

ALABAMA A&M UNIVERSITY
SCHOOL OF BUSINESS
GRADUATE COURSE DESCRIPTIONS

FIN 507	Essentials of Finance – 3 hrs This course offers an understanding of basic financial concepts. It covers the nature, techniques, structures, and importance of finance as a discipline and its relationship with other business disciplines by introducing students to the structure of the financial markets and financial analysis, as well as risk and investment analysis. Prerequisite: ACC 506 or Introduction to Accounting 1 & 11
FIN 511	Financial Management and Policy – 3 hrs This is an introductory graduate course in the art of money and capital management at the level of the firm. Topics covered include methods used to maximize the value of the firm, financial statement analysis, capital budgeting, the cost of capital, working capital management, dividend policy, and lease financing. The mathematics of finance will also be explained to the student. Prerequisite: FIN 507 or an undergraduate course in principles of finance
FIN 541	Security Analysis and Portfolio Management – 3 hrs A study of the various analytical techniques used to appraise the value of various securities, including marketing analysis and industry analysis. This course also covers the methods and practices used in selecting and administering the securities of institutional and large individual investors. Prerequisite: FIN 511
FIN 542	Money and Capital Markets – 3 hrs A study of the theoretical concepts and actual operations of money and capital markets, the central focus will be on interest rate determination, role of financial intermediaries, and the operations of short- and long-term capital markets. Prerequisite: FIN 511
FIN 543	International Finance – 3 hrs A detailed analysis of the treasurer's functions and controller's activities in managing the finance function of multinational firms. In particular, flow of short-term funds, Euro and Petro-dollars, floating exchange rates, and problems of recurring parity changes are emphasized. Prerequisite: FIN 511
FIN 544	Advanced Financial Theory – 3 hrs A study of the development of financial theory pertaining to asset pricing, cost of capital, capital structure, dividend policies, acquisition-mergers, and growth models. Prerequisite: FIN 511 or consent of instructor
FIN 545	Bank Administration – 3 hrs Principles of organization and operation, internal function, assets and liability management, value maximization and regulatory constraints, bank simulation, and loan and investment decisions, along with capital planning, growth theory, and bank innovations. Prerequisite: FIN 511 or consent of instructor
FIN 547	Seminar in Corporate Finance – 3 hrs A flexible course, designed to address special topics in corporate finance. Topics will be designated on the course syllabus. Prerequisite: FIN 511
FIN 548	Special Topics in Finance – 3 hrs Various topics in the field of finance will be discussed including insurance, risk management, banking, real estate, and other relevant contemporary issues. Prerequisite: FIN 511
FIN 549	Field Experience/Co-op in Finance – 3hrs MBA student trainees under the cooperative education program are assigned to different offices of public or private industries or government to obtain actual knowledge of contemporary problems as presented in the particular office environment. Three credit hours are allowed upon acceptance of report of satisfactory work done, along with supervisor's evaluation and verification of the report. Prerequisites: FIN 511 and consent of instructor
FIN 550	Independent Research in Finance – 3 hrs A major research project conducted under the guidance of a full-time graduate faculty member. Such a project involves a detailed, in-depth study of a finance topic, and the results will be documented by a comprehensive research report. Prerequisites: FIN 511 and consent of instructor
LSM 201	Introduction to Logistic and Supply Chain Management – 3 hrs An introduction to the fundamentals of logistics and supply chain management. It will include discussions of the effective and efficient integration of supply chain management activities such as transportation, customer service, purchasing, inventory management, warehousing, and supplier management. Prerequisite: Sophomore standing (Offered Fall and Spring)
LSM 305	Purchasing and Supply Management – 3 hrs A detailed analysis of the interrelationships of military and industrial supply with other major logistics functions of maintenance, procurement, transportation, and marketing. Prerequisite: LSM 201 (Offered Spring)
LSM 323	Transportation Management – 3 hrs An overview of transportation, emphasizing its role, environmental and sociological aspects, economic characteristics, carrier services, regulations and policy goals. Prerequisite: LSM 201 (Offered Fall)
