DEPARTMENT OF MANAGEMENT AND MARKETING

Web Site: https://twu.edu/business/

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The primary objective of the graduate degree programs offered in the College of Business is to produce graduates who can manage and lead in dynamic and challenging environments such as industry, health care, government, and education. Management & Marketing degrees and emphases impart current skills in business, management, marketing, human resources management, and women in leadership.

Foundation coursework may be required for students who have not completed undergraduate coursework in business or healthcare, or do not have appropriate business or healthcare experience. The need for foundation coursework is assessed on an individual case basis by evaluating the student's undergraduate transcripts and current resume.

See the main College of Business (http://catalog.twu.edu/graduate/business/) page for additional information.

Graduate Degrees Offered

- M.B.A. (Accounting) (http://catalog.twu.edu/graduate/business/management-marketing/accounting-master-business-administration-mba/)
- M.B.A. (Business Analytics) (http://catalog.twu.edu/graduate/business/management-marketing/business-analytics-master-business-administration-mba/)
- M.B.A. (Entrepreneurship) (http://catalog.twu.edu/graduate/business/management-marketing/entrepreneurship-master-business-administration-mba/)
- M.B.A. (General Business) (http://catalog.twu.edu/graduate/business/management-marketing/general-master-business-administration-mba/)
- M.B.A. (Healthcare Administration) (http://catalog.twu.edu/graduate/business/management-marketing/hca-master-business-administration-mba/)
- M.B.A. (HR Management) (http://catalog.twu.edu/graduate/business/management-marketing/hr-master-business-administration-mba/)
- M.B.A. (Marketing) (http://catalog.twu.edu/graduate/business/management-marketing/master-business-administration-marketing-emphasis-mba/)
- M.B.A. (Sport Management) (http://catalog.twu.edu/graduate/business/management-marketing/sport-management-master-business-administration-mba/)
- M.B.A. (Women in Leadership) (http://catalog.twu.edu/graduate/business/management-marketing/women-leadership-master-business-administration-mba/)
- Dual Degree: M.H.A./M.B.A (http://catalog.twu.edu/graduate/business/master-healthcare-business-administration/)
- P.B. Certificate in Business Fundamentals (http://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-business-fundamentals/)
- P.B. Certificate in Entrepreneurship (http://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-entrepreneurship/)
- P.B. Certificate in Women in Leadership (http://catalog.twu.edu/graduate/business/management-marketing/post-baccalaureate-certificate-women-leadership/)

Minors

Master's level requirements are established by the student's committee in consultation with the College of Business.

Faculty

*BARUA, MARIA E., Associate Professor of Marketing, B.B.A., University of Texas, El Paso; M.B.A., University of Texas, El Paso; Ph.D., University of Texas at El Paso

*BROWN, LEE WARREN, Associate Professor of Management, B.B.A, The University of Texas at Arlington; M.B.A., The University of Texas at Arlington; Ph.D., The University of Texas at Arlington;

*CREWS, DEREK, Professor of Human Resources, B.B.A., University of North Texas; M.B.A., University of North Texas; Ed.D., Nova Southeastern University

*FLANAGAN, JENNIFER L., Associate Professor of Management, B.S., Texas A&M University-Commerce; M.B.A., Texas Woman's University; Ph.D., Texas A&M University-Commerce

*HORN, DEWAYNNA R., Professor of Management; Associate Dean for Accreditation, B.S., Belhaven College; M.B.A., Millsaps College; Ph.D., Jackson State University

*HYDE, SHELIA, Assistant Professor, B.S., Northwestern State University of Louisiana; M.A., Louisiana Tech University; Ph.D., University of Texas-Arlington

*LAMBERT, JASON R., Associate Professor of Management, B.A., Columbia College Chicago; Ph.D., The University of Texas at Arlington

*MEACHAM, JERAMY, Lecturer I of Management, B.S., Nicholls State University; M.B.A., McNeese State University; Ph.D., Jackson State University

*RADIGHIERI, JEFFREY, Associate Professor of Marketing, B.B.A., Texas A&M University; M.B.A., University of Montana; Ph.D., Washington State University at Pullman

*RAMAN, PUSHKALA, Professor of Marketing, B.Sc., University of Madras; M.B.A., Indian Institute of Management; Ph.D., Texas A&M University

