

MASTER OF BUSINESS ADMINISTRATION (MBA)

Program Description

The Master of Business Administration (MBA) program is designed for students with diverse undergraduate backgrounds. It is a program suitable for both non-business and business graduates. The program is offered in two delivery formats - on-campus MBA and online MBA.

The goal of the MBA program is to prepare individuals for the responsibilities of management in a wide variety of business and non-business endeavors. Optional concentrations are available, by taking additional hours, in Accounting, Business Analytics, Finance, Health Care Administration, Management, and International Business.

Student Learning Goals and Objectives

- G1. To Be Effective Communicators
 - G1.01 – Effectively communicate in writing
 - G1.02 – Deliver a business presentation in an organized, effective manner
- G.2 To Be Competent in Business Practices
 - G2.01 – Demonstrate relevant knowledge across business disciplines
 - G2.02 – Use technology to analyze data and disseminate information
- G.3 To Be Good Decision Makers
 - G3.01 – Identify pertinent information
 - G3.02 – Apply critical thinking
- G.4. To Be Good Citizens
 - G4.01 – Apply Ethical Reasoning

For Additional Information

Website:

<http://www.cob.tamucc.edu>

Campus address:

Michael and Karen O'Connor Building, OCNR 234
Phone: (361) 825-2655

Mailing address:

Director of Master's Programs, College of Business
Texas A&M University-Corpus Christi
6300 Ocean Dr. Unit 5808
Corpus Christi, TX 78412-5808

MBA Admission Requirements

Applicants must comply with University procedures and meet University standards for admission. Applicants must submit an application to the Office of Recruitment and Admissions. Applicants must have a last 60 hours GPA of at least 2.50. Applicants are required to submit Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE) scores prior to admission. GMAT and GRE scores will not be accepted if over five years old. The GMAT or GRE is not required of applicants with a last 60 hours GPA of at least 3.0 and a grade of at least B in a college algebra or higher-level mathematics course or for Executive MBA applicants. The GMAT or GRE is not required of applicants who earned a graduate degree (master's, doctoral, etc.) from a regionally

accredited university and have at least a grade of B in college algebra or a higher-level mathematics course.

Applicants whose last 60 hours GPA is at least 2.75 but less than 3.00 may be conditionally admitted to the MBA program without submitting GMAT or GRE scores. Conditionally admitted students must achieve at least a 3.00 graduate GPA in their first nine semester credit hours in order to continue in the program.

Admission decisions are made based on of undergraduate performance, GMAT or GRE scores (if required), experience, and other indicators of the ability to pursue graduate study successfully. To be accepted in the graduate program, in addition to other requirements, applicants must be in good standing at the college or university they previously attended. Official notification of the admission decision is issued by the Office of the Dean of the College of Business and is sent directly to the applicant. The College of Business does not have "conditional" or "non-degree seeking" graduate admission classifications. Normally, no credit will be applied toward a master's degree for graduate classes taken prior to acceptance into a graduate degree program in business.

Program Requirements

The number of hours required for the MBA degree requirements range from 30 to 42 and vary by concentration area, delivery format, and necessity for foundational courses for students with non-business degrees. The program may require up to 42 hours of graduate work for non-business majors and may be completed in as few as 30 hours for students with an undergraduate degree in business. The on-campus and online MBA formats both require 30 hours for students with an undergraduate degree in business. The selection of a concentration would increase the number of hours in the program of study to 36 for a student with an undergraduate degree in business. The weekend-based Executive MBA program requires a total of 36 hours of coursework.

On-Campus and Online MBA Students with Nonbusiness Degrees

Students who have had no undergraduate work in business may be required to complete 12 credits of core courses designed to provide preparation comparable to the professional core in the undergraduate curriculum of the College of Business. Some or all of these core courses may be waived for students who have received a "B" or better in comparable undergraduate courses.

Core Courses

The following courses form the core knowledge in business required for students with nonbusiness undergraduate degrees. Core courses cannot be taken for advanced course credit. Students must be admitted to the MBA program before enrolling in graduate-level core courses.

Code	Title	Hours
Core Courses		
ACCT 5312	Foundations of Accounting *	3
BAIS 5315	Statistical and Decision Analysis *	3
FINA 5311	Financial Management Concepts *	3
Total Hours		9

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Online offering

Note:

The Director of Master's Programs may waive core courses if the student has previously completed appropriate business courses. Graduate students from other colleges should consult the Director of Master's Programs in the College of Business for selection of appropriate courses. Courses need to be taken in an order that allows satisfying the prerequisite requirements (check course descriptions for prerequisites).

