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level.

GBUS 315. Legal Aspects of Sports Management. 3 Hours.

This course focuses on the legal aspects of sports in the areas of ethics, torts, commercialization, and contract issues as they relate to professional, intercollegiate, and interscholastic sports.

GBUS 357. Profitability in Sports. 3 Hours.

Covers the business and economics side of sports teams and organizations. Basic principles of economics are used to analyze and understand league organization, pricing, advertising and broadcasting as well as the labor market in sports. Prerequisite: ECON 2302.

GBUS 430. The Culture of Mexico. 3 Hours.

Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States – the country of Mexico. Course content focuses on 1) the impact of culture on the Mexican citizens; 2) differences in U.S. and Mexican cultures; 3) how Mexican culture affects its attitude towards its neighbors; and 4) the structure of the Mexican population by ethnic groups and how this affects the culture. Prerequisite: Course requires travel outside of the United States.

GBUS 435. The Economy of Mexico. 3 Hours.

Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States – the country of Mexico. Course content focuses on 1) the economic structure of the Mexican economy; 2) the role of exports; 3) major international trading partners; 4) growth of the economy by sectors; 5) why illegal aliens cross the U.S. borders and the impact on the economy and psyche of the people, including the government. Prerequisite: Course requires travel outside of the United States.

GBUS 440. International Business (EL). 3 Hours.

This course is designed to allow students to explore problems and challenges in international business. Students are given the opportunity to visit with representatives of various international companies during a field trip.

GBUS 450. Business Ethics. 3 Hours.

This course is a study of ethical problems in business and the foundation for decisions involving ethical issues. Topics include ethical concepts, personal integrity, individual conscience and company loyalty and responsibility conflicts, as they impact on the decision process in the functional areas of business.

GBUS 452. Business Ethics for Non-Accounting Majors. 3 Hours.

This course is a study of ethical problems in business and foundations for decisions involving ethical issues. Topics include ethical concepts, personal integrity, individual conscience, and company loyalty and responsibility conflicts as they impact on the decision making process in the functional areas of business.

GBUS 456. Social, Political and Legal Environment. 3 Hours.

The study of the social, political, and legal environments in which organizations must operate, this course places special emphasis on legal institutions, their impact upon the operation and performance of business and government, and ethical standards and their effect upon business and government.

GBUS 470. Internship in Business. 3 Hours.

This is a directed internship that provides business students with the applications of business related knowledge in an organization. The student receives hands-on experience under the joint guidance of a professional from an organization and a faculty supervisor. May repeat for additional 3 hours. Prerequisite: Consent of instructor.

GBUS 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

GBUS 497. Special Topics. 3 Hours.

Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.

MGT 2330. Industrial Project Management. 3 Hours.

This course provides an introduction to the Critical Path Method and Program Evaluation and Review Technique. The course covers project planning and control methods; activity sequencing; time-cost trade-offs; allocation of manpower and equipment resources; scheduling activities; and computer analysis for PERT/CPM with emphasis on MS Project. Development of work breakdown structures, analysis of case studies, development resource relationship worksheets and the study of real-life project issues will be utilized as homework and as hands-on exercises.

MGT 300. Personnel Management Evaluation and Development. 1 Hour.

This course is designed to provide a foundation in the psychology of strength development, as well as, an understanding of how "quality" products and/or services are directly linked to the management of personnel through a lead-management model. Students will be introduced to actual conversational techniques and strategies that will empower the worker and the supervisor. Students will be directly involved in hands on practice of these techniques.

MGT 301. Personnel Management: Cultural Change and Innovation. 1 Hour.

This course focuses on providing an understanding of the skills necessary to achieve organizational change through innovation and cultural diversity. Topics include workplace diversity and diversity management, organizational culture, the nine GLOBE cultural dimensions, generational differences in organizations, and other related topics determined appropriate for employees and employers.

MGT 320. Supply Chain Management. 3 Hours.

This class discusses management of the supply and purchasing functions. This course explores how to determine price, quality assurance, selection of suppliers, negotiation, supplier consultation and training, and the legal and environmental aspect of purchasing and supply.

MGT 321. Organizational Behavior. 3 Hours.

This class examines the study of human behavior in complex organizations with emphasis on individual, small group, and inter-group behavior and how it affects and is affected by the organization in pursuit of organizational goals.

MGT 324. Business Data Analytics I. 3 Hours.

