MASTER OF BUSINESS ADMINISTRATION

OVERVIEW
The M.B.A. program is designed to develop student leadership, decision-making, and critical-thinking abilities. Students are given opportunities to make decisions based on the critical evaluation of real-life situations. Graduate faculty members strive to prepare M.B.A. students for career opportunities and to compete in global business.

In an effort to aid in the successful completion of graduate business courses at A&M-Central Texas, students may be required to demonstrate prerequisite knowledge for certain courses prior to registration. At the initial advising appointment, students' advisors will confirm which areas of leveling are needed in order to clear prerequisites that have been established for certain courses. Presently, some prerequisite knowledge is required in the following disciplines: Accounting, Finance, Management, Marketing, and Statistics. Prerequisite knowledge may be demonstrated through approved undergraduate coursework in that discipline or satisfactory completion of a required skills examination administered through a third-party provider, Ivy Software. Student should contact their advisor for specific leveling details.

Program Level Student Learning Outcomes
The student will be able to:
1. Formulate coherent, correct, clear, and compelling oral and written communications in a professional manner.
2. Propose solutions appropriate for challenges in the global business environment.
3. Apply and integrate core business disciplinary knowledge to issues or opportunities in a dynamic global business environment.
4. Design and execute research that generates useful information for making managerial decisions.
5. Apply ethical and responsible leadership in decision-making skills for the resolution of business related problems, issues, and opportunities.

Entry Requirements
Students will be admitted into the MBA Business Administration major by the faculty once the following application criteria are met:
Successful admission to graduate school.
And the following:
1. GMAT scores sent directly to the Graduate School unless waived by GPA.
2. An essay of 500 words explaining your career goals and qualifications to be an asset to the MBA program.
3. One professional letter of recommendation and a resume.

Admission Deadlines
Fall Semester
• May 1st (Early deadline)
• July 1st (Regular deadline)

• August 1st (only if space available)
• International Students: March 1st

Springs Semester
• September 15th (Early deadline)
• November 15th (Regular deadline)
• December 15th (only if space available)
• International Students: July 15th

Summer Semester
• February 15th (Early deadline)
• April 15th (Regular deadline)
• May 15th (only if space is available)
• International Students: January 1st

Master of Business Administration - Without Emphasis Program Requirements
All courses applicable to the program must be attained, at least 30 hours are required for the degree.

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<tr>
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Approved graduate-level electives 6
Total Credit Hours 30

1 Minimum grade of B is required.

Master of Business Administration - Marketing Emphasis Program Requirements
All courses applicable to the program must be attained, at least 36 hours are required for the degree.

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# Master of Business Administration

**Master of Business Administration - Management Emphasis Program Requirements**

All courses applicable to the program must be attained, at least 36 hours are required for the degree.

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<tr>
<td>MGMT 5315</td>
<td>International Management for Sustainability</td>
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<tr>
<td>MGMT 5368</td>
<td>Development &amp; Change for Learning Organizations</td>
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<tr>
<td>Graduate-level Management electives</td>
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</table>

**Total Credit Hours**

36

1  Minimum grade of a B is required.

**Master of Business Administration - International Business Emphasis Program Requirements**

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<td>HRM 5316</td>
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**Master of Business Administration - Human Resource Management Emphasis Program Requirements**

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**Master of Business Administration - Information Systems Emphasis Program Requirements**

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CIS 3301. Business Analysis with Spreadsheets. 3 Credit Hours.
Examine theory and application of microcomputer technology applied in accounting, finance, management, and other business disciplines. Develop creative initiative, and study basic analytical skills in performing common business tasks. Credit for both CIS 3301 and ACCT 3301 will not be awarded.

CIS 3302. Introduction to Business Analytics. 3 Credit Hours.
Examine theory and application of business analytics applied in accounting, finance, marketing, management, and other business disciplines. Develop basic analytical skills to gain insights and make better decisions. Special emphasis on descriptive statistics, data visualization, descriptive data mining, linear regression, forecasting, optimization models, spreadsheet models, Monte Carlo simulation, and decision analysis.

CIS 3303. Programming Logic and Design. 3 Credit Hours.
This course introduces computer programming and problem solving in a structured program logic environment. Study the logic of decision-making, nested looping, multidimensional arrays, implementation of the structure theorem and Boolean algebra. Utilize structured flowcharts, structured pseudocode, hierarchy charts and decision tables, in order to document logical problem solutions. The course focuses on business problem solving and does not count as a programming language. No prior programming experience is necessary.

CIS 3304. Topics in Computer Information Systems. 3 Credit Hours.
Examine selected topics in programming languages, programming techniques, or job control languages. May be repeated once for credit as topics vary. Prerequisite(s): Varies with topic.

CIS 3305. Operating Systems Theory and Practice. 3 Credit Hours.
Study the history, development, and principles of computer operating systems and their variants in mainframe, minicomputer, server, and microcomputer application environments. Explore preferred operating systems representing various hardware environments. Special emphasis on related software issues, programming capabilities, and job control languages. Prerequisite(s): CIS 3303 or permission of department chair.

CIS 3306. Data Visualization. 3 Credit Hours.
Data visualization makes it easier to understand the data. The goal of this course is to introduce students to data visualization including both the principles and techniques. Students will learn the value of visualization, specific techniques in information visualization and scientific visualization, and how to understand how to best leverage visualization methods.

CIS 3307. Application Project with Laboratory. 3 Credit Hours.
Develop and document a software product using a formal software development process. Projects of value are actively sought from local businesses, governments, or nonprofit organizations when possible. May be repeated for credit when topics change. Prerequisite(s): Varies with topic.

CIS 3312. Technical Support Management and Operations. 3 Credit Hours.
Study the scope, significance, job skills, training, software availability, and support problems of technical support within the technology industry. Develop technical support skills, with an emphasis on the use of resources, troubleshooting, and customer relations.

CIS 3315. Web Site Development and Design. 3 Credit Hours.
This course introduces students to basic web design using HTML and CSS. The course does not require any prior knowledge of HTML or web design. Students learn how to plan and design effective web pages; implement web pages by writing HTML and CSS code; enhance web pages with the use of page layout techniques, text formatting, graphics, images, and multimedia; and produce a functional, multi-page website.
CIS 3330. C++ Programming. 3 Credit Hours.
Study structured C++ programming using microcomputers. Special emphasis on syntax, operators, functions, standard input/output, arrays, pointers, and structures in C++ programming. Prerequisite(s): COSC1309 OR COSC 1336 or CIS 3303 or concurrent enrollment or permission of department chair.

CIS 3331. Visual Basic Programming. 3 Credit Hours.
Study visual application development using Visual Basic and the native integrated development environment. Examine logic, working with forms, sequential and direct file access, and scope and visibility rules. Analyze problems within Visual Basic and develop programming solutions. Prerequisite(s): COSC1309 OR COSC 1336 or CIS 3303 or concurrent enrollment or permission of department chair.

CIS 3332. Java Programming. 3 Credit Hours.
Study applications development using Java. Examine identifiers and reserved words, objects and primitive data, program statements, arrays and vectors, exceptions and I/O streams, and graphical user interfaces. Analyze problems within Java and develop programming solutions. Prerequisite(s): COSC1309 OR COSC 1336 or CIS 3303 or concurrent enrollment or permission of department chair.