Master of Business Administration Advanced Requirements

In addition to satisfying the core requirements in business, all MBA students must complete a minimum of 30 credits of advanced graduate courses at the 5315 level or higher (36 hours for those electing to concentrate in Accounting, Business Analytics, Finance, Health Care Administration, Management, or International Business as listed below). These advanced courses should be taken in the order listed to enhance understanding of course materials and satisfy needed prerequisites.

Students with an undergraduate major in the field of an advanced course may substitute an additional approved elective in that field. At least 18 credits must be in areas other than the area of concentration. Electives (courses numbered above 5315) are selected from the offerings of the College of Business.

Code	Title	Hours
Advanced Courses ¹		
ACCT 5315	Accounting Topics *	3
BAIS 5310	Software Based Business Solutions *	3
ECON 5315	Managerial Economics *	3
FINA 5320	Managerial Finance *	3
MGMT 5320	Organizational Behavior and Theory *	3
MGMT 5355	Administrative Strategy and Policy ^{1,*}	3
MKTG 5320	Marketing Management *	3
OPSY 5315	Operations Management *	3
Approved Electives		6
Total Hours		30

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Must be taken at the end of the program after completion of all advanced, non-elective, courses. In unusual circumstances, it may be taken concurrently with the final required courses with the written permission of the Director of Master's Programs.

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Online offering

Concentration Courses

A concentration is not required in the MBA, but is available to students desiring degree specialization. Students who elect to concentrate in Accounting, Business Analytics, Finance, Health Care Administration, Management, or International Business are required to complete 36 hours of advanced courses: 24 hours of required credits and 12 hours in the area of concentration.

Accounting Concentration Requirements:

See the College of Business section of the Graduate Catalog for details on the **MAcc and the MBA** programs. (An advanced degree is not currently required to meet the 150-hours standard for becoming a candidate for the CPA examination.) See the Texas State Board of Public Accountancy website for more information: <https://www.tsbpa.texas.gov>.

Students should also be aware that pursuant to TAC Rule 511.57(c), the Board will accept no fewer than 30 semester credit hours of accounting courses from the courses listed in subsection (e)(1) - (13) of this section. The courses must meet the Board's standards by containing sufficient business knowledge and application to be useful to candidates taking the UCPAE. A Board-recognized institution of higher education must have accepted the courses for purposes of obtaining a baccalaureate degree or its equivalent, and they must be shown on an official transcript.

To pursue the MBA Accounting Concentration, students must have completed 18 semester credit hours of upper-level accounting courses.

Code	Title	Hours
Concentration Courses		
Select one of the following optional Concentrations:		12
<i>Accounting Concentration</i>		
Select four of the following:		
ACCT 5337	Taxes and Business Strategy *	
ACCT 5340	Forensic Accounting *	
ACCT 5351	Strategic Cost Management	
ACCT 5396	Directed Individual Research or Readings	
ACCT 5398	Accounting Internship	
BLAW 5345	Ethics for Accountants and Business Executives	
<i>Business Analytics Concentration</i>		
BAIS 5320	Business Database Management *	
BAIS 5330	Business Intelligence and Analytics *	
BAIS 5340	Data Mining for Business Intelligence *	
Select one of the following elective courses:		
BAIS 5335	Managing the Information Systems Function *	
BAIS 5345	Programming in Business Analytics *	
BAIS 5350	Enterprise Resource Planning *	
BAIS 5360	Managing IT Projects *	
<i>Finance Concentration</i>		
Select four of the following:		
FINA 5325	Real Estate Finance and Investments *	
FINA 5333	Personal Financial Planning *	
FINA 5335	Multinational Finance *	
FINA 5340	Investment and Portfolio Theory *	
FINA 5345	Financial Markets and Institutions *	
FINA 5370	Seminar *	
FINA 5396	Directed Individual Research Or Readings	
<i>Health Care Administration Concentration</i>		
Select four of the following:		
HCAD 5312	The Health Care System *	
HCAD 5320	Health Economics and Policy *	
HCAD 5325	Health Care Financial Management *	
HCAD 5330	Health Law and Ethics *	
HCAD 5390	Health Care Selected Topics *	
<i>Management Concentration</i>		
Select four of the following:		
MGMT 5330	Leadership	
MGMT 5335	Multinational Management	
MGMT 5345	Business, Government, and Society	
MGMT 5350	Entrepreneurship	

MGMT 5360	Human Resource Management
MGMT 5370	Seminar
<i>International Business Concentration</i>	
Select four of the following:	
ECON 5335	International Economics
FINA 5335	Multinational Finance *
MGMT 5335	Multinational Management *
MKTG 5335	Marketing in the International Environment
Approved Graduate Elective	
Total Hours	12

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Online offering

Note:

Students in all graduate business programs must comply with the college academic policies and requirements described previously.