This course introduces students to data analytics statistical methods used in addressing real world business problems. This course is designed to apply statistical concepts and perform data visualization using pivot tables, formatting, functions and Power BI. Topics covered include sampling distributions, confidence intervals, hypothesis testing, simple regression and multiple regression. Appropriate computer resources will be used. This course integrates the principles of experiential learning and meets the criteria for undergraduate research. Prerequisite: MATH 1342.

MGT 325. Business Statistics. 3 Hours.

This course introduces students to statistical methods used in addressing real world business problems. Topics covered include sampling distributions, confidence intervals, hypothesis testing, simple regression, and multiple regression. Appropriate computer resources will be used. Prerequisite: MATH 1342.

MGT 326. Labor Relations. 3 Hours.

This course discusses labor in the United States with emphasis on the historical development of unionism labor legislation, union structure, bargaining issues, contract negotiations and administration, and labor-management relations.

MGT 330. Logistics Management. 3 Hours.

This course explores concepts and systems designed to facilitate and control the movement of materials and parts through the procurement, production and distribution processes until they reach the final user. Topics include transportation, inventory control, materials handling, warehousing, customer service, order processing, planning and control.

MGT 366. Topics in Organizational Leadership. 3 Hours.

Leading organizations in a contemporary business climate is increasingly complex. This course focuses on the complexity of today's organization and the application of leadership in this environment. An important component of this class is the guest lecturers delivered by local organizational leaders. Prerequisite: Sophomore standing and MGT 395.

MGT 395. Principles of Management. 3 Hours.

This class is a study of management principles that apply to all types of business organizations with special emphasis on planning, organizing, staffing, and controlling.

MGT 415. Event and Facility Management. 3 Hours.

This course is designed to introduce students to event and facility management fundamentals of program development and practicality using techniques of identifying and analyzing program activity areas: planning, financing, marketing, implementation, and evaluation. The student will be able to identify and operationalize components across sports industries.

MGT 438. Compensation Management. 3 Hours.

This course is a study of the total compensation management systems. Financial considerations are emphasized including the environment of the employer organization, organizational policies, job analysis, job evaluation and employee performance and appraisal. Non-financial compensation components are studied from the viewpoint of the work environment and job design. Prerequisite: MGT 395.

MGT 439. Business Strategy and Policy. 3 Hours.

In this capstone course students apply and integrate prior knowledge, i.e., accounting, finance, management, marketing, and economics. It also focuses upon the strategic process: the systematic analysis of changing conditions and the adapting of goals, strategies, and policies to meet organizational opportunities and threats. Prerequisite: Student must be within last 18 hours.

MGT 444. Field Experience in Business. 3 Hours.

Working with a business on a consulting basis, students identify and analyze problem area(s) while gaining experience in business problem solving and project management. Students are expected to define the project and utilize appropriate methodology. At the conclusion a formally written report is prepared and an oral presentation is made to the business owner. Prerequisite: MGT 395 and Senior standing.

MGT 446. Entrepreneurship (EL). 3 Hours.

This class is an examination of the characteristics of a successful entrepreneur as a person who has the need to build and create something new. Emphasis is on the application of entrepreneurship to small businesses, new ventures, established businesses and franchises. Prerequisite: MGT 395.

MGT 465. Production and Operations Management. 3 Hours.

This class is an introduction to the problems and practices involved in the manufacturing and service industry. Topics include production and operations strategies, facilities location and layout, production planning and scheduling, inventory management and quality control. Prerequisite: MGT 395.

MGT 475. Management Science. 3 Hours.

This course is a survey of modern quantitative techniques in business decision-making. The application of both deterministic and probabilistic models is included. Prerequisite: MATH 1342.

MGT 476. Business Data Analytics II. 3 Hours.

This course introduces predictive analytics and prescriptive analytics. Predictive analytics seeks to predict what could occur in the future, and includes forecasting techniques, data mining and Monte Carlo simulation. Prescriptive analytics investigates what should occur in the future and includes optimization models. Prerequisite: MGT 324 or SCM 324 or SCM 325 or MATH 1342.

MGT 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

MGT 490. Senior Design I. 3 Hours.

Projects involve beginning to create a business plan for the design of a device, circuit system, process, or algorithm. Topics covered include, project planning and management, and project costs, and include aspects of ethics in engineering design, safety, environmental considerations, economic constraints, liability, manufacturing, and marketing. Projects are carried out using a team-based approach and selection and analysis of a design project to be continued in MGT 491 is carried out. Written progress reports, a proposal, a final report, and oral presentations are required. Cross-listed with CS 490 and EE 490. Credit can only be awarded for one course. Prerequisite: Junior or Senior classification.