CIS 3340. Advanced C++ Programming. 3 Credit Hours.
Study C++ programming language. Examine advanced features of C++ such as classes, friends, abstraction, operator overloading, inheritance, polymorphism, templates, and object oriented programming techniques. Analyze problems within C++ and develop programming solutions. Prerequisite(s): CIS 3330 or permission of department chair.

CIS 3341. Advanced Visual Basic Programming. 3 Credit Hours.
Study Visual Basic programming techniques, including declaration and manipulation of arrays, accessing database files, and advanced data handling techniques. Analyze advanced problems in Visual Basic and develop programming solutions. Prerequisite(s): CIS 3330 or permission of department chair.

CIS 3342. Advanced Java Programming. 3 Credit Hours.
Study Java programming language. Examine advanced Java capabilities, including class features, error handling, security techniques, Java streams, JavaBeans, database connectivity, Java servlets, Java Server pages, and advanced object-oriented programming techniques. Analyze advanced Java problems and develop programming solutions. Prerequisite(s): CIS 3332 or permission of department chair.

CIS 3343. C# Programming for Windows and the Web. 3 Credit Hours.
Use C# programming language to create Windows applications in the Internet and intra-network environment. Explore object-oriented design, client-server interaction, event-driven programming, graphical user interfaces, distributed data, and distributed applications. Prerequisite(s): CIS 3330 or CIS 3331 or CIS 3332 or permission of the department chair.

CIS 3345. Topics in Personal Computer Software and Application. 3 Credit Hours.
Examine selected personal computer applications and software packages. Explore the operation and usefulness of commonly available personal computing software solutions. May be repeated once for credit as topics vary. Prerequisite(s): Varies with topic.

CIS 3346. Personal Computer Technology. 3 Credit Hours.
Examine the technology and hardware operations in microcomputers, their peripherals, and operating system software. Special emphasis on hardware configuration and selection, installation and test procedures, and routine maintenance.

CIS 3347. Data Communications and Infrastructure. 3 Credit Hours.
A study of telecommunications architecture, industry standards and communications protocols, the placement of networking devices and components, transmission media selection, logical and physical topologies, voice and data transmission, and structured cabling for local area networks (LANs) and wide area networks (WANs). Application exercises will include evaluating alternatives available in hardware, software, and transmission facilities, design integration, selection and implementation of communications and networking solutions. In addition, students will explore the current and future impact and directions of these technologies. Students will complete an architecture design project that will include required components and address services as specified in an industry specific Request for Proposal (RFP).

CIS 3348. Networking Architecture and Design. 3 Credit Hours.
Examine industry standards and communications protocols in networking. Learn placement of networking devices, transmission media selection, topologies, data transmission, and structured cabling for LANs and WANs. Develop network designs as specified in an industry specific Request for Proposal (RFP). Prepare and present a design proposal in response to an RFP and installation, configuration, testing and troubleshooting of WAN/LAN wiring interface technologies. Prerequisite(s): CIS 3347 or permission of department chair.

CIS 3351. Data Structures. 3 Credit Hours.
Study theory and applications of commonly used computer data structures, files, file organization and access methods, databases, and other storage and retrieval methods. Prerequisite(s): CIS 3340 or CIS 3341 or CIS 3342 or CIS 3343 or concurrent enrollment or permission of department chair.

CIS 3360. Ethics in Computing. 3 Credit Hours.
(WI) Examine personal and contemporary organizational ethical issues and challenges in the design, development and the use of computing technologies in a global environment. Special emphasis on the philosophical basis for computer ethics, reliability and safety of computer systems, protecting software and other intellectual property, computer crime and legal issues, and professional codes of ethics (AIS, ACM, IEEE etc.).

CIS 3361. Introduction to Computer Forensics. 3 Credit Hours.
The course focuses on clear and authoritative instructions about the field of computer forensics as it applies to the investigative process; from the collection of digital evidence to the presentation of Computer Forensic Examination findings in a court of law. Upon successful completion of the course, students will have a basic understanding of the computer forensic process, the scientific procedure involved in accounting, law enforcement, and computer sciences. Topics also include the science of computer forensics and how it relates to and is utilized within the judicial system of the United States.

CIS 3365. System Analysis and Design. 3 Credit Hours.
Examine systematic analysis, design, and implementation of software systems with special emphasis on the processes and skills used in the first four stages of the System Development Life Cycle. Analyze traditional and current methodologies in design, including computer aided analysis and design tools. Prerequisite(s): CIS 3330 or CIS 3331 or CIS 3332, or permission of department chair.
CIS 3387. Cooperative Education. 3 Credit Hours.
Develop and apply relevant CIS concepts in a work environment. Work in an approved professional CIS setting for approximately 300 hours before credit will be granted. To remain in the program, the student must remain in good standing with the university and employer. May be repeated once for credit. Prerequisite(s): Permission of co-op coordinator and department chair, and formal application to the program. Field experience fee $75.

CIS 3389. Special Topics in Computer Information Systems. 3 Credit Hours.
Examine selected issues, products, and technology current to computer information systems. This course may be repeated once for credit. Prerequisite(s): Varies with the topic or Permission of department chair.

CIS 4301. Database Theory and Practices. 3 Credit Hours.
Examine database concepts and structures, and understand file and data management principles underlying database construction. Learn fundamental types of database models, with emphasis on relational databases and major non-relational developments. Develop skills in analysis, design, development, and optimization of working database applications on a variety of problems. Prerequisite(s): 12 hours of CIS courses or permission of department chair.

CIS 4302. Advanced Business Analytics. 3 Credit Hours.
Follow the traditional descriptive/predictive/prescriptive framework to analyze large sets of data and explain the theory of formulating statistical models. Special emphasis on cluster analysis, Naïve Bayes, Optimization Modeling, simple and multiple linear regression, and ensemble modeling. Prerequisite(s): CIS 3302.

CIS 4303. Data Mining. 3 Credit Hours.
Discover basic concepts, tasks, methods, and techniques in data mining, and analyze data mining problems and their solutions. Develop an understanding of the data mining process, learn various techniques for data mining, and apply the techniques in solving problems using data mining tools and systems. Prerequisite(s): CIS 3302 or CIS 4301.

CIS 4307. Topics in Networking. 3 Credit Hours.
Explore selected topics in alternative or innovative network software packages, including network focused tools, utilities, and operating systems. Special emphasis on an exploration of the usefulness and operation of the topic of study. May be repeated once for credit as topics vary. Prerequisite(s): Varies with topic.

CIS 4308. Advanced Programming Language. 3 Credit Hours.
Develop programming proficiency in a modern programming language. May be repeated as topics vary. Prerequisite(s): Varies with topic or Permission of department chair.

CIS 4309. Decision Support Methods. 3 Credit Hours.
Use computer-based decision, analysis, planning, and presentation methods in the context of management strategy and problem-solving policy. Apply software tools such as databases, spreadsheets, statistical graphics, and presentation programs for extracting, organizing and presenting information in support of management decision making. Prerequisite(s): COSC 1301 or CIS 3300, or ACCT 2302 or ACCT 2402 or MGMT 3301 or FIN 3301 or MKTG 3314 or BUSI 3311, or permission of department chair.