Courses

Accounting Courses

ACCT 5312 Foundations of Accounting

3 Semester Credit Hours (3 Lecture Hours)

Theoretical and applied facets of financial and managerial accounting for business. The course includes preparation and communication of financial information as well as the uses of accounting data in planning and controlling activities of business firms and other types of organizations. (This is a core course.) Not open to students who have completed six semester hours of accounting.

ACCT 5314 Advanced Accounting Problems

3 Semester Credit Hours (3 Lecture Hours)

A study of advanced accounting topics, including leases, pensions, consolidations, asset retirement obligations, accounting for not-for-profit organizations and government entities and other special problem areas.

ACCT 5315 Accounting Topics

3 Semester Credit Hours (3 Lecture Hours)

A continuation of financial and managerial accounting with emphasis on applications, and analysis and interpretation of financial statements.

Prerequisite: ACCT 5312.

ACCT 5317 Oil, Gas and Energy Accounting

3 Semester Credit Hours (3 Lecture Hours)

This course covers the basic principles of oil and gas accounting. Course topics include upstream oil and gas operations, successful efforts accounting, full cost pool accounting, accounting for production, exploration and construction, joint interest accounting, international operations, oil and gas taxation and analysis of oil and gas financial statements.

Prerequisite: ACCT 3311.

ACCT 5318 Multinational Entities: Accounting and Consolidations

3 Semester Credit Hours (3 Lecture Hours)

A study of the similarities and differences between U.S. and other countries' accounting and reporting procedures. Basic consolidation of international segments will be covered. Use of spreadsheets and web technology required.

Prerequisite: ACCT 2302.

ACCT 5337 Taxes and Business Strategy

3 Semester Credit Hours (3 Lecture Hours)

A framework to analyze how tax rules affect decision-making. Cases and problems, taken from historical and current developments in tax planning, develop understanding of how changes in tax rules influence the behavior of various constituents in the broad business and regulatory environment.

Prerequisite: ACCT 5312.

ACCT 5340 Forensic Accounting

3 Semester Credit Hours (3 Lecture Hours)

The course will cover the concepts and skills of forensic accounting investigations. The course focuses on the methods and technological tools used to detect occupational fraud. These include the steps in conducting an investigation, use of technological tools, witness and suspect interviewing techniques, investigation report writing, and expert testimony.

ACCT 5341 Advanced Auditing and Assurance Services

3 Semester Credit Hours (3 Lecture Hours)

This course is designed as a discussion-based seminar and case analysis to provide graduate students with an understanding of auditing theory, practice, and research methods. This course continues from Auditing Principles and Procedures (ACCT 4311) by implementing the auditing principles, standards, procedures, and practices learned in that course and applying them in case analysis. Topics include research of professional accounting and auditing standards, technical memo writing, professional ethics, professional judgment, sampling, forensic examinations, integrated audits, quality control reviews, assurance services, and other contemporary issues in auditing.

ACCT 5351 Strategic Cost Management

3 Semester Credit Hours (3 Lecture Hours)

A conceptual approach to the use of cost accounting information to support decision-makers as they develop, communicate, implement, evaluate and modify organizational strategy. The linkage between cost management and strategy is facilitated by examining such tools as: cost driver, value chain, and organizational design analyses.

ACCT 5355 Information Systems in Accounting

3 Semester Credit Hours (3 Lecture Hours)

A study of current topics in accounting information systems. Topics include the role of accounting information systems and their applications in a variety of computer environments including the Internet, service organizations, and centralized and decentralized environments.

ACCT 5370 Seminar

1-3 Semester Credit Hours (1-3 Lecture Hours)

in an identified topic in accounting. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

ACCT 5371 Professional Accounting Research

3 Semester Credit Hours (3 Lecture Hours)

Course presents practice of general accounting research. Content includes study of professional research using authoritative standards and databases. The course develops procedures for identifying the applicable accounting issues, locating appropriate authority, and communicating the results of professional research. Through comprehensive case studies, students will obtain hands-on experience in researching and evaluating technical accounting, tax, and audit issues.