MGT 491. Senior Design II. 3 Hours.

Business plans for the device, circuit system, process, or algorithm designed by engineering students that were started in the previous semester will be completed. Written progress reports, a final report, design manuals, and oral presentations are required. Cross-listed with CS 491 and EE 491. Credit can only be awarded for one course. Prerequisite: MGT 490, and Junior or Senior classification.

MGT 495. Human Resource Management. 3 Hours.

This course explores the principles, policies, and practices currently related to the organization and administration of a human resource management department; employment, promotion, and retirement; comparative analysis of such human resource practices as performance evaluation instruments, job evaluation, safety and welfare programs. Prerequisite: MGT 395.

MGT 497. Special Topics. 3 Hours.

Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.

MGT 498. Human Resource Selection. 3 Hours.

Selection is the process of collecting and evaluating information about an individual in order to extend an offer of employment. Such employment could be either a first position for a new employee or a different position for a current employee. The selection process is performed under legal and environmental constraints and addresses the future interests of the organization and of the individual. Prerequisite: MGT 495.

MIS 302. Enterprise Resource Planning. 3 Hours.

This course provides an overview of enterprise systems and supply chain business processes, and introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Cross-listed with SCM 302. Credit cannot be awarded for both SCM 302 and MIS 302.

MIS 305. Electronic Commerce. 3 Hours.

This course is a study of the practices and methods used in implementing electronic commerce business solutions. Topics will include logistics and support activities, electronic data interchange, electronic supply chain management, and implementation issues. The auction process and web auction strategies will be discussed. Prerequisite: MIS 360.

MIS 308. Project Management. 3 Hours.

This class is a study of the practices and methods used in managing projects. Project elements such as scheduling, organizing, implementing, control, and assessment will be discussed. The course focuses on using project management techniques appropriate for information systems projects.

MIS 310. Mobile Application Development. 3 Hours.

This course will introduce students to application development for mobile devices. Students will learn about implementation, software design, and user-interaction design on the mobile computing platform. Students will also learn about concepts at the core of modern mobile computing, such as software and data distribution models and location awareness. The course focuses on using the iPhone OS as the development platform, but the concepts covered in the course apply to all mobile computing platforms. Students will be introduced to the swift programming language, the XCode programming environment, and the iPhone SDK and APIs.

MIS 360. Essentials of Management Information Systems. 3 Hours.

This course explores concepts of information systems management. Emphasis is placed on the theory and practice related to the development and operation of information systems in organizations. The course should be taken during the first year of enrollment.

MIS 361. Database Systems and Design. 3 Hours.

This course provides the basic concepts of management of database systems. The course emphasizes understanding the various database management functions and providing database support for the organization. Topics include types of database models, database design, entity relationship diagrams, normalization, database-management systems, administration of database security, error recovery, concurrency control, and distributed-database systems. This course focuses on the design of a database starting from the conceptual design to the implementation of a database schema and user interfaces to the database. Students will design databases using a database management system and development tools. Students will learn the database query language SQL. Cross-listed with CS 361. Credit for both MIS 361 and CS 361 cannot be awarded.

MIS 362. Systems Analysis and Design. 3 Hours.

This is the study of the methodology for analysis and design of a business information system. Emphasis will be on critical analysis of existing systems and design of computer based systems. An actual systems analysis is required. Cross-listed with CS 362. Credit for both CS 362 and MIS 362 cannot be awarded.

MIS 430. Website Development. 3 Hours.

Students utilize coding and Web development tools to create inter-linked Web pages.

MIS 450. Principles of Management Information Security. 3 Hours.

This course addresses aspects of information security. Topics include implications of databases, telecommunication systems, risk assessment, security policies, remote connections, authentication and prevention systems, foundations of cryptography, physical security issues, and appropriate counter measures. Reading and cases are used to increase depth of content and analytical perspective concerning law and ethics. Prerequisite: MIS 360.

MIS 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

MKT 300. Marketing the Organization. 1 Hour.

This course presents the concepts of marketing as it relates to organizations considering its nature, scope, elements, development, and the steps in the marketing planning process.

MKT 363. Marketing. 3 Hours.

This is an introductory course in marketing presenting the basic components of marketing including product promotion, pricing, and distribution of goods and services with a set of controllable and non-controllable environmental forces.