*RYLANDER, DAVID H., Professor of Marketing; Chair of the Department of Management and Marketing, B.S., Trinity University; M.B.A., Texas A&M University; Ph.D., University of North Texas

*WEBB, KERRY S., Professor of Management, B.A., East Texas Baptist University; M.A., Southwestern Seminary; Ph.D., University of North Texas

*YOUNG, MARGARET, Professor of Marketing, B.B.A., University of Texas at El Paso; M.S., New Mexico State University; Ph.D., New Mexico State University

Courses

BUS 5013. Foundations in Business. Demonstration and application of the functional areas of the business environment with specific emphasis on marketing, management, business ethics, and the global dimensions of business. Three lecture hours a week. Credit: Three hours.

BUS 5393. Leading High Performing Teams. Group theory, team dynamics, team membership and team leadership. Application of team theory in management, focusing on planning, organizing, and leading teams to solve business problems. Immersion in team dynamics through experiential activities, cases, and team projects. Three lecture hours a week. Credit: Three hours.

BUS 5903. Special Topics. Variable content. Three lecture hours a week. Credit: Three hours.

BUS 5913. Independent Study. Individual study of specific problems in business. Prerequisite: Permission of instructor. Credit: Three hours.

BUS 5923. Global Business. Similarities and differences in business practices and management styles of global firms across a variety of industries; strategies employed to gain competitive advantage in international markets in the context of NAFTA; impact of history, culture, and current political environment on the global economy. Three lecture hours a week. Credit: Three hours.

BUS 5933. Business Ethics and Legal Environment. A critical examination/evaluation and discussion of ethical alternatives with respect to decision-making and action in business and managerial practice. Examines contemporary cases involving personal, social, and legal issues as well as theoretical and empirical foundations in the classical system of ethics. Three lecture hours a week. Credit: Three hours.

BUS 5953. Internship. Cooperative work-study arrangement between business, industry, or selected institutions with the University. Preplanning and evaluation will involve 10% of the laboratory hours per week. Maximum enrollment is twelve hours. Nine practicum hours a week. Credit: Three hours.

BUS 5956. Internship. Cooperative work-study arrangement between business, industry, or selected institutions with the University. Preplanning and evaluation will involve 10% of the laboratory hours per week. Maximum enrollment is twelve hours. Eighteen practicum hours a week. Credit: Six hours.

BUS 5973. Professional Paper. Credit: Three hours.

BUS 5981. The Professional Portfolio. Development of a professional portfolio by students in the Master of Arts in Teaching program demonstrating the student's growth in the Learner-Centered Competencies. Pass-fail grade only. May be repeated. Credit: One hour.

MGT 5263. Organizational Behavior in Business Administration. Organizational problems which involve the human factor; perspective for understanding and predicting behavior in formal organizations; interrelationships of structural and behavioral changes. Survey of research on organization in private and public organizations. Prerequisite: Degree in business or permission of instructor. Three lecture hours a week. Credit: Three hours.

MGT 5273. Human Resource Administration. Human resource programming, job requirements, sources of labor supply, selection procedures, training programs, job evaluation, salary administration, employee communication, union-management relations. Three lecture hours a week. Credit: Three hours.

MGT 5423. Entrepreneurial Strategy. Writing a business plan and scaling a business. Identifying the target customer, competition, suppliers, and distribution networks. Market sizing and feasibility analysis. Networking and negotiation strategies. Patents, copyrights, securing financing, and managing vendor relations. Three lecture hours a week. Credit: Three hours.

MGT 5453. Business Leadership. Study of the dynamics of leadership of small groups to large organizations. The application of leadership theory is stressed for both profit and not-for-profit environments. Three lecture hours a week. Credit: Three hours.

MGT 5503. International Business and Economic Study Tour. Directed international Business and Economic Study tour; examination of major trends in a selected foreign country's economic, cultural, and business structures. May be repeated. Three lecture hours a week. Credit: Three hours.

MGT 5553. Conflict Resolution. Application of principles and technical tools to solve human resource problems as found in employment, employee education and training, and labor relations. Three lecture hours a week. Credit: Three hours.

MGT 5573. E-Business. Concepts and frameworks for exploring E-Business opportunities; comparison and contrast of various E-Business models and electronic commerce strategies. Three lecture hours a week. Credit: Three hours.