ACCT 5381 Accounting Theory**3 Semester Credit Hours (3 Lecture Hours)**

A study of diverse accounting theories and concepts. Includes an intensive study of the underlying framework of financial accounting. Contemporary accounting issues are emphasized focusing on proper financial statement presentation and disclosure. Includes the study of similarities and differences between U.S. GAAP and International Financial Reporting Standards and the related convergence projects.

ACCT 5391 Integrative Seminar in Accounting**3 Semester Credit Hours (3 Lecture Hours)**

The use of case studies to explore the integration of financial accounting, auditing, taxation, managerial accounting and accounting information systems to assess their relationship individually and collectively to business decision-making. Must be taken at the end of the program after completion of all advanced, non-elective courses. In unusual circumstances, it may be taken concurrently with the final non-elective courses with the written permission of the Director of Master's Programs.

ACCT 5396 Directed Individual Research or Readings**1-3 Semester Credit Hours**

Contact the Director of Master's Programs.

ACCT 5398 Accounting Internship**3 Semester Credit Hours**

Supervised full-time or part-time, off-campus training in public accounting, industry, or government. Oral and written reports required. Please review TSBPA guidelines for internship requirements.

Business Analytics and Information Systems Courses**BAIS 5310 Software Based Business Solutions****3 Semester Credit Hours (3 Lecture Hours)**

Study of computer-based technologies for facilitating the analysis and evaluation of business problems. Provides the student with a case-driven analysis of evaluating and selecting the appropriate software tool to match the required management application. Software coverage may include a variety of available packages, such as word processing, spreadsheets, databases, ftp, e-mail, and electronic presentation.

Prerequisite: BAIS 2301.

BAIS 5315 Statistical and Decision Analysis**3 Semester Credit Hours (3 Lecture Hours)**

A study of analytical methods useful for business and economic decision making. Topics include descriptive statistics, probability, inferential statistical methods, and decision analysis.

BAIS 5320 Business Database Management**3 Semester Credit Hours (3 Lecture Hours)**

Concepts and methodology of data base planning, design, development, and management of the computerized data base for business-oriented applications. The logical models of hierarchical and network data bases are presented, but the emphasis is on the relational data base model. Exercises and assignments will be completed utilizing a relational DBMS package.

Prerequisite: BAIS 2301.

BAIS 5325 Website Development for E-Commerce**3 Semester Credit Hours (3 Lecture Hours)**

This course provides an understanding of the principles and techniques for client-side development using HTML, XHTML and CSS. Text editors and the software tools such as Dreamweaver will be used. This course includes designing for web standard, accessibility, usability, and workflow for web design.

BAIS 5330 Business Intelligence and Analytics**3 Semester Credit Hours (3 Lecture Hours)**

Overview of important concepts of business intelligence, and the use of analytics, technologies, applications and processes used by organizations to gain data-driven insights. These insights and predictions can be used to aid decision-making and performance management across functional areas, including marketing, operations, and finance. Students will learn to extract and manipulate data, and create reports, scorecards and dashboards, including mobile apps.

BAIS 5335 Managing the Information Systems Function**3 Semester Credit Hours (3 Lecture Hours)**

This course provides an understanding of the role of information systems in businesses today. The focus of the course will be on management issues related to information systems. Major topics that will be covered include e-commerce, data management, networks, and management information systems.

BAIS 5340 Data Mining for Business Intelligence**3 Semester Credit Hours (3 Lecture Hours)**

In the information age, organizations can and do collect massive amounts of data. Yet organizations are often "data rich" but "information and knowledge poor." This course is designed to prepare business professions who, by using analytical methods and data mining and data visualizations tools, will be able to harness the potential of data by extracting business intelligence that can be used to improve decisions and operations at various points in the value chain.

Prerequisite: BAIS 5310, 5320 and 5315.

BAIS 5345 Programming in Business Analytics**3 Semester Credit Hours (3 Lecture Hours)**

This course introduces students to the fundamental techniques used in the development and programming of software applications. This course is designed for students who have little or no previous computer programming experience. This course will use a scripting and/or visual development programming language. Topics covered include (but are not limited to) problem solving, algorithms, data types, expressions, control structures, functions, and GUIs (graphical user interfaces).