MKT 366. Marketing Promotion. 3 Hours.

This course is an analysis of the promotion networks of business firms to external publics. Emphasis is on enabling the student to appraise their effectiveness as marketing tools and their social and economic significance. Prerequisite: MKT 363.

MKT 416. International Marketing. 3 Hours.

Students survey the economic, cultural, and political-legal environments in which international marketing takes place, and examine marketing functions and their adaptations to those environments.

MKT 425. Marketing the Business of Sports. 3 Hours.

This course provides an overview of the global sports industry and utilizes a strategic approach to organize the marketing process as applied to sports marketing. Prerequisite: MKT 363.

MKT 436. Marketing Research. 3 Hours.

Techniques of marketing research, research design, analysis and interpretation of marketing data, questionnaire building, and sampling methods are covered in this course. Emphasis is given to selected applications of marketing research. Prerequisite: MKT 363.

MKT 445. Retailing (EL). 3 Hours.

A study of managerial principles and practices of retail operations. This course covers store locations and layout, buying, pricing, promotion, services, and inventory control. This course integrates the principles of Experiential Learning and meets the criteria for field-work.

MKT 465. Sales Management. 3 Hours.

Policies, operation, coordination and control of marketing activities, with special emphasis on the selection and direction of sales personnel, are covered in this course.

MKT 467. Consumer Behavior. 3 Hours.

Students will examine the development of an accurate and comprehensive understanding of the consumer buying process and the important psychological variables that influence that process. Prerequisite: MKT 363.

MKT 489. Individual Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

SCM 302. Enterprise Resource Planning. 3 Hours.

This course provides an overview of enterprise systems and supply chain business processes, and introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Cross-listed with MIS 302. Credit cannot be awarded for both SCM 302 and MIS 302.

SCM 304. Principles of Supply Chain Management (SL). 3 Hours.

A firm supply chain includes all internal functions plus external suppliers involved in the identification and fulfillment of needs for materials, equipment, and services. Supply chain management lays the foundation for a successful business operation. This course integrates the principles of Experiential Learning and meets the criteria for service learning.

SCM 308. Project Management. 3 Hours.

This class is a study of the practices and methods used in managing projects. Project elements such as scheduling, organizing, implementing, control, and assessment will be discussed. The course focuses on using project management techniques appropriate for information systems projects.

SCM 310. Strategic Sourcing. 3 Hours.

This course is to introduce the key concepts and techniques that manage and improve supply chain processes from different industries and markets. At the completion of this course, skills will be gained to assess supply chain performance and make recommendations to increase supply chain competitiveness. This course integrates the principles of Experiential Learning (EL) and meets the criteria for project-based learning. Prerequisite: Junior standing.

SCM 324. Business Data Analytics I. 3 Hours.

This course introduces students to data analytics statistical methods used in addressing real world business problems. This course is designed to apply statistical concepts and perform data visualization using pivot tables, formatting, functions and Power BI. Topics covered include sampling distributions, confidence intervals, hypothesis testing, simple regression and multiple regression. Appropriate computer resources will be used. This course integrates the principles of experiential learning and meets the criteria for undergraduate research. Prerequisite: MATH 1342.

SCM 325. Business Statistics (EL). 3 Hours.

This course introduces students to statistical methods used in addressing real world business problems. Topics covered include sampling distributions, confidence intervals, hypothesis testing, simple regression, and multiple regression. Appropriate computer resources will be used. This course integrates the principles of Experiential Learning and meets the criteria for undergraduate research. Prerequisite: MATH 1342.

SCM 412. Transportation. 3 Hours.

This course presents the business process for transportation and logistics including all the activities required to move products, money, and information within the supply chain. Prerequisite: Junior standing.

SCM 434. Quality Analysis and Control. 3 Hours.

This course explores how quality integrates fundamental management techniques and technical tools under a disciplined approach. Prerequisite: SCM 325, or MATH 1325, or MATH 2413.

SCM 476. Business Data Analytics II. 3 Hours.

This course introduces predictive analytics and prescriptive analytics. Predictive analytics seeks to predict what could occur in the future, and includes forecasting techniques, data mining and Monte Carlo simulation. Prescriptive analytics investigates what should occur in the future and includes optimization models. Prerequisite: MGT 324 or SCM 324.

SCM 489. Independent Study. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

SCM 497. Special Topics. 3 Hours.

Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.

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