Objectives

Graduate courses in management and marketing may be taken as part of the requirements in the M.B.A. program and also may also be taken by other graduate students who desire to obtain advanced knowledge in the respective areas. Management courses may be applied to a major or minor in management, and both management and marketing courses may be applied to a minor in general business. These courses enable students to acquire knowledge and skills to enhance their capabilities for optimizing personal potential within their chosen career paths.

Management Major (M.B.A.)

While all M.B.A. students obtain knowledge of the fundamentals of management, the management major provides an opportunity to develop more specialized knowledge in one or more areas of management. This is achieved by completing a total of 18 graduate hours of management courses, including those required of all M.B.A. students.
Management Minor

The objective of the graduate minor in management is to provide students with either general or specialized knowledge of the subject according to individual needs. This objective is satisfied by completing nine to 15 hours of management courses numbered 500 and higher.

Graduate Assistantships

A limited number of graduate assistantships are awarded each year in the department. For information and applications, contact the chair of the department.

Graduate Faculty

Regents Professor
Dillard B. Tinsley, Ph.D., Texas Tech University, Marketing

Professors
Robert A. Culpepper, Ph.D., University of Alabama, Management
Warren W. Fisher, Ph.D., University of Texas at Austin, Management
David E. Gundersen, Ph.D., University of Mississippi, Management
Joseph G. Ormsby, Ph.D., University of Arkansas, Management
Elton L. Scifres, Ph.D., Louisiana State University, Management

Associate Professors
Charlotte Allen, Ph.D., University of North Texas, Marketing
Joe K. Ballenger, Ph.D., University of North Texas, Marketing
Robert Mitchell Crocker, Ph.D., Auburn University, Management
Marlene C. Kahla, Ph.D., Texas A&M University, Marketing
Larry R. O’Neal, Ph.D., Texas A&M University, Marketing
Philip E. Stetz, Ph.D., Texas Tech University, Management

Assistant Professor
Larry H. Chasteen, Ph.D., University of Texas at Dallas, Management
Matthew Lindsey, Ph.D., University of North Texas, Management

Courses in Management (MGT)

*Unless otherwise indicated, courses are three semester hours credit.

512. Foundations In Management. An introduction to fundamental theories associated with the management of organizations. Emphasis is placed on the managerial process and the application of management theory in organizational settings.

517. Strategic Management. A study of strategy formulation and implementation emphasizing the integration of decisions in the functional areas in light of external conditions and forces to achieve organizational objectives. Prerequisites: Completion of (or current enrollment in) all M.B.A. core course requirements, or completion of all M.P.A. undergraduate course requirements, or consent of the M.B.A. director. Not recommended for non-business majors.
522. Advanced Topics in International Management. A study of administrative philosophies, policies, and practices of international business organizations. The nature of management processes and activities is examined in terms of different social, cultural, political, and economic environments. Prerequisite: three hours in management.

550. Executive Leadership. An introduction to leadership theory and principles; application of leadership concepts in business organizations, with emphasis on formation of a personal leadership style. (Same as GBU 550).


571. Operations Management. An analysis of the problems and relationships involved in the production of services and goods. Specific topics include service product design, process selection, work methods and standards, inventory control, quality control, and production control. Prerequisite: ECO 502 or equivalent.

573. Seminar in Human Resource Management. Advanced treatment of leading-edge theories and practices in human resource management that focus on effective employee management. Topics include equal employment opportunity, human resource planning, recruiting, selection, training and development, compensation, and employee and labor relations.

575. Advanced Graduate Studies. Student is individually assigned to an instructor on the basis of the type of studies needed for the programs pursued. May be repeated under different topics.

576. Advanced Graduate Studies. Same as Management 575 but in a different topic.

577. Organizational Behavior and Theory. An in-depth examination of selected issues in organizational behavior and organizational design. Both practical and theoretical perspectives on topics are designed to help students identify relevant information, analyze situations and select appropriate actions. Prerequisite: MGT 512 or equivalent.

580. Quantitative Management Applications. Quantitative techniques for decision including linear programming, goal programming, integer programming, non-linear programming, transportation and assignment method programming, and network flow models. Prerequisite: ECO 502 or equivalent.

581. Information Systems in Organizations. An overview of information systems including conceptual foundations, development, use, and impact on the organization. Prerequisites: CSC 503 or equivalent and three hours of management or equivalent.
585. Seminar in Entrepreneurship. Investigates the risks, myths and rewards of entrepreneurship defined as new venture start-up or business expansion in the pursuit of wealth creation, and explores the entrepreneurial process from opportunity recognition to harvest. The focus will be on writing a formal business plan grounded in current research to assess the degree to which an idea is an opportunity. Prerequisites: Completion of M.B.A. leveling courses or their equivalents or consent of instructor.

Courses in Marketing (MKT)

*Unless otherwise indicated, courses are three semester hours credit.

508. Marketing: Theories and Practices. Covers basic marketing concepts and techniques essential to the formulation and implementation of effective marketing programs and strategies. Recommended for students with no marketing background.

510. Strategic Marketing of Services. Examination of the unique aspects of service organizations and the impact of those factors on marketing goals and strategies. Prerequisite: MKT 508 or equivalent.

513. Marketing Management. Examination of the functions of marketing executives. Emphasis on the formulation and implementation of marketing programs and strategies, covering areas such as products, pricing, channels of distribution, and promotion. Prerequisites: MKT 508, MGT 512, and ACC 501 or their equivalents.

525. Seminar in E-Commerce: Strategic Marketing Perspectives. A strategic overview of electronic commerce with an emphasis on major strategic marketing opportunities, issues and problems. Covers use of intranet, extranet, and Internet technologies to interact, collaborate and transact business with the company’s customers, employees, suppliers, and partners. Both organizational and external factors are analyzed in formulating competitive online marketing strategies. Prerequisites: CSC 503, MKT 508, and MGT 512 or their equivalents.

552. Seminar in International Marketing Management. A conceptual and action-oriented approach to marketing of products and services abroad. Management problems of planning, organizing and controlling foreign marketing operations also are analyzed. Prerequisite: MKT 508 or equivalent.

575. Advanced Graduate Studies. Student is individually assigned to an instructor on the basis of the type of studies needed for the programs pursued. May be repeated under different topics.

576. Advanced Graduate Studies. Same as Marketing 575 but in a different topic.