CIS 4310. Artificial Intelligence. 3 Credit Hours.
A study of AI programming techniques and tools. Topics include Expert Systems, Neural Networks, Genetic Algorithms, Automatic Programming, heuristic search, and others. Prerequisite(s): CIS 3330 or CIS 3331 or CIS 3332 or permission of department chair.

CIS 4311. Android Application Development. 3 Credit Hours.
This course explores the design and development of mobile applications such as Android, including resources, user interfaces, services, alarms, maps and location based services. Prerequisite(s): CIS 3332 or Permission of Department Chair.

CIS 4335. UNIX Systems Administration. 3 Credit Hours.
Examine the underlying conceptual considerations of the UNIX operating system and its variants in mainframe, minicomputer, server and microcomputer application environments. Explore memory and process management, multi-programming and processing, interrupt structure, and parallel processing mechanisms and procedures. Special emphasis on practical application of configuration and security of selected UNIX systems. Prerequisite(s): CIS 3305 or 12 hours of CIS courses or permission of department chair.

CIS 4340. Algorithm Design and Analysis. 3 Credit Hours.
Examine computer algorithms, and learn to select appropriate algorithms for tasks within specific computing environments. Study searching and sorting algorithms for their importance in computing. Special emphasis on efficiency, readability, maintainability, advanced design and analysis techniques, advanced data structures, and graph algorithms. Prerequisite(s): CIS 3351 or concurrent enrollment or permission of department chair.

CIS 4341. Information Technology Security and Risk Management. 3 Credit Hours.
Examine the fundamental principles and topics of Information Technology Security and Risk Management at the organizational level. Learn critical security principles and best practices in order to plan, develop and perform security tasks. Special emphasis on hardware, software, processes, communications, applications, and policies and procedures with respect to organizational IT Security and Risk Management. Prerequisite(s): 12 hours of CIS Courses or Permission of the department chair.

CIS 4342. Computer Security Principles and Practices. 3 Credit Hours.
Explore current principles, theories, and concepts behind computer security. Examine basic methods and practices of security as it affects modern business operations. Special emphasis on cryptography, authentication, access control, database security, malware, intrusion detection, firewalls, security policy and management, software and operating system security, auditing and legal aspects of cyber security. Prerequisite(s): 12 hours of CIS courses or permission of department chair.

CIS 4343. Advanced Systems and Analysis. 3 Credit Hours.
Examine data and process decomposition, and modeling in advanced systems analysis. Study the CASE tools which support models and interaction analysis of process and data. Explore the enterprise-wide view of system analysis, and understand the theory behind and the generation of normalized relational database tables. Prerequisite(s): CIS 3365 and CIS 4301 or permission of department chair.
CIS 4345. Network and Systems Security. 3 Credit Hours.
Studies the issues of Network and Systems Security as a continuous process involving analysis, implementation, evaluation and maintenance. Topics will include addressing computer-related risks, case analysis, and future trends. The course will provide approaches, techniques, and best practices for securing modern electronic data systems and networks. Areas covered include information and message security, database and file integrity, physical security, security management, security risk analysis, and encryption/cryptography. Will include practical laboratories in the analysis, and configuration of networking security protocols and tools. Prerequisites: CIS 3347 or approval of Department Chair. Lab fee: $95.

CIS 4346. Applied Security. 3 Credit Hours.
This course will validate and develop in-depth hands on knowledge about the operation and defense from malicious attacks. It builds on previous course work to understand rapid recovery and defense of systems from attack. Students develop knowledge about system vulnerabilities and the process of penetration of systems as a way to evaluate the security of systems. Specific topics include social engineering, malware and malicious software usage and identification, network security tool familiarization and system hardening. Prerequisite(s): CIS 3347 and (CIS 4341 or CIS 4342) or approval of department chair. Lab Fee: $95.

CIS 4348. Security Trends and Malware Analysis. 3 Credit Hours.
This course analyzes and investigates security threats and ethical hacking methods. It will introduce students to modern malware analysis techniques through a detailed examination of malware, virus, and malicious code operation by examining case studies and hands-on interactive analysis of real world samples. The course will also examine in detail current trends in the threat environment and the most current attack exploits. Student will use a variety of methods to investigate current security threats and their mitigation. Topics include malware morphology, disassembly of malware, ethical hacking methods on systems including penetration, and trends in the threat-scape. Prerequisite(s): CIS 4345 or CIS 4346 or approval of department chair. Lab fees $95.

CIS 4350. Management Information Systems. 3 Credit Hours.
Study management issues related to business information systems designed to meet the informational needs of the various business subsystems. Special emphasis on the concepts of systems development, security, privacy and ethics associated with information systems.

CIS 4351. IS Project Management. 3 Credit Hours.
This course studies the processes, methods, techniques and tools that organizations use to manage their information systems projects. The course covers a systematic methodology for initiating, planning, executing, controlling, and closing projects. This course assumes that project management in the modern organization is a complex team based activity, where various types of technologies (including project management software as well as software to support group collaboration) are an inherent part of the project management process. This course also acknowledges that project management involves both the use of resources from within the firm, as well as contracted from outside the organization. Prerequisite: Senior standing or approval of department chair.

CIS 4352. Structured Query Language. 3 Credit Hours.
Study relational database schema, formulating queries and sub-queries of varying complexity, embedding query statements in a "host" language, and defining and querying data views. Prerequisite(s): CIS 4301 or permission of department chair.

CIS 4360. Strategic Information Systems. 3 Credit Hours.
(WI) This course will explore necessary management actions, which will ensure that information is available, correct, manipulatable, protected, and archived in proper forms to allow for a strategic use of information systems in the enterprise. Throughout this course we will review a set of conceptual frameworks of IT management, and by developing a critical view of two levels of IT management – strategic and tactical. We will address the value/importance of IT from strategic and tactical perspectives, and the IT management challenges of managing people, processes and technology. Prerequisite(s): Senior Standing or CIS 4350 or Permission of Department Chair.

CIS 4375. Professional Senior Seminar. 3 Credit Hours.
Participate in professional organizations, current events, research and presentations, job market analysis, interviewing, and resume preparation, in order to prepare for the professional certification exam. Prerequisite(s): 24 hours of CIS courses.

CIS 4376. Network Administration. 3 Credit Hours.
Study communications architectures, protocols, and interfaces as related to network operating systems. Examine communications networking techniques, such as DHCP and DNS server configuration and internet working. Examine industry standards in networking. Special emphasis on installation, configuration, client handling, basic security, and troubleshooting of a network operating system. Use a modern network operating system in order to gain experience in configuration and administration of a network. Lab fee $95. Prerequisite(s): CIS 3347 or permission of department chair.

