

# DEPARTMENT OF MANAGEMENT AND MARKETING

**Chair:** Dr. David Rylander, Professor

**Location:** CFO 406

**Phone:** 940-898-2106

**Fax:** 940-898-2120

**E-mail:** business@twu.edu

The Department of Management and Marketing prepares students for success in the challenging and changing world of business, offering programs leading to the Bachelor of Business Administration (B.B.A.) degree. The B.B.A. prepares students for professional careers in business administration (general or entrepreneurship), human resource management, management, or marketing. Academic requirements for each degree deliver focused skills in the functional business area. In addition to technical skills in a specific business function, our programs help students build managerial skills in areas such as diversity, teamwork, ethics, and business presentation and communications, which are incorporated into most business courses. In summary, a B.B.A. from the Department of Management & Marketing builds a firm analytical and conceptual background that enables students to progress as business professionals in their chosen careers. Students may also gain experience in business prior to graduation by completing internships related to their major after they have reached their sophomore year. A certificate program in business leadership is also available, as are minors in each of the academic areas.

## Undergraduate Degrees Offered

- Minors (<https://catalog.twu.edu/undergraduate/business/management-marketing/minors/>)
- Certificates (<https://catalog.twu.edu/undergraduate/business/management-marketing/certificates/>)
- B.B.A. in Business Administration (<https://catalog.twu.edu/undergraduate/business/management-marketing/bba-business-administration-general-business/>)
- B.B.A. in Business Administration (Entrepreneurship) (<https://catalog.twu.edu/undergraduate/business/management-marketing/bba-business-administration-general-business-entrepreneurship-emphasis/>)
- B.B.A. in Human Resource Management (<https://catalog.twu.edu/undergraduate/business/management-marketing/bba-human-resource-management/>)
- Accelerated B.B.A. in Human Resource Management/M.B.A. (Human Resources Management) (<https://catalog.twu.edu/undergraduate/business/management-marketing/accelerated-business-administration-bba-human-resource-management-mba/>)
- B.B.A. in Management (<https://catalog.twu.edu/undergraduate/business/management-marketing/bba-management/>)
- B.B.A. in Marketing (<https://catalog.twu.edu/undergraduate/business/management-marketing/bba-marketing/>)
- Accelerated B.B.A. in Marketing/M.B.A. (Marketing) (<https://catalog.twu.edu/undergraduate/business/management-marketing/accelerated-marketing-bba-marketing-mba/>)

## Shared B.B.A. Degree Requirements

Each B.B.A. degree requires a concentration in the major degree area consisting of thirty (30) semester credit hours in upper-level business, economics, or related courses as indicated in this catalog and on degree plans. Any change to the required concentration courses must have approval, in advance, from an advisor in the business program. Upper-level courses are considered junior- and senior-level courses and are numbered in the 3000 and 4000 number series.

All B.B.A. degrees have common prerequisites consisting of the following five (5) courses / fifteen (15) semester credit hours:

Code	Title	SCHs
ECO 1013	Principles of Microeconomics	3
ECO 1023	Principles of Macroeconomics	3
FIN 2153	Foundations of Money Management	3
MATH 1703	Elementary Statistics I	3
MATH 2203	Business Analysis I	3
<b>Total SCHs</b>		<b>15</b>

In addition, all B.B.A. degrees have thirty-three (33) semester credit hours in common degree requirements as follows:

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy (taken in final semester)	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
<b>Total SCHs</b>		<b>33</b>

## Core Curriculum

Specific core curriculum courses required for Business degrees are subject to change based on the availability of approved core curriculum courses and changes to University core curriculum requirements. Complete University-wide requirements for any bachelor's degree are listed in the Academic Information (<https://catalog.twu.edu/undergraduate/academic-information/>) section of this catalog.

## Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>). The following degrees have additional secondary admission criteria:

- Accelerated B.B.A. in Human Resource Management/M.B.A. (Human Resources Management) (<https://catalog.twu.edu/undergraduate/business/management-marketing/accelerated-business-administration-bba-human-resource-management-mba/>)

- Accelerated B.B.A. in Marketing/M.B.A. (Marketing) (<https://catalog.twu.edu/undergraduate/business/management-marketing/accelerated-marketing-bba-marketing-mba/>)

## Faculty

ALAGOOD, JOHN, Assistant Professor, B.A. University of Oklahoma; M.B.A. University of Chicago; M.B.A. University of Oklahoma; Ph.D., University of North Texas

ALAGOOD, JOHN, Assistant Professor of Management and Marketing, B.B.A., University of Oklahoma; M.B.A., University of Chicago

\*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

BENNETT, ANDREA, Assistant Professor of Management and Marketing, B.A., Augusta State University; M.P.A., Georgia Southern University; Ph.D., University of North Texas

\*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;

CHEN, DAN, Assistant Professor, M.S., University of Texas-Arlington; Ph.D., University of Texas-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

\*MORGAN, EUGINA, Visiting Lecturer of Management and Marketing, B.A., Texas Tech University; M.B.A., Texas Woman's University; J.D., Texas A&M University

\*MUNIZ, FERNANDA, Assistant Professor of Management and Marketing, B.B.A., St. Mary's University; M.B.A., St. Mary's University; Ph.D., University of North Texas

\*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

SHAH, TUSHAR, Assistant Professor of Management and Marketing, B.S., University of Pune; M.A., University of Pune; Ph.D., University of Texas-Arlington

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

YELKUR, RAMA, Professor of Marketing, Dean of the College of Business, B.S., Ethiraj College, Madras University, India; M.B.A., PSG College of Technology, India; D.B.A., Mississippi State University

\*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

YU, HUIZHI, Assistant Professor, M.S., Old Dominion University; M.B.A., Washington State University at Pullman

*Asterisk (\*) denotes Graduate Faculty status.*

## Courses

*Contact hours identified in the course descriptions are based on a 15-week term. Students who enroll in Summer or mini-terms are expected to meet the same total number of contact hours as a 15-week term.*

**BUS 2803. Women in Business.** The study of the status and roles of women working both inside and outside the domestic workforce. Examines myths and realities of women's experiences across various socioeconomic, racial, ethnic, and cultural groupings. Surveys advances made by women in the workforce and coping techniques developed by practitioners to enable women to be valued in terms of professional competencies rather than gender stereotype. Three lecture hours a week. Credit: Three hours.

**BUS 3013. Business Law and Ethics.** Introduction to the legal problems confronting businesses in the global environment. Role of law in society; introduction to legal reasoning, dispute resolution, judicial process, constitutional law, agency, torts, and government regulations; business ethics; contracts. Study of basic legal principles of business organizations and operations, including assessment of advantages and disadvantages of different types of organization. Three lecture hours a week. Credit: Three hours.

**BUS 3163. Business Communications.** Application of fundamental communication principles to business through letters and reports. Emphasis is placed on clear, accurate, and forceful writing with the use of practical psychology. Practice in writing letters and memos, collecting and organizing data, and writing a formal report will be included. Three lecture hours a week. Credit: Three hours.

**BUS 3183. Introduction to International Business.** Study of the nature of international business; the scope of the international environment; the foreign nation-state environment; global strategies; management and marketing responses. Satisfies Global Perspectives graduation requirement. Three lecture hours a week. Credit: Three hours.

**BUS 3513. Professional Presentation Strategies.** Application of fundamental presentation strategies through oral, written, and visual formats. Utilization of a wide assortment of media is encouraged to develop, stage, and deliver a variety of presentations based on the intended audience, presentation purpose, location, topic, and available facilities and equipment. Three lecture hours a week. Credit: Three hours.

**BUS 4373. Women in Leadership.** Historical, cultural, and social contexts of women's leadership in the United States; differences in female and male leadership styles; types of political leadership and public service in which women have engaged; theories, perceptions, and expectations of women's political and public leadership; issues facing women in leadership positions and exploration of strategies for handling them; exploration of personal leadership styles. Prerequisites: MGT 4343 and MGT 3003, or permission of instructor. Three lecture hours a week. Credit: Three hours.

**BUS 4903. Special Topics.** Variable content. Prerequisite: Permission of instructor. Three lecture hours a week. Credit: Three hours.

**BUS 4911. Independent Study.** Individual projects and planned readings in business. Prerequisite: Permission of department. Credit: One hour.

**BUS 4913. Independent Study.** Individual projects and planned readings in business. Prerequisite: Permission of department. Credit: Three hours.