LSM 324	Contract Law – 3 hrs A course on federal contracting, as well as commercial contracting which is essential even to government employees engaged in contracting activities. This course is designed to provide knowledge and application of the legal principles governing government contracts as they evolved from common law, statutes, regulations, and court and board decisions. Application of law to each step of the federal procurement and federal assistance process, to include: formal advertising procurement by negotiation, inspection, acceptance, delivery, warranties, modification of contracts, equitable adjustment, government furnished property, and disputes. Prerequisite: None (Offered Spring)
LSM 334	Maintenance Management/Engineering Design – 3 hrs A detailed analysis of the interrelationships of military and industrial supply with other major logistics functions of maintenance, procurement, transportation, and marketing. This course also covers all aspects of design of maintenance systems and concurrent engineering systems. Additionally, it evaluates plans, programs, and budgets as they relate to maintenance, maintenance control systems and techniques, and the relationship of maintenance

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	to other logistics functions. Prerequisite: LSM 201 (Offered Fall)
LSM 335	Configuration and Technology Management – 3 hrs A study of the process by which the complete and functional characteristics of a manufactured item are identified. A detail analysis of the interrelationships of military and industry supply with other major logistics functions of maintenance, procurement, transportation, and personnel. Prerequisite: LSM 201 (Offered Fall)
LSM 409	International Logistic and Supply Chain Management – 3 hrs Examines the management of logistics and supply chain activities in the global arena. Topics include managing global sourcing and procurement, manufacturing, warehousing, inventory management, and transportation. Export-import activities in a dynamic global environment will be emphasized. Prerequisite: LSM 201 (Offered Fall or Spring)
LSM 411	Procurement and Contract Management – 3 hrs An exploration of the primary aspects of the procurement and management. It includes materials management, contract administration functions and responsibilities starting from contract award to contract completion. It includes consideration of the role of small businesses and sub-contractors. Prerequisite: LSM 305 or concurrent (Offered Fall or Spring)
LSM 415	Logistics Support Analysis and Material Acquisition Life Cycle Cost Analysis RCM – 3 hrs Engineering management as it applies to the development, direction, and control of the design, performance, and reliability of a system. Concentration on life cycle cost modeling and logistics support analysis. Prerequisite: LSM 335 (Offered Fall or Spring)
LSM 422	Negotiation Techniques and Supply Chain Management – 3 hrs A course designed to discuss the principle and techniques of effective negotiations in supply chain management, in order to build up partnerships and lasting relationships with internal and external customers, suppliers, and other supply chain members. Topics covered will include tactics and strategies for negotiations, contract types, and supplier relationships. Prerequisite: None (Offered Spring)
LSM 426	Contract Cost and Price Analysis – 3 hrs A course to present the tools and techniques available to the student for cost-price estimating, cost/price analysis, projection techniques, factors affecting profits or fees, the weighted guidelines technique of profit analysis, and application of the learning curve theory. After cost/price analysis has been performed, negotiation strategies and techniques are developed. Prerequisite: LSM 201 (Offered Fall)
LSM 435	Supply Chain Risk Management – 3 hrs This course examines sources of supply chain risk, the potential impact of supply disruptions, and business continuity/contingency planning. Mitigating supply chain risks by identifying, analyzing, controlling, and managing risk sources along the chain. Prerequisite: LSM 305 (Offered Fall or Spring)
LSM 451	Inventory Management and Production Control – 3 hrs A study of the management techniques associated with material management as an element of integrated logistics support in the system/ product life cycle management concept. Management of assets from acquisitions through final disposition is considered from cost effectiveness and customer satisfaction viewpoints. Prerequisite: LSM 305 (Offered Fall)
LOG 501	Survey of Logistics – 3 hrs This course deals with the role and function of logistics in the economy and organization. Logistics functions, including scuothe5 service, transportation, distribution management, warehousing and supply chain management are discussed. Prerequisite: consent of instructor