CIS 4378. Comprehensive Networking. 3 Credit Hours.
A course requiring the student to learn details of various networking protocols and engage in analyzing and designing various computer network applications. Specifically, the course will focus on the OSI and TCP/IP networking protocols, including subnetting of IP address, local area networking (LAN), wide area networking (WAN) and network analysis. This course includes hands-on exercises on various networking layer messages on live web traffic and explore them to understand overall networking process. Lab fees: $95. Prerequisite(s): CIS 3347 or permission of department chair.

CIS 4379. Software Engineering for E-Business. 3 Credit Hours.
(WI) This course examines the linkage of organizational strategy and electronic methods of delivering products, services and exchanges in inter-organizational, national, and global environments. Information technology strategy and technological solutions for enabling effective business processes within and between organizations in a global environment are considered. Students study a software life-cycle model, fundamental software engineering principles, and documentation standards in detail. An E-Business team project is required, which emphasizes the production of high quality software for medium and larger scale projects. Prerequisite(s): (CIS 3340 or CIS 3341 or CIS 3342) and senior standing.

CIS 4380. Software Engineering. 3 Credit Hours.
Examine the production of high quality software for medium and larger scale projects. Explore theoretical software engineering research as the basis for a practical approach to developing quality software. Special emphasis on the software life-cycle model, fundamental software engineering principles, and documentation standards in detail. Prerequisite(s): CIS 3340 or CIS 3341 or CIS 3342 or CIS 3343 and senior standing.
CIS 4384. Internship in Computer Information Systems. 3 Credit Hours.
Gain practical work experience as a programmer/programmer analyst. Apply the principles, concepts, and skills learned during the first three years of collegiate training to the field of computer information systems. May be repeated for credit. Prerequisite(s): Permission of internship coordinator or department chair. Field experience fee $75.

CIS 4388. Computer Information Systems Problems. 1-3 Credit Hours.
Explore selected topics in business on technical computer applications, practicum, field project, or other suitable computer studies. Prerequisite(s): Varies with topic or Permission of department chair.

CIS 5090. Computer Information Systems Comprehensive Examination. 0 Credit Hours.
Prepare for and take the CIS comprehensive exam. Students should take this exam in their last semester, their second to last semester, or when all the core classes have been taken. Students taking the thesis option do not need to take this exam.

CIS 5302. Object Oriented Programming. 3 Credit Hours.
This course covers the concepts of object-oriented approach to software design and development. It includes a detailed discussion of programming concepts starting with the fundamentals of data types, control structures, arrays, classes and proceeding to advanced topics such as inheritance and polymorphism, creating user interfaces, and exceptions. Upon completion of this course the students will be able to design and implement applications.

CIS 5304. Data Communications for Managers. 3 Credit Hours.
Examine the management and utilization of data communication technologies including technical components, configurations, applications, protocols, legal issues, software and management issues, Local Area Network (LAN) technologies, and security issues. Upon completion of this course, the students will be able to evaluate, select, and implement different data network options.

CIS 5307. Advanced Systems Analysis and Design. 3 Credit Hours.
Examine system analysis and design processes. Students will be introduced to comparative development methodologies and modeling tools including project management and cost-benefit analysis; information systems planning and project identification and selection; requirements collection and structuring; process modeling; conceptual and logical data modeling; database design and implementation; design of the human-computer interface; system implementation; system maintenance and change management.

CIS 5311. Management Information Systems. 3 Credit Hours.
Study the management and use of information and technology as a resource to create competitive organizations, manage global operations, provide useful products and quality services. Examine intellectual property, privacy, organizational and societal impact, legal issues, ethics, security issues, decision making, strategic information systems, and organizational support systems.

CIS 5312. Technology Support Management Operations. 3 Credit Hours.
Study issues of organizing and staffing a technical support help desk. Explore the numerous management techniques and operational concepts that businesses and governmental organizations use to manage successful technical support activities. Survey the wide array of commercially available technical support software, and work with the public to deliver technical support in an operational environment.

CIS 5316. Advanced Database Management. 3 Credit Hours.
Examine the methodologies of database management including data models, database design, normalization, SQL/ PLSQL, NoSQL, performance and reliability, distributed database, data dictionaries, data integrity, security, and privacy.

CIS 5318. Quantitative Concepts. 3 Credit Hours.
Examine and apply measurement techniques to information technology related problems. Use a statistical program to analyze data, and perform analyses of programs and selected algorithms.

CIS 5319. Business Intelligence Systems. 3 Credit Hours.
Examine the fundamentals of Business Intelligence including concepts, techniques and applications. Special emphasis on Decision Support Systems and other collaborative systems, Data Management, Data Mining, Data Visualization, Expert Systems and Intelligent Systems.

CIS 5320. Information Systems Seminar. 3 Credit Hours.
Explore selected topics in information systems. Topics will vary. May be repeated once for credit as topics vary.

CIS 5325. Unified Modeling Language. 3 Credit Hours.
This course covers Systems Development Life Cycle using the Unified Modeling Language (UML) in an object-oriented software system environment. Topics include modeling the elements, structure, and behaviors of object-oriented software systems using UML. Upon completion of this course, students will be able to use UML to identify objects and classes, capture requirements and define use cases, to extend and enhance visual models, and model the details of object behavior with activity and state-chart diagrams.

CIS 5344. Scripting Languages for Web Design. 3 Credit Hours.
This course is a study of Web Scripting languages and will cover many aspects of creating dynamic Web Sites using server-side and client-side scripting. It will also delve into interactions between Web Sites and a database.

CIS 5345. Extensible Markup Language. 3 Credit Hours.
Study well-formed XML and validated XML documents and the language facilities for working with hierarchical data. Describe and transform XML data to an external presentation using real world problems.

CIS 5349. Topics in Programming. 3 Credit Hours.
Develop programming proficiency in a modern programming language. Undertake multiple programming assignments to achieve necessary knowledge and skills. May be repeated once for credit as topics vary. Prerequisite(s): Varies with Topic.

CIS 5351. Information Technology Project Management. 3 Credit Hours.
Study the concepts and practices of project management and its importance to improving the success of information technology projects. Utilize project management concepts and techniques within group projects, as a project manager or active team member. Topics include techniques for planning, organizing, scheduling, and controlling information systems projects.

CIS 5353. Big Data Analytics and Management. 3 Credit Hours.
Study fundamental concepts and principles of Big Data Analytics and its role in supporting/enhancing organizational decision making and predictions. Special emphasis on Big Data, trends, challenges and applications, analytic methods, tools, technologies, infrastructure and strategies for Big Data Management, data Privacy and Ethics. Prerequisite(s): CIS 5311 or permission of department chair.
CIS 5354. Advanced Methods in Big Data Analytics. 3 Credit Hours.
Study advanced concepts and principles of Big Data Analytics and its role in supporting/enhancing organizational decision making and predictions. Special emphasis on NoSQL Databases, Hadoop Ecosystem, MapReduce, Pig, Hive, Natural Language Processing, Social Network Analysis, and Data Visualization. Prerequisite(s): CIS 5353, Java Programming or permission of department chair.

CIS 5365. Web Development. 3 Credit Hours.
Examine theory and application of the multimedia application development process. Develop the web-based authoring and scripting tools, to use in the creation of various types of web-based projects. Special emphasis on the planning, design, projection, and evaluation of interactive web-based projects for delivery through a variety of media.