**BUS 4953. Business Internship.** Internship with a business, agency or other organization. Minimum of 150 approved internship hours a semester. Prerequisite: College of Business approval. Credit: Three hours.

**BUS 4956. Business Internship.** Internship with a business, agency, or other organization. Completion of 300 hours during the semester. Prerequisite: College of Business approval. Credit: Six hours.

**MGT 3003. Principles of Management.** The concept and principles of management and organization; managerial functions of planning, organizing, directing, controlling; decision making; human relations; motivation; communications; and leadership. Three lecture hours a week. Credit: Three hours.

**MGT 3243. Entrepreneurship.** An introduction to the planning of a small business enterprise and the decisions which must be made. Special attention is given to ethical decision areas, obstacles common to small business enterprises, small business solutions, and women/minority owned businesses. Semester project: Business Plan. Three lecture hours a week. Credit: Three hours.

**MGT 3253. Labor Management Relationship.** Principles of labor problems; union structures; collective bargaining; wage determination; unemployment; labor productivity; government regulation of wages; labor legislation. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 3273. Human Resource Management.** Principles of HR management; HR programming; job requirements; sources of labor supply; selection procedures; training programs; job evaluation; salary administration; employee communications; union-management relations. Prerequisite: MGT 3003. Three lecture hours a week. Credit: Three hours.

**MGT 3313. Business Analytics.** In-depth analysis of business analytics with practical applications in business; business analytics driven decisions; data analysis of key business topics including descriptive statistics, data visualization, linear regression, time series analysis and forecasting, data mining, spreadsheet models, decision analysis, linear and non-linear optimization models and simulation using current business analysis software. Prerequisites: MATH 1703 or equivalent, and MATH 2203 or equivalent. Three lecture hours a week. Credit: Three hours.

**MGT 3533. Management Information Systems.** Holistic view of how technology and business interrelate. Key information systems concepts, frameworks, methodologies, and current topics including cloud computing, disruptive technologies, data privacy, security issues in the digital economy, data analytics, machine learning, social media, platforms, and sharing economy. Real-world cases and examples. Three lecture hours a week. Credit: Three hours.

**MGT 4013. Alternative Dispute Resolution.** Introduction to alternatives to litigation to resolve disputes. Consideration of negotiation, mediation, arbitration, moderated settlement conferences, and minitrials. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4103. Training and Development.** Training and development will be studied in the context of organizational strategy. Topics such as needs analysis, training evaluation, and effectiveness and usefulness of training to the organization will be reviewed and discussed. Review of training design and implementation of training are examined. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4223. Human Behavior in Business Administration.** A study of the behavior of people in business and other formal organizations. Emphasis on the process of integrating employees into a work situation so that they are motivated to work together cooperatively, productively, and with economic, psychological, and social satisfaction. Three lecture hours a week. Credit: Three hours.

**MGT 4273. Management of Compensation.** A study of the total compensation system of management. Financial considerations are related to the interrelationship between employee organization, performance, rewards, satisfaction, and appraisal. Non-financial compensations are also studied. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4293. International Human Resource Management.** Global practice and application of human resource management including hiring, compensation, benefits, and legal practices; impact of national and corporate culture on business operations; structures of multinational enterprises; communication with international human resource professionals. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4303. Employment Staffing.** An analysis of staffing, recruitment, and selection; strategic staffing; employment relationships; job analysis; external and internal recruitment; selection procedures; legal issues. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4333. Business Policy.** A study of the complex decision-making situations that confront management. A case study approach to the formulation of business policies. To be taken during the last semester of course work. Prerequisite: Senior standing. Three lecture hours a week. Credit: Three hours.

**MGT 4343. Business Leadership Strategies.** Strategies and application of personal and organizational leadership including behavioral styles, conflict resolution, decision making, motivation, communications, and team development. Three lecture hours a week. Credit: Three hours.

**MGT 4443. Small Business Management.** Designed to provide theory and practical experience in the analysis of various small business operations. The integration and application of knowledge across functional areas are stressed. Three lecture hours a week. Credit: Three hours.

**MGT 4453. Legal Issues in Human Resource Management.** Human resource policies and practices related to employment, as shaped by U.S. and state laws and regulations. Prerequisite: MGT 3273. Three lecture hours a week. Credit: Three hours.