LOG 538	International Marketing and Logistics – 3 hrs This course will deal with integrated physical distribution systems and physical distribution functions, including transportation, warehousing, inventory control, materials handling, purchasing, production planning, and information systems. The course emphasizes global and multinational operations and features a systems analysis and systems modeling perspective. Cross-listed with MKT 538. Prerequisite: MKT 514
LOG 571	Logistics and Supply Chain Management – 3 hrs Critical examination of the role of logistics and evaluation of emerging patterns of industry behavior illustrative of supply chain management; strategic foundations that support supply chain and operational skills required to develop an effective supply chain. Activities central to supply chain management including managing and measuring integrated purchasing, manufacturing operations, and logistics are covered. Prerequisite: LOG 501
LOG 572	Product Life Cycle Management – 3 hrs This course describes and develops the concept of integrated logistics support as the basic ingredient of cost effective product life cycle management from product concept born of need through phaseout resulting from obsolescence. The principles of logistics are applied in a "cradle to grave" approach with constant emphasis on management. Prerequisite: LOG 501
LOG 590	Independent Research in Logistics – 3 hrs This course requires intensive reading and a concentrated examination of research and theory in a specific area of interest within logistics and transportation. The student works closely with a faculty member. Prerequisite: LOG 501 and consent of instructor
LOG 599	Logistics Policy – 3 hrs This course focuses on the development of effective logistical strategies that will generate added value to an organization and competitive edge. Topics include the relationship between logistical elements (transportation, information technology, customer service, inventory, warehousing); understanding of global inbound and outbound logistics, planning implementation, control, and integration of these activities to meet and exceed external customer requirement; and the utilization of logistical strategies as the engine for improving corporate performance. Prerequisite: LOG 501 or consent of instructor

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MGT 207	<p>Legal Environment and Ethics – 3 hrs A study of the legal environment as it pertains to profit and/or nonprofit organizations, along with ethical considerations, including social and political influence, as they affect such organization. Prerequisite: None (Offered Fall and Spring)</p>
MGT 315	<p>Principles of Management – 3 hrs A study of the functions of management, which includes planning, organizing, leading and controlling, and the application of management principles in organizations. Prerequisite: None (Offered Fall, Spring, and Summer)</p>
MGT 318	<p>Business Law – 3 hrs This course is designed to cover the following subject matter: professional ethics and legal responsibility of accountants; debtor-creditor relations; government regulation of business; (UCC) uniform commercial code; business organizations, contracts and property. Prerequisite: MGT 207 (Offered Fall)</p>
MGT 332	<p>Organizational Behavior and Theory – 3 hrs A study of the behavior of individuals and groups within organizations. The course also examines organizational design and processes. Prerequisite: MGT 315 (Offered Fall and Spring)</p>
MGT 352	<p>Entrepreneurship – 3 hrs An overview of entrepreneurship, primarily focusing on the creation and management of small businesses. Several critical functions necessary for their operations such as planning, organizing, directing, controlling, purchasing, production, marketing, and finance are examined. Prerequisite: MGT 315, FIN 315, and MKT 315 (Offered Fall)</p>
MGT 397	<p>Management Science – 3 hrs This course introduces the students to quantitative techniques in management sciences that are applicable to business. Topics include: Decision Analysis, Linear Programming, Transportation & Assignment Models, Network Models, Integer Programming, Goal Programming, and Project Management. Prerequisites: ECO 271, and MTH 120 (Offered Fall and Spring)</p>
MGT 402	<p>Independent Study – 1-3 hrs A research project accomplished under the supervision of a member of the School of Business faculty. Such projects will involve the detailed study of a topic of particular interest to the business profession, and the results of the study will be documented by a research report. Prerequisite: Senior standing and permission of the instructor (Offered Fall and Spring)</p>
MGT 412	<p>Principles of Insurance – 3 hrs A survey of basic principles, problems and terminology associated with individual, group and organizational risk management as it relates to the following: the legal aspects of insurance, the risk management process, types of coverage, the insurance market, operating an insurance business and governmental regulation of the profession. Prerequisite: MGT 315 (Offered Fall)</p>