CIS 5370. Foundations of Information Security. 3 Credit Hours.

CIS 5376. Network Administration and Design. 3 Credit Hours.
This course explores network design, installation planning, and preparation. Topics include installing network operating system; establishing network security and services; exploring network administration, network utilities, maintenance techniques; monitoring performance; troubleshooting and configuring the network.

CIS 5380. E-Business Application Development. 3 Credit Hours.
This course provides an in-depth knowledge of systematic approach to analyze digital markets. Upon completion of this course, students will be able to design and implement an e-business project integrating database, and scripting languages. Prerequisite: CIS 5316 or perm of Chair.

CIS 5381. Research Project with Laboratory. 3 Credit Hours.
Engage in independent study in selected topics in Information Systems. May be repeated for credit once when topics change. Prerequisite(s): Varies with topic.

CIS 5382. Research Methods in Computer Information Systems. 3 Credit Hours.
This course provides an overview of research problems and techniques in information systems. Upon completion of this course, students will be able to formulate a research question; conduct a literature survey; select appropriate research methods to answer their research questions; collect and analyze data.

CIS 5384. Computer Information Systems Internship. 3 Credit Hours.
Engage in a supervised professional experience in an information technology-related position with a public or private organization. May be repeated for a total of 6 hours credit. Prerequisite(s): 6 semester hours of CIS courses or equivalent and permission of internship coordinator or department chair. Field experience fee $75.

CIS 5388. Computer Information Systems Problems. 1-3 Credit Hours.
Study selected topics in CIS and perform research within the student's area of interest as directed by the responsible professor. May be repeated as topics vary for a maximum of 6 semester hours. Prerequisite(s): Varies with topic.

CIS 5389. Special Topics in Computer Information Systems. 3 Credit Hours.
Study selected current topics in computer information systems. May be repeated once for credit as topics vary. Prerequisite(s): Varies with topic.

CIS 5398. Computer Information Systems Thesis. 1-6 Credit Hours.
Prepare and write the information systems thesis. Scheduled when the student is ready to begin the thesis. No credit until the thesis is accepted. Prerequisite(s): CIS 5382, 18-hours.

Health Administration Courses
HEAD 5311. Health Administration and Strategy. 3 Credit Hours.
Analyze the foundation of strategy within the complex industry of health organizations. Study theoretical frameworks and empirical analyses to emphasize the health services administrator's role in health care. Learn how health administrators support both the providers and recipients of health care. Use a focal point to create a deep understanding of competitive advantage in the market and in government operations.

HEAD 5312. Health Care Economics, Finance and Accounting. 3 Credit Hours.
Study the highest cognitive and affective understanding of applied health care, economics, finance and accounting in health services organization. Analyze theoretical frameworks and empirical analyses to emphasize organizational and provider services. Use these services in relation to capacities and competencies within the health care industry and patient/client needs and wants.

HEAD 5313. Health Policy and Law. 3 Credit Hours.
Study current policy and future political ideology and their impact on care in health organizations. Learn clinical framework to present issues and policy outcomes. Examine the basic principles and practices of laws affecting health facilities and medical practices, patient care and treatment, and medical and health employment.

HEAD 5314. Health Informatics and Trends. 3 Credit Hours.
Study the Management Information Systems (MIS) needed in health care organizations. Explore the hardware, software, and human systems requirements for operational support. Provides a foundation for those individuals who are interested in becoming certified as computer systems managers in health care organizations.

HEAD 5315. Health Ethics and Residency. 3 Credit Hours.
Learn historical, present and future ethical issues in health administration. Emphasis on decision, clinical, business, organizational and social ethics.

Human Resource Management Courses
HRM 5090. Human Resources Comprehensive Examination. 0 Credit Hours.
Study and take the human resources examination for non-thesis students. Register for the comprehensive examination during final semester of graduate coursework, or upon permission of advisor. All comprehensive examinations will be written, but an oral component may also be required. A maximum of three attempts will be allowed. Thesis students do not take this examination.

HRM 5302. Human Resource Management. 3 Credit Hours.
Presents the fundamental principles and techniques of personnel management and examines the management of human resources from the point of view of the personnel officer, the operational manager and the employee. Examines the responsibilities of organizational leadership for incorporating human resource issues in strategic planning and initiatives. Emphasis is placed in current legal considerations, issues and research. Prerequisite(s): Management Leveling.
HRM 5303. Managing Human Resource Development. 3 Credit Hours.
Study of talent development program design and management, dominate learning process models and theories, and the changing nature of work. Identify strategic considerations of an increasingly global and diverse workforce on learning program design, development and implementation. Investigate recent trends in instructional design and learning technologies. Prerequisite: Management Leveling.

HRM 5305. Human Resource Law. 3 Credit Hours.
Examine legal issues and regulatory processes related to employment relationships, equal employment opportunity and affirmative action, privacy, employment testing and staffing, compensation and benefits, employee/labor relations, and occupational health and safety.

HRM 5307. Human Resource Consulting and Job Analysis. 3 Credit Hours.
Study theories, strategies, operational issues and research related to conducting job analyses. Learn job description and specification development. Emphasis is placed on using appropriate techniques to acquire measure, assess and use information gathered in the work place. Explore and develop consulting skills as used in the HR field. Field projects are used extensively. Prerequisite(s): HRM 5302 or the permission of instructor.

HRM 5310. The Adult Learning Environment. 3 Credit Hours.
Examine learning patterns, interests and participation among adults, with implications for training and development programs. Particular attention is given to the joint responsibility for learning between trainer and adult participants.

HRM 5314. Workforce Planning and Employment. 3 Credit Hours.
Study of the legal, ethical and organizational considerations related to the process of planning, sourcing, recruiting, assessing, selecting, placing, and retaining a qualified workforce. Emphasis is placed on decision making and strategic considerations in forecasting, measurement and evaluation, equal employment opportunity, employer brand management, and talent management. Prerequisites: Management Leveling.

HRM 5315. Employee Benefits and Services. 3 Credit Hours.
Examine legal, social and technical issues and research surrounding current trends in employee benefit programs. Analyze group health, disability and life insurance, retirement planning, time-off (leave) and wellness programs. Emphasis is placed on program administration, implementation and evaluation. Prerequisite(s): HRM 5302 or permission of instructor.

HRM 5316. Compensation Management. 3 Credit Hours.
Explore how a variety of factors such as labor market, organization, and job characteristics affect (or are correlated with) the levels and methods of pay. Examine recent pay related issues such as pay inequality and gender pay gap. Emphasis is placed on the development of sound compensation programs which consider current trends, legal implications and social requirements. Prerequisites: Management Leveling.

HRM 5324. Employment and Labor Relations. 3 Credit Hours.
Explore the labor union movement and the process of collective bargaining, the formation of a union, labor agreement negotiation, labor agreement administration, grievance processes, and arbitration and mediation. Examine labor law and legal issues in labor relations, including the National Labor Relations Act and the functions of the NLRB. Negotiation skills are developed in mock labor contract negotiations. Prerequisite(s): HRM 5302 and HRM 5301 or HRM 5305 or concurrent enrollment.

