Objectives

The graduate studies in General Business provide background knowledge in business law and business communication as well as provide an option in the M.B.A. program for a student to develop a curriculum to meet individual objectives through study in various business administration areas.

A student interested in the M.B.A. with a General Business emphasis must meet the admission requirements listed in this bulletin.

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

Professors
Marsha Bayless, Ed.D., Oklahoma State University, Business Communication and Business Education
Timothy W. Clipson, Ed.D., Oklahoma State University, Business Communication, Leadership, Business Training and Development
Debbie D. DuFrene, Ed.D., University of Houston, Business Communication, Business Education, and Ethics
Betty S. Johnson, Ed.D., University of Arkansas, Business Communication and Business Education

Associate Professors
Florence Elliott-Howard, J.D., South Texas College of Law, Business Law
J. Keaton Grubbs, J.D., Texas Tech University, Business Law, Negotiations and Dispute Resolution
Shirley Ann Wilson, Ph. D., The University of Mississippi, Business Education, Business Communication

Assistant Professor
Traci Austin, Ph. D., The University of Nebraska, Business Communication.

Courses in Business Communication (BCM)

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

520. Managerial Communication. Applied approach to using written and oral communication as management tools, including audience analysis, research gathering and interpretation, organization, drafting, revising, presentation, and visual aid development.

530. Seminar in Business Communication Theory. Interdisciplinary approach to communication as related to the business organization. Readings and case studies in areas such as corporate image and identity, diversity, corporate culture, technology, crisis management, community relations and international issues.

578. Seminar. May be repeated.

Courses in Business Law (BLW)

525. Environmental Law. Introduction to the laws that regulate and influence environmental quality. Includes a comparison of various federal statutes and their companion legislation that promotes human and environmental health. The nature of evident prosecution under these laws, legislative initiative, scientific support for rule making and the obligations of business are considered. (Same as ENV 525)
537. **Seminar in Legal Studies in Business.** Selected topics in legal studies in business. Readings and legal research in areas such as law and ethics, employment, privacy, environmental protection and property rights, advertising, and products liability.

547. **Transnational Business Law.** An examination of the transactional and legal aspects of doing business abroad with emphasis on rules and practice in the areas of export-import, licensing and technology transfer, and sales of services. Topical matters include the legal and ethical environment of business, trade regulation, international contracting, exporting and importing, documentary transactions, trade finance, sales of services, licensing of intellectual property, and electronic transactions, together with the cultural, social, economic, and political issues affecting the international age.

521. **Topics in General Business.** One to three semester hours. Can be repeated as topics vary. Limit of three semester hours to be applied to graduate degree.

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 MGT 550).

557. **Negotiation and Dispute Resolution.** A study of negotiation theories and skills applicable to business transactions; of conflict administration through the various dispute resolution methods; of design and implementation of dispute resolution systems for business conflicts; and of social and ethical issues in negotiation and dispute resolutions.

575. **Advanced Graduate Studies.** Individual study based on student need. May be repeated under different topics.

576. **Advanced Graduate Studies.** Individual study based on student need.