MGT 413	<p>Production/Operations Management – 3 hrs An examination of the tools and theory of production/operations management. Focus is on the issues related to the planning, controlling and designing of production/operations systems. Prerequisites: MTH 120 and ECO 271 (Offered Fall and Spring)</p>
MGT 427	<p>Quality Management – 3 hrs An overview of the total quality management function; including organization, management, process control, and product reliability and maintainability. Prerequisites: ECO 271 and MGT 315 (Offered Spring)</p>
MGT 430	<p>Advanced Management Seminar – 3 hrs An in-depth exploration of current issues and special topics in management. Contents will vary depending on the current status of management practices and methods, and the needs of the students. Prerequisites: MGT 315 and consent of instructor (Offered Fall or Spring)</p>
MGT 433	<p>Human Resource Management - 3 hrs An examination of the activities and practices related to effective and efficient utilization of human resources in organizations. Prerequisite: MGT 315 (Offered Fall and Spring)</p>
MGT 442	<p>Strategic Management and Policy – 3 hrs A study in developing an understanding of policy formation and decision-making as related to the current business environment. The course objectives are attained through integrating business fundamentals (marketing, production, finance, economics, statistics, etc.) into methods of resolving business problems. The instructional methods including lectures, discussions, and case analysis. Prerequisites: ACC 204, FIN 315, MGT 315, and MKT 315. (Offered Fall and Spring)</p>
MGT 450	<p>Principles of Real Estate - 3 hrs A study of the economic and legal environment within which real estate is transferred and used. Includes the real estate market; contracts; property ownership; financing; brokerage, valuation and government operations. Prerequisite: None (Offered Spring)</p>
MGT 458	<p>International Business – 3 hrs This course examines the organizational, administrative, marketing, and financial aspects of business-based operations; political, and the legal and economic factors influencing international business, including community relations, business climate, and human resource management issues. Prerequisite: MGT 315 or MGT 332 (Offered Fall and Spring)</p>
MGT 465	<p>International Management – 3 hrs This course examines the international dimensions of management. Includes internationalization of the firm, globalization of industry, international strategy frameworks, strategy implementation requirements, management of relationships with host nations, cross-cultural management and international human resource management. Prerequisite: MGT 315. (Offered Spring)</p>
MGT 473	<p>Small Business Counseling – 3 hrs</p>

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	A practical exposure to the problems and opportunities of small business firms. Student teams are assigned as a counseling unit to assist local business managers in the identification of problems and the formulation of alternative solutions, as well as the identification of areas of opportunity within the participating organizations. Prerequisites: MGT 352, senior standing and permission of the instructor (Offered Fall or Spring)
MGT 490	Management Internship – 3 hrs A practical course in integrating classroom theories with actual business practices. Prerequisite: consent of the instructor (Offered Fall and Spring)
MGT 502	Management Information Systems – 3 hrs This course is designed to provide the student with an awareness of information systems in the society, introduce the student to the concepts of systems approaches to management, relate the MIS to operating systems of the company, and provide the student with an operational approach for developing management information systems.
MGT 504	Production/Operations Management – 3 hrs This course is designed to acquaint students with the principles and methodologies in the field of production/operations management. The course covers the following topics: decision analysis, forecasting, operations planning, inventory control, MRP, just-in-time, total quality management, scheduling and sequencing. Prerequisite: MBA 501 or equivalent
MGT 508	Legal Environment and Ethics – 3 hrs This course is designed to develop an appreciation of the legal and ethical impact of antitrust laws, the Uniform Commercial Code, laws relating to contracts, negotiable instruments, regulatory bodies, organized trade unions, and consumerism on business decision-making and technological issues; and demographic diversity in organizations.
MGT 509	International Business – 3 hrs This course focuses on the study of the environment and management of international business. Emphasis is placed on the impact of various environmental forces such as legal/political policies, socio-cultural differences and social changes, financial and economic institutions and developments upon marketing, management, finance, accounting and human resources.