BAIS 5350 Enterprise Resource Planning**3 Semester Credit Hours (3 Lecture Hours)**

A study of the management of information technology as it is practiced in organizations today. Traditional organizations are moving toward a more interconnected or networked business environment. A major focus is understanding the role and use of complex technology in the support of individual, workgroup, enterprise, inter-enterprise and international computing. This course will utilize a business process management approach through the use of enterprise software.

BAIS 5360 Managing IT Projects**3 Semester Credit Hours (3 Lecture Hours)**

This course covers issues related to managing projects in organizations. The course focuses on the management of projects and working as a team. Students are expected to draw on materials from other management information system courses, especially the Systems Analysis and Design, and Database Management courses.

Prerequisite: BAIS 5320.

BAIS 5370 Seminar**1-3 Semester Credit Hours**

in an identified topic in business analytics and information systems. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

BAIS 5396 Directed individual Research or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.

Economics Courses**ECON 5311 Foundations in Economics****3 Semester Credit Hours (3 Lecture Hours)**

An intensive study for graduate students with limited or no academic experience in economics. Provides an introduction to economic principles, analysis and procedures used in graduate-level study.

ECON 5315 Managerial Economics**3 Semester Credit Hours (3 Lecture Hours)**

A graduate-level course in managerial micro economics focusing on the use of economic tools and concepts to assist managers in decision-making. Topics may include market demand and elasticity, demand estimation, production and cost functions, marginal analysis under various forms of market structure and game theory.

Prerequisite: ECON 5311.

ECON 5335 International Economics**3 Semester Credit Hours (3 Lecture Hours)**

An analysis of why international trade takes place and how private agents react to changes in government policies. Determination of exchange rates, exports, imports, capital flows, employment, prices, interest rates, and economic growth are the focus of simple analytical techniques.

Monetary and fiscal policies are also examined in an international macroeconomics context.

Prerequisite: ECON 5311.

ECON 5370 Seminar**1-3 Semester Credit Hours**

in an identified topic in economics. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

ECON 5396 Directed individual Research Or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.

Finance Courses**FINA 5311 Financial Management Concepts****3 Semester Credit Hours (3 Lecture Hours)**

An intensive study for students with limited or no academic experience in finance. Helps to provide an understanding of the concepts of present value, funds flow analysis, cost of capital, capital budgeting, and valuation theories used in corporate finance.

Prerequisite: ACCT 5312, ECON 5311 and ORMS 5310.

FINA 5320 Managerial Finance**3 Semester Credit Hours (3 Lecture Hours)**

An expanded study of the theoretical framework of financial analytical principles, including contemporary topics. Combines theory and case analysis to integrate principles with practice, emphasis on the relevant theory, the application of theory to managerial problems, and the presentation of results in written and oral form. Applies concepts of corporate finance, accounting principles and quantitative analysis.

Prerequisite: FINA 5311 and ACCT 5315.

FINA 5325 Real Estate Finance and Investments**3 Semester Credit Hours (3 Lecture Hours)**

This course will examine the risks and rewards associated with investing in and financing residential as well as commercial real estate. These concepts include appraising/valuing income properties, valuing debt securities, and managing portfolios of properties and securities.

Prerequisite: FINA 5311.

FINA 5333 Personal Financial Planning**3 Semester Credit Hours (3 Lecture Hours)**

This is a case-enhanced course in financial planning. It will cover topics in the financial planning process, cash, debt and savings management, taxes, housing decisions, insurance and risk management, investment alternatives, and retirement and estate planning. These topics will be developed using a case with a fictional family client to simulate providing financial counseling to others.

Prerequisite: FINA 5311.

FINA 5335 Multinational Finance**3 Semester Credit Hours (3 Lecture Hours)**

A study of corporate financial planning and decision making in a multinational environment. Topics covered include measurement and management of exchange rate risk, financing international trade, short- and long-term asset and liability management, direct foreign investment, cost of capital and capital structure, and country risk analysis.

Prerequisite: FINA 5311.

FINA 5340 Investment and Portfolio Theory**3 Semester Credit Hours (3 Lecture Hours)**

A study of the financial markets, security, evaluation, efficiency of markets evaluations, investment goals and portfolio selection. Professional investment management techniques are examined in the context of modern portfolio theory. A unified systems approach is adopted for investment selection and control.