HRM 5326. Human Resource Management Seminar. 3 Credit Hours.
Study selected topics in human resource management. Engage in independent research, reading, and discussions under direction of professor. Topics may vary according to student need. May be repeated once for credit when topics vary.

HRM 5330. Global Human Resource Management Practices. 3 Credit Hours.
Study basic international business concepts, cultural literacy, and discipline specific content applied to practical experiences and activities in a visited foreign country. Graduate students will be required to complete an extensive research project in addition to other course requirements. A study abroad at the student’s expense is required. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Prerequisite(s): Admission into a COBA graduate program and permission of instructor. Field experiences fee $75.

HRM 5334. Professional Issues in Human Resource. 3 Credit Hours.
Examine contemporary professional issues in human resource management. Emphasis on current issues, ethical decision-making processes, work place investigations, and continued professional development. Successful completion of a comprehensive competency examination covering the principal areas within the human resource management functions is required. Prerequisite(s): BUSI 5310, HRM 5302, HRM 5303, HRM 5305, HRM 5314 and HRM 5316, or concurrent enrollment in each.

HRM 5384. Human Resource Management Internship. 3 Credit Hours.
Gain professional experience in the human resource field under the supervision of a faculty-approved management sponsor. Emphasis is placed on the application of human resource management skills to practical problems and situations. A minimum of 20 work hours per week is expected, with a total of 200-300 on-the-job hours required during the semester. Prerequisite(s): Completion of 12 graduate semester hours in Human Resource Management, preregistration coordination and permission of course instructor. Field experiences fee $75.

HRM 5388. Human Resource Management Problems. 3 Credit Hours.
Study selected problems in human resource management, and conduct research within a specific area of interest. Engage in independent research, reading, and discussions as directed by the responsible professor. Topics may vary according to student need. Prerequisite(s): Permission of department chair.

Management Courses

MGMT 3301. Principles of Management. 3 Credit Hours.
Study the basic managerial functions of planning, organizing, staffing, directing, and controlling resources to accomplish organizational goals. Special emphasis on the systems concept of management and role of the manager in each level of the organization.

MGMT 3302. Personnel and Human Resource Management. 3 Credit Hours.
Study fundamental functions of human resources management, relationship between personnel management and organizations’ emerging role of personnel administration in development of strategic policy for organizations.
MGMT 3303. Supervisory Management. 3 Credit Hours.
Investigate the role, function, and responsibilities of the supervisor in modern organizations through study of sociological and psychological theories in human relations. Emphasis is on development of supervisory skills in communications, motivation, discipline, morale, and grievances as they arise in superior-subordinate relationships. Prerequisite(s): MGMT 3301 or permission of department chair.

MGMT 3310. Entrepreneurship I. 3 Credit Hours.
Learn how to identify and evaluate opportunities that may become the foundation for a new business ventures. Learn to develop a new business venture using the business model canvas. Assess the value of a concept and explore opportunity recognition, innovation and creativity, the legal structure of business, and types of entrepreneurial ventures. Prior knowledge in basic business fundamentals and good writing skills are preferred, but not required.

MGMT 3350. Organizational Behavior. 3 Credit Hours.
(WI) Analyze behavior of people at work in all types of organizations. Learn fundamentals of organizational behavior, values, ethics, motivation, group dynamics, individual differences, attitudes, decision-making, conflict, power, change, stress, leadership, rewarding behavior, communication, and organizational structure. Prerequisite(s): MGMT 3301 and BUSI 3301.

MGMT 4302. Productive Relationships. 3 Credit Hours.
Examine the practicals and theories related to dealing with human behavior. Emphasis on identifying and classifying behavior in order to better understand behavior and to develop strategies for effectively managing interpersonal relationships. A materials fee of $45 is required for needed course materials. Prerequisite(s): MGMT 3301 and BUSI 3301.

MGMT 4303. Managing Compensation. 3 Credit Hours.
Understand the various factors that affect the two important compensation decisions: How to (pay method) and how much (pay level). Examine the role of compensation in developing and maintaining a motivated workforce. Examine the use of tests and other techniques in human resource management. Emphasis is placed on the understanding of basic concepts, theories, current trends, and legal and social requirements related to the issue of compensation. Prerequisites: BUSI 3301 and MGMT 3302.

MGMT 4304. Recruitment and Selection of Human Resources. 3 Credit Hours.
Study recruitment and selection of human resources for organizations. Examine the role and scope of selection and compensation functions, philosophies, strategies, needs analysis, development of program content, and evaluation. Prerequisite(s): MGMT 3302 and BUSI 3301.

MGMT 4305. Human Resource Development. 3 Credit Hours.
Learn practical and theoretical approaches to training and development of employees in an organization. Study role and scope of training and development functions, philosophies, strategies, needs analysis, development of program content, and evaluation. Prerequisite(s): MGMT 3302 and BUSI 3301.

MGMT 4306. Employer and Labor Relations. 3 Credit Hours.
Study collective bargaining, labor market fundamentals, unionism, and related issues of labor economics. Prerequisite(s): MGMT 3301.

MGMT 4310. Entrepreneurship II. 3 Credit Hours.
Develop skills required to manage and grow a new venture past the start-up. Apply general business concepts to the challenges facing entrepreneurs. Draw on a broad range of business disciplines including management, marketing, finance, and accounting to develop a business plan. As such, background knowledge in these areas, as well as good writing skills, is strongly preferred, but not required. Prerequisite(s): MGMT 3301 or permission of department chair.

MGMT 4311. Production and Operations Management. 3 Credit Hours.
Study industrial organization, scientific management, planning and control, building locations and layouts, wage rates, corporation relationships, and research. Prerequisite(s): MGMT 3301 and BUSI 3311.

MGMT 4322. Management Science. 3 Credit Hours.
Learn quantitative techniques of decision-making with an emphasis on managerial needs. Study discipline of continuous improvement in managerial decision-making. Analyze problem definition, data gathering and analysis, process improvement, improvement control, and be able to make recommendations to improve business results. Prerequisite(s): MGMT 3301 and BUSI 3311.

MGMT 4325. Leadership Theory and Practice. 3 Credit Hours.
Study leadership theories and issues with practical application of newer leadership models in contemporary organizations. Explore facets of both leadership and followership, along with the impact of the particular organizational setting and situation. Explore situation analysis through active reflection, analysis of case studies, simulations, and popular business press treatment of leadership situations. Prerequisite(s): BUSI 3301 and MGMT 3301.

MGMT 4340. Management Seminar. 3 Credit Hours.
Study current issues in management. Analyze readings from current management publications and other related periodicals. May be repeated for credit when topics vary. Prerequisite(s): 15 hours of MGMT or permission of department chair.

MGMT 4354. International Management. 3 Credit Hours.
Study the international dimensions of the marketplace and environment related to management. Examine the role of culture within international strategic management, organizational behavior and human resource management. Prerequisite(s): MGMT 3301, BUSI 3301 and BUSI 3344.

MGMT 4356. Global Management Practices. 3 Credit Hours.
Study basic international business concepts, cultural literacy, and discipline specific content applied to practical experiences and activities in a visited foreign country. A study abroad at the student’s expense is required. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Prerequisite(s): Junior or senior standing. BUSI 4354, MGMT 4356, or MKTG 4356 may not be taken concurrently. Field assignment fee of $75.

MGMT 4360. Emergency Management. 3 Credit Hours.
Learn theories, principles and approaches to emergency management. Study the Philosophy of Comprehensive Emergency Management (CEM) with its four phases of preparedness, mitigation, response, and recovery. Analyze past disasters presented along with their attendant policy forms leading to the FEMA all hazards approach.

MGMT 4370. Introduction to Project Management. 3 Credit Hours.
This course provides a comprehensive overview of project management. The culture, principles, and basic techniques of project management are addressed using the project life-cycle as the primary organizational guideline. The project management functions of planning, organizing, motivating and controlling with an emphasis on the application to business and technology are explained. Basic tools of project management such as work breakdown structure, scheduling, earned value analysis, and risk management are explained and demonstrated. Prerequisites: BUSI 3301, BUSI 3311, MGMT 3301; Materials Fee: $35 for a simulation experience.
MGMT 4384. Management Internship. 3 Credit Hours.
Participate in a management related position with a public or private business organization that is preapproved and supervised. May be repeated for a total of 6 credit hours. Prerequisite(s): MGMT 3301 and permission of department chair. Field experiences fee: $75.

MGMT 4388. Management Problems. 1-3 Credit Hours.
Study selected problems in management. Engage in independent research, reading and discussions under the personal direction of the instructor. Topics may vary according to student need. May be repeated with permission of department chair. Prerequisite(s): Senior standing and permission of department chair.

MGMT 5090. Management Comprehensive Examination. 0 Credit Hours.
Study and take the management examination for Non-thesis students. Register for the comprehensive examination during final semester of graduate coursework, or upon permission of advisor. All comprehensive examinations will be written, but an oral component may also be required. A maximum of three attempts will be allowed. Thesis students do not take this examination.

MGMT 5301. Organizational Behavior. 3 Credit Hours.
Learn behavioral theory in organizational context. Study individual and group dynamics in the business environment. Specific emphasis given to leadership, motivation, communication, employee supervision, and morale. Prerequisite(s): Management leveling.

MGMT 5302. Sustainable Business: A One Planet Approach. 3 Credit Hours.
The leaders of today's organizations must navigate the challenges surrounding sustainability. Sustainability relates to the creation of long-term value for the triple bottom line of People, Planet and Profit through the adroit management of a firm's social, environmental, and economic impact. This course will provide students with the understanding and tools necessary to integrate sustainability into the business disciplines (marketing, finance, operations, etc.), emphasize how sustainability challenges can be turned into strategic competitive advantage, explore emerging market opportunities for sustainable products and services, and underscore the role of leadership in innovating, organizing, and managing the changes necessary to adopt a "one-planet" approach to survive and thrive in this rapidly changing environment. Prerequisite(s): Management Leveling.

MGMT 5305. Analytical Methods of Management Decisions. 3 Credit Hours.
Study analytical techniques which may be used to facilitate decisions analysis. Learn concepts of utility, break even analysis, network models, linear programming, game theory and computer simulation. Use course activity to survey analytical techniques which may be used to facilitate analysis of alternative decisions and practice in applying the techniques through problem solving. Prerequisite(s): BUSI 3311 or MATH 3300 and graduate standing.

MGMT 5306. Influence Organizational Productivity By Interpersonal Relationships. 3 Credit Hours.
Learn the practicals and theories related to interpersonal behavior and its influence on organizational productivity. Learn to identify and classify behavior in order to better understand behavior and to develop strategies for creating productive relationships with others. Particular emphasis is directed toward the impact of interpersonal behavior in business organizations and the potential effect on productivity. A materials fee of $45 is required for needed course materials.

MGMT 5307. Responsibilities and Ethics of Leadership. 3 Credit Hours.
Analyze an organization's social and environmental responsibilities to its employees, customers, and other key stakeholder groups. Emphasis is given to the case study method for evaluating the performance of various organizations. Develop a theoretical framework for understanding ethics, principles and values of leadership as they affect the organization, the organizational environment, and society. Prerequisite(s): Management Leveling.

MGMT 5308. Designing Organizations for Sustainable Effectiveness. 3 Credit Hours.
Examines theories, processes and "fit" models of organization design and alignment of structure, technology, information systems, reward systems, people and culture, and management processes with organizational goals. Emphasis is on maximizing the triple bottom line for sustainable effectiveness and how organizations can be led and managed so they are economically, socially, and environmentally sustainable. Prerequisite(s): Management Leveling.

MGMT 5309. Global Leadership for Sustainability. 3 Credit Hours.
This course is the integrating capstone course for the MS One Planet Leadership program. Examines both mainstream and emerging theories and approaches to leadership, including models of leadership for sustainability and developing the global mindset necessary for flourishing enterprises to maximize the triple bottom line. Applies leadership principles and models to varied organizational situations with a primary focus on developing leaders who can effectively deal with the economic, social, and environmental challenges global leaders face in today's volatile and chaotic business climate. A culminating capstone sustainability case study project is a required part of the course. Students must make a B on this project to pass the course and a B in the course to graduate. Prerequisite(s): Students must have completed or be currently enrolled in the core courses for the program, MGMT 5301, MGMT 5308, & MGMT 5368, or instructor approval.

MGMT 5310. Leadership Formation and Development. 3 Credit Hours.
This course examines both mainstream and emerging theories and approaches to leadership development and formation, with an emphasis on case study and experiential methods of examining the application of leadership principles and models. It provides each student the opportunity to focus on developing their personal and organizational abilities and skills to become triple bottom line leaders who can better resolve the economic, social and environmental issues of the global, Internet age. Prerequisite(s): Management Leveling.

MGMT 5311. Sustainable Operations & Services. 3 Credit Hours.
Focuses on providing students with a broad understanding and knowledge of operations and service management concepts. Emphasis will be placed on incorporating various aspects of sustainability, while designing, managing and controlling business operations and services. In addition, students will be exposed to several analytical tools, models and methodologies that are necessary to design, develop and evaluate various sustainable business operations. Prerequisites: Management and Statistics Leveling.
MGMT 5315. International Management for Sustainability. 3 Credit Hours.
This course will focus on international business management through a sustainability lens. Seminal and current research along with relevant real-world examples will be used to expose students to theories and frameworks pertinent to international business functions and cross-cultural management. The course will sensitize students to global business environment opportunities and stimulate generation of team-based international business solutions contributing to sustainable development and consistent with the triple bottom line approach. Prerequisite(s): Management leveling.

MGMT 5320. Negotiations. 3 Credit Hours.
Learn distributive negotiation, integrative negotiation, biases and pitfalls in negotiation, building trust, developing a negotiation style, power, persuasion, ethics, creativity and problem solving. Theoretical lecture/discussion and practical application/skill development, including in-class role plays, are used in this course. A materials fee of $40 is required for needed course materials.