**MGT 4523. Diversity in Organizations.** Introduction to a management perspective of the theories and concepts of diversity in organizations. Exploration of the manager's understanding and acceptance of differences to reduce discrimination and increase fairness and equality to employees, applicants, and customers. Three lecture hours a week. Credit: Three hours.

**MGT 4563. Operations Management.** In-depth analysis of the drivers of quality, customer satisfaction, efficiency and productivity in service and manufacturing enterprises. Topics include product and service design, forecasting, quality management, facility location and layout, materials management, scheduling, project management, and supply chain management. While topics are covered for both manufacturing and service operations, attention is directed to the study and analysis of the operations management function in service enterprises. Prerequisites: MGT 3313 or equivalent. Three lecture hours a week. Credit: Three hours.

**MKT 3113. Principles of Marketing.** Presentation of a fundamental knowledge of the nature, structure, institutions, and functions of marketing; problems involved in the exchange of goods and services from producers to intermediaries to consumers. Three lecture hours a week. Credit: Three hours.

**MKT 3193. Community Conversation in Sustainability.** Sustainability issues from scientific, sociological, and business perspectives. Topics include the impacts of energy production, food production, industry, and our modern lifestyle on our local and global community with an emphasis on systems and possible solutions. Three seminar hours a week. Credit: Three hours.

**MKT 3323. Entrepreneurial Service Learning.** Service learning experienced through the planning and execution of projects that empower people through entrepreneurial approaches. Emphasis on teamwork, leadership, project management, and measurement of outcomes. Three seminar hours a week. Credit: Three hours.

**MKT 4053. Advertising Ethics.** Principles and case studies of mass communications law and ethics. Constitutional guarantees, libel, privacy, contempt, privilege, free speech, FCC, FTC regulatory law, and copyright. Ethical approaches in public relations and advertising. Three lecture hours a week. Credit: Three hours.

**MKT 4063. Retailing.** Principles and methods of modern retail merchandising; operating statement analysis, pricing, control, stock turnover, inventory methods, promotion, fashion, and salesmanship. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4093. Principles of Selling.** Study of selling as a marketing function with emphasis on the personal selling process; problems confronting sales executives in the organization, direction, and evaluation of a sales force. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4113. Marketing Research.** Managerial uses of research methods applied to problems of sales strategy, pricing, distribution, and the determination of marketing policies. Prerequisites: MKT 3113 and MATH 1703. Three lecture hours a week. Credit: Three hours.

**MKT 4133. Promotion Strategy.** Management of the promotional mix of advertising, publicity, sales promotion, direct-marketing, and personal selling with an emphasis on advertising. This course examines the interaction and coordination of these three elements with the firm's overall marketing mix. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4213. Consumer Behavior.** A study of consumer buying behavior in a marketing context. Analysis of factors affecting consumer motivation, behavior, and buying decisions. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4313. Business-to-Business Marketing.** Applications of marketing principles in a business-to-business context. Examination of unique dynamics of trade among businesses and organizations including case analysis and the development of a marketing plan targeting business customers. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4353. International Marketing.** Overview of international markets, marketing structures and successful marketing approaches. Examination of various cultural contexts affecting the development of marketing strategies and principles for developing effective marketing plans in global markets. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4393. Marketing Analytics.** Foundations of marketing analysis and metrics; evaluation of marketing programs and efforts via data analysis. Prerequisite: MKT 3113. Three lecture hours a week. Credit: Three hours.

**MKT 4503. Digital Marketing.** Digital marketing techniques and application of fundamental marketing concepts in a digital world. Social media marketing, mobile marketing, content marketing, ethical issues, and the latest tools and technologies for digital marketing and analytics. Prerequisite: MKT 3113 or permission of instructor. Three lecture hours a week. Credit: Three hours.

**MKT 4553. Advanced Marketing.** Problems of marketing management including the development of appropriate marketing strategies, planning and operations, and adjustments to changing environments and institutions in the marketplace. The managerial use of marketing tools in product development, market penetration, sales planning, forecasting, budgeting, consumer motivation, competitive strategy, and distribution cost control. Prerequisites: MKT 3113 and senior standing. Three lecture hours a week. Credit: Three hours.