MGT 515	Organizational Theory and Behavior – 3 hrs This course will deal with the macro and micro aspects of organizations. It will emphasize the behavior of people within organizations. The impacts of environment on human behavior are examined. Conditions of organization viability and renewal, as well as structures used in their internal and external elaboration, are also considered. Prerequisite: MBA 507 or an undergraduate introductory course in management
MGT 516	Strategic Management – 3 hrs This course is designed to develop an understanding of strategy, policy, and decision-making as applied to the overall management of large corporations or other formal organizational structures. The course objectives are achieved through the integration of economic, marketing, accounting, finance, and management fundamentals. The case method is used. Prerequisites: Completion of MGT 515 and all the other professional core courses
MGT 545	Foundation of Database Management Systems – 3 hrs This course focuses on the important process of database design. A highly useful methodology for designing databases is presented and illustrated through a variety of examples. On the completion of this course, the student should be able to use database management systems such as Access to set up and manipulate data files, query a data file, and format a report. The student should also be able to compare the capabilities of a single file record management system with database management system. Prerequisites: MGT 502 or equivalent, or consent of instructor
MGT 552	Labor Law and Employment – 3 hrs This course examines labor and employment law for non-legal professionals involved in human resource management, labor relations, union representation, and general supervisory management. It emphasizes employment, labor and social issues in the work environment through coverage of federal and state laws governing various employment relationships in the public and private sectors. It also explores legal and management issues related to common law employment, equal employment opportunity, labor management relations, health and safety, income security, fair labor standards, collective bargaining and alternative dispute resolution methods. Most of the course coverage applies to the topics covered on the Professional in Human Resource (RHR) certification examination. Prerequisite: MGT 515
MGT 553	Compensation Management – 3 hrs The course looks at the strategic choices in managing compensation. Total compensation is the activity by which organizations evaluate the contributions of employees in order to distribute direct and indirect monetary and non-monetary rewards that meet both the organization's ability to pay and governing legal regulations. Total compensation rewards can be direct non-monetary, indirect monetary, and indirect non-monetary. Prerequisite: MGT 515
MGT 554	Training and Development – 3 hrs This course emphasizes the broadening role of training in corporate life. Training is a systematic process of altering the behavior of employees in a direction that will achieve organizational goals. Training and development is an attempt to improve current and future employee performance by increasing an employee's ability to perform through learning, usually by changing the employee's attitude or increasing his or her skills and knowledge. Prerequisite: MGT 515
MGT 558	Executive and Decision Support Technologies – 3 hrs This course analyzes how computer systems can assist executive decision-making and improve productivity. Emphasis is placed on the design, construction, utilization, and managerial impacts of executive support systems. This course ties the more traditional view of executive and decision support to the rapidly evolving topics of database management and data warehouse. This course provides a strong foundation for the use of models within the context of building and using decision support systems, and it will focus on multidimensional databases and client/server computing. Prerequisite: MGT 502 or equivalent, or consent of instructor

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MGT 564	Human Resource Management – 3 hrs A critical examination will be made of personnel functions, such as selection, training, placement, transfers and promotions, performance appraisal policies, motivation, inventory of skills, and human resource development. Prerequisite: MGT 515
MGT 565	Entrepreneurship/Small Business Management – 3 hrs Interdisciplinary course dealing with various aspects of starting a small business; selecting promising ideas, initiating enterprises, exploiting opportunities, obtaining initial financing, site selection, and licensing. Prerequisite: MGT 515
MGT 566	Management and Labor Relations – 3 hrs This course introduces students to substantive topics that define and explain the relationship between labor and management. It examines the history of the labor movement and the rights and duties of both parties as defined by various labor laws. It also examines the labor relations process as it relates to negotiating and administering the labor agreement, and resolving issues related to employee discipline, rights and prerogatives of management and employee groups, wage issues, administrative issues and the use of arbitration to resolve labor disputes and maintain labor peace. Moreover, it examines how the labor relations process works in the public, federal and non-traditional sectors of the economy. Prerequisite: MGT 515