MGMT 5330. Cross Sector Partnerships for Sustainability. 3 Credit Hours.
Cross-sector partnerships have proven to be one of the most effective approaches to complex environmental challenges. Through case studies of environmental partnerships, literature on collaboration strategies, reflective journals and field research, students will develop the skills necessary to lead future collaborative sustainability initiatives. Prerequisite(s): Management leveling.

MGMT 5340. Management Seminar. 3 Credit Hours.
Explore selected management topics of current importance to business management. May be repeated once for credit when topics vary.

MGMT 5345. Entrepreneurship. 3 Credit Hours.
The course is designed to cover the fundamentals of entrepreneurship. Students will be provided with tools and methods for successfully developing and launching a new venture. Students will have an opportunity to develop a business plan, and will be exposed to concepts such as creativity, risk-taking, and sustainable entrepreneurship.

MGMT 5350. Project Management. 3 Credit Hours.
Study a comprehensive overview of project management. Analyze culture, principles, and basic techniques of project management using the project life cycle as the primary organizational guideline. Learn project management functions and use basic tools of project management such as work breakdown structure, scheduling, contracting, earned value analysis, and risk management. A materials fee of $35 is required to support a learning simulation.

MGMT 5356. Global Management Practices. 3 Credit Hours.
Study basic international business concepts, cultural literacy, and discipline specific content applied to practical experiences and activities in a visited foreign country. A study abroad at the student’s expense is required. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Prerequisite(s): Admission into a COBA graduate program and permission of instructor. Field experiences fee $75.

MGMT 5368. Development & Change for Learning Organizations. 3 Credit Hours.
Students apply strategies for developing organizational learning using behavioral science. Viewing organizations as complex ecological systems, students will master systems thinking related to organization development so that change efforts improve both the organization and the wider systems within which it operates. Prerequisite(s): MGMT 5301.

MGMT 5384. Management Internship. 3 Credit Hours.
Participate in a management related position with a public or private business organization that is preapproved and supervised. May be repeated for a total of 6 hours credit. Prerequisite(s): Permission of department chair. Field experiences fee $75.

MGMT 5388. Management Problems. 1-6 Credit Hours.
Study problems, topics, and perform research in management within the student’s area of interest. Engage in independent research, reading and discussions under the personal direction of the instructor; topics may vary according to student need. This course offers students the opportunity to study. Prerequisite(s): Permission of department chair.

Marketing Courses

MKTG 3301. Marketing. 3 Credit Hours.
Examine principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

MKTG 3312. Public Relations. 3 Credit Hours.
Study the techniques used in planning public relations programs for businesses, schools, churches, and civic associations. Learn press relations, crisis management, advertising, speech writing, and campaign activities. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 3315. Personal Selling. 3 Credit Hours.
Study the role and techniques of personal selling as a component of the marketing mix. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 3316. Consumer Behavior. 3 Credit Hours.
Analyze individual and group behavior of people performing in consumer role. Study buying motives, social class, and research techniques in consumer behavior. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 3317. Retailing. 3 Credit Hours.
Learn fundamental operations of retailing, studying of buying practices, pricing, store locations and layout, sales promotions, personnel management, and stock control. Study design to aid the student seeking a general knowledge of the retail field as well as those specializing in Marketing. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 3318. Promotional Strategy. 3 Credit Hours.
Study a controlled, integrated program of promotional variables. Learn how to present a company and its products to prospective customers, to promote need-satisfying attributes of products toward the end of facilitating sales, and long-run performance. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 3320. Marketing Research. 3 Credit Hours.
Study accurate, objective, and systematic gathering, recording, and analyzing of data about problems relating to marketing goods and services. Prerequisite(s): MKTG 3301, BUSI 3301 and BUSI 3311.

MKTG 4301. Advertising. 3 Credit Hours.
Analyze advertising in modern media. Study the history, design, effects of advertising, and the uses of different media for advertising purposes. Prerequisite(s): MKTG 3301 and BUSI 3301.

MKTG 4302. Services Marketing. 3 Credit Hours.
Learn about service environment. Analyze the most successful service-oriented industries and firms within the world’s fastest-growing economic sector. Prerequisite(s): MKTG 3301 and BUSI 3301.
MKTG 4305. Digital and Internet Marketing. 3 Credit Hours.
This course provides a theoretical and practical understanding of digital marketing. Students will learn various digital marketing practices such as managing and executing search engine optimization campaign (e.g., Google AdWords), building an effective website, and converting clicks into purchases through an experiential learning approach. Prerequisite: MKTG 3301.

MKTG 4316. Marketing Strategy. 3 Credit Hours.
Learning how to formulate and implement a strategic marketing plan to try to achieve a sustainable competitive advantage. This course uses practical approaches, including case studies and a marketing plan project. Prerequisites: MKTG 3301, MKTG 3316, and MKTG 3320 or permission of the instructor.

MKTG 4340. Marketing Seminar. 3 Credit Hours.
Examine the current issues/topics in Marketing. May be repeated for credit if the topic varies. Prerequisite(s): MKTG 3301, BUSI 3301 and permission of instructor.

MKTG 4354. International Marketing. 3 Credit Hours.
Study comparative marketing systems, including economic, social, technological, governmental, and political environments as they affect international marketing operations. Prerequisite(s): MKTG 3301, BUSI 3301 and BUSI 3344 or permission of department chair.

MKTG 4356. Global Marketing Practices. 3 Credit Hours.
Study basic international business concepts, cultural literacy, and discipline specific content applied to practical experiences and activities in a visited foreign country. A study abroad at the student’s expense is required. Student may complete a maximum of six hours of SOBA sponsored study abroad toward degree completion. Field assignment fee: $75. Prerequisite(s): MKTG 3301, junior or senior standing and permission of instructor. BUSI 4354, MGMT 4356, or MKTG 4356 may not be taken concurrently.

MKTG 4384. Marketing Internship. 1-6 Credit Hours.
Participate in a marketing-related position with a public or private business organization that is preapproved and supervised. Acquiring a new marketing-related position after approval of the internship or the approval of experiences beyond the scope of the student’s present job. May be repeated for a total of 6 hours credit. Prerequisite(s): MKTG 3301, Faculty Sponsorship, and permission of department chair. Field experiences fee: $75.

MKTG 4388. Marketing Problems. 1-6 Credit Hours.
Study of selected problems in marketing. Engage in independent research, reading and discussions under the personal direction of the instructor, topics may vary according to student need. May be repeated with permission of department chair. Prerequisite(s): Senior standing and permission of department chair.

MKTG 4389. Special Topics in Marketing. 3 Credit Hours.
Examine current topics in marketing. Explore required readings from current marketing publications and other related periodicals. May be repeated for credit when topics vary. Prerequisite(s): 9 hours of MKTG.

MKTG 5308. Marketing Management. 3 Credit Hours.
Study the planning and coordination of marketing functions specifically related to product, pricing, promotion, and distribution strategies. Explore case analysis and participate in presentation of results. Prerequisite(s): Marketing Leveling.

MKTG 5309. Marketing Strategy. 3 Credit Hours.
Develop the role of product, pricing, promotion, and channel and physical distribution in the development of a firm’s integrated marketing program. Study cases used to evaluate and compose alternative courses of action.