MGT 5613. Staffing. Principles of employment selection: workforce planning and forecasting, job analysis, sourcing and recruiting, measurement, reliability, validity, selection measures, interviews, ability tests, personality tests, and making a selection decision. Prerequisite: MGT 5273. Three lecture hours a week. Credit: Three hours.

MGT 5623. Compensation and Benefits. Principles of compensation and benefits including internal alignment of compensation, job analysis, job evaluation, determine pay based on external factors, design pay levels, mix, and structure, pay for performance, performance appraisal, benefits, legally required benefits, retirement plans, and health care plans. Three lecture hours a week. Credit: Three hours.

MGT 5633. Principles of Talent Development. Adult learning theory; needs assessment; creating objectives; design and development of programs using a variety of methods; evaluation; transfer of training; experiential learning. Three seminar hours a week. Credit: Three hours.

MGT 5663. Decision Analysis for Managers. Advanced topics in statistical inference relating to decision-making and research in business and economics; probability theory, tests of hypotheses, sampling and experimental design, multiple correlation and non-parametric statistical methods. Three lecture hours a week. Credit: Three hours.

MGT 5683. Business Decision Process. Multiple regression analysis and other widely used statistical methodologies, and their assumptions and approaches, as applied to business decision making. Students practice analyzing and solving data-driven business problems, making recommendations based on their solutions, and communicating results. Prerequisite: MGT 5663. Three lecture hours a week. Credit: Three hours.

MGT 5693. Enterprise Applications of Business Intelligence. Business intelligence concepts, methodologies and tools used in effective managerial decision making. Application of business intelligence tools to identify business problems and then compare and contrast different solutions to them. Prerequisite: MGT 5663. Three lecture hours a week. Credit: Three hours.

MGT 5743. Project Management. Tools and techniques of project selection and management as defined by the Project Management Institute, including network diagrams, critical path analysis, critical chain scheduling, cost estimates, earned value management, and completion of team project management software required. Three lecture hours a week. Credit: Three hours.

MGT 5763. Strategic Information Systems. Foundation, structure, development, and implementation of information systems; management and control of corporate information systems; decision-support systems and expert systems; information technology economics; global information systems and knowledge management. Three lecture hours a week. Credit: Three hours.

MGT 5893. Business Strategy and Policy. Capstone course in the MBA program using strategic business analysis to integrate the student's graduate business experience. Comprehensive business case analysis for proposed or actual companies. Prerequisites: MKT 5133, FIN 5243, MGT 5263, ACCT 5433 or ACCT 5483, and MGT 5663. Three lecture hours a week. Credit: Three hours.

MGT 5963. Management Operations. Process and project management and development of functional strategies to create value for an employer and their consumers; management tools and approaches for analyzing operations and applications to a wide variety of managerial decisions. Three lecture hours a week. Credit: Three hours.

MKT 5133. Marketing Management. Application of analytical concepts and principles to marketing strategy. Application of marketing concepts such as target marketing, positioning, customer satisfaction, product development, pricing, distribution, and promotion to cases and contemporary issues from a manager's point of view. Three lecture hours a week. Credit: Three hours.

MKT 5153. Research Methods in Business. Business research methods and statistical analysis used in business research. Three lecture hours a week. Credit: Three hours.

MKT 5213. Consumer Behavior. Overview of psychology pertaining to the capture of consumer insight and factors that influence consumer choice. Tools used to study consumer choice and decision making. Conceptual theories and major topics of consumer behavior including attitudes, impulsive vs. deliberative purchase, psychographic profiling and assessment, brand loyalty, experiential marketing, self and identity, and product satisfaction. Prerequisite: MKT 5133. Three lecture hours a week. Credit: Three hours.

MKT 5313. Digital Marketing. Digital marketing strategy, tactics, and implementation across multiple platforms and channels. Best practices in marketing associated with social media, websites, digital advertising, and other applications. Related analytics for evaluation and improvement of digital marketing efforts. Prerequisite: MKT 5133. Three lecture hours a week. Credit: Three hours.

MKT 5413. Marketing Analytics. Foundations of marketing analytics and metrics. Evaluation and analysis of marketing programs and efforts via data analysis. Prerequisite: MKT 5133. Three lecture hours a week. Credit: Three hours.