MGT 568	Independent Research in Management – 3 hrs A major research project conducted under the guidance of a full-time graduate faculty member. Such a project would involve a detailed, in-depth study of a management topic, and the results will be documented by a comprehensive research report. Prerequisites: MGT 515 and consent of instructor
MGT 571	Process Control – 3 hrs This course provides tools and methods for understanding the process, obtaining the desired process characteristics, controlling the process, and improving the process. Reliability, statistical control charts troubleshooting (Ishikawa charts), and implementation of TQM in organizations will be discussed. Prerequisite: MBA 510
MGT 572	Designed Experimentation – 3 hrs This course looks into the design and analysis of experiments with a focus on business and industrial applications. Topics range from the analysis of single-factor experimental designs through factorial experiments, multiple comparisons, and confounding. Also, Taguchi method will be discussed. Prerequisite: MGT 571
MGT 573	Quality Leadership – 3 hrs This senior graduate-level course in Total Quality Leadership is designed to help the student develop management and leadership skills. Specifically, (1) How to get everyone involved in TQM (2) TQM as a continuous performance team (3) Team-building – how to develop a high performance team (4) The use of a diagnostic tool to determine personality types and how an understanding of an individual's personality helps the leader structure that work group (5) The role of the Process Action Team in process improvement (6) Management of Customer Service (7) How to reward and motivate in a TQM environment (8) How to lead by empowerment (9) Participative Management as a key skill for Quality Leadership (10) Total Quality Leadership and the cost for poor quality (11) Getting all the managers on board for Total Quality Leadership (12) Barriers to Total Quality Leadership. Prerequisite: MGT 515
MGT 580	Emerging Information Technologies – 3 hrs This course examines various managerial and technical issues associated with the introduction of new information technologies within the firm. Topics include environmental scanning for new Information Technologies (IT) developments, assessment of new IT, and legal/ethical issues. Prerequisite: MGT 545 or equivalent, or consent of instructor
MGT 585	Strategic Use of Information Technology – 3 hrs This course provides an overview and understanding of the issues involved in the strategic management of information assets of organizations. It considers the role of operations and information systems in defining competitive business strategies. It also examines a broad range of issues and problems associated with the management of information technology (IT) and information systems (IS), and their alignment with the strategic goals of the organizations. Finally, it focuses on the managerial rather than the technical issues and views it from the perspective of managers at all levels. (Prerequisite: MGT 545 or equivalent, or consent of instructor
MGT 587	Field Experience/Co-op in Management – 3 hrs MBA student trainees under the cooperative education program are assigned to different offices of public or private industries or government to obtain actual knowledge of contemporary problems as presented in the particular office environment. Three hours credit is allowed upon acceptance of report of satisfactory work done, along with supervisor's evaluation and verification of the report. Prerequisites: MGT 515 and consent of instructor
MGT 590	Independent Research in MIS – 3hrs This course will center on research in a particular topic relevant to management information systems by one student or a group of students. Each student's research paper must be an original contribution showing a research design and results that meet the highest standard of management information systems research. Prerequisite: MGT 545 and consent of instructor
MGT 595	Field Experience in MIS – 3 hrs This course provides practical experience that enables students to integrate academic knowledge with applications by exposure to business, governmental, and other organizational environments. It will deal with variable content outside of the classroom setting. Prerequisite: MGT 545 and consent of instructor
MIS 213	Computer Applications in Business – 3 hrs A practical application of user-friendly software packages in processing personal and business documents using microcomputers. Using application programs in word processing, electronic spreadsheet, database management, personal information management, presentation graphics and multimedia. Students will create, manipulate and hyperlink documents. This course also explores basic computer concepts and techniques. Prerequisite: None

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MIS 315	Principles of Management Information Systems – 3 hrs A language-independent, introductory course on management information systems. It involves design and development of business systems. Students are exposed to an overview of a process, or a structured approach to the definition of needs, creation of specification, and implementation of new systems. This process overview encompasses an historic summary of the traditional life cycle methodology used for system development. Prerequisite: MIS 213 or consent of instructor (