Prerequisite: FINA 5320.

FINA 5345 Financial Markets and Institutions**3 Semester Credit Hours (3 Lecture Hours)**

The role of the financial markets and institutions in the global economy is examined including regulation, money market operations, global impact of central banking monetary policy, and determinants of interest rates and financial asset pricing.

FINA 5370 Seminar**1-3 Semester Credit Hours**

in specific topics within Finance. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

FINA 5396 Directed Individual Research Or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.

Management Courses**MGMT 5320 Organizational Behavior and Theory****3 Semester Credit Hours (3 Lecture Hours)**

This course focuses on the study of individual and group behavior in organizations. Topics covered include individual differences, perception, motivation, conflict management, organizational culture, decision making, leadership, teams, and ethics.

MGMT 5330 Leadership**3 Semester Credit Hours (3 Lecture Hours)**

This course provides an in-depth review of traditional as well as current theories in Leadership. Students will complete self-assessment exercises designed to assess their leadership style and ability as a leader. This course will drill future leaders in a variety of lessons in leadership from which they can develop and grow, as well as lessons of bad leadership illustrating what to avoid.

MGMT 5335 Multinational Management**3 Semester Credit Hours (3 Lecture Hours)**

A study of the values, relationships, social structures and cultural differences that affect the application of management processes in different international environments. Attempts are made to distinguish problems that stem from organizational goals and those due to cultural factors.

Prerequisite: MGMT 5310.

MGMT 5345 Business, Government, and Society**3 Semester Credit Hours (3 Lecture Hours)**

An analysis of business, government, and society interaction and how these relationships affect outcomes and stakeholders in varying contexts. Contemporary business issues are examined in terms of how major social changes impact organizations. Corporate social responsibility and ethical conduct in business are given particular attention.

MGMT 5350 Entrepreneurship**3 Semester Credit Hours (3 Lecture Hours)**

An analysis of the organization and operation systems appropriate to owner-operated business firms. Business functions are examined with particular attention given to establishing and operating the firm.

MGMT 5355 Administrative Strategy and Policy**3 Semester Credit Hours (3 Lecture Hours)**

An analysis of strategic decision making, policy, and strategy. Focus is on the integrative and multi-functional nature of organizational strategy decision. Intensive analysis of the influence of administrative decisions on organizational outcomes.

MGMT 5360 Human Resource Management**3 Semester Credit Hours (3 Lecture Hours)**

An analysis and critique of concepts, theories and practices in human resource management, including employment planning, selection and placement, training and development, compensation systems, and performance appraisals.

MGMT 5370 Seminar**1-3 Semester Credit Hours**

in an identified topic in management. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

MGMT 5396 Directed individual Research Or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.

Marketing Courses**MKTG 5320 Marketing Management****3 Semester Credit Hours (3 Lecture Hours)**

An advanced study of contemporary marketing management concepts, tools of analysis, and implementation of marketing programs.

Prerequisite: MKTG 5311.

MKTG 5330 Social Media Marketing**3 Semester Credit Hours (3 Lecture Hours)**

This course introduces students to the cutting edge social media tools necessary to perform effectively as marketing professionals. Topic coverage includes the understanding of social media unique structure, emerging segmentation and positioning practices, as well as evaluation and implementation of a social media marketing strategy.

MKTG 5335 Marketing in the International Environment**3 Semester Credit Hours (3 Lecture Hours)**

A study of the environment within which a firm operating outside the U.S. considers the political, social, and economic variables that impact marketing decisions.

Prerequisite: MKTG 5311.

MKTG 5370 Seminar**1-3 Semester Credit Hours**

in an identified topic in marketing. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

MKTG 5396 Directed individual Research or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.

Operations Management Courses**OPSY 5315 Operations Management****3 Semester Credit Hours (3 Lecture Hours)**

Study of operations of manufacturing and service organizations.

Introduction to operational design and control issues such as forecasting, capacity planning, facility location and layout, quality, JIT/lean philosophies and materials requirement planning. Emphasis on developing an operational strategy linking functional areas. Includes international, environmental, legal, and ethical aspects of operations.

Prerequisite: ORMS 5310.

OPSY 5370 Seminar**1-3 Semester Credit Hours (1-3 Lecture Hours)**

in an identified topic in Operations Management. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

OPSY 5396 Directed individual Research Or Readings**1-3 Semester Credit Hours**

Contact Director of Master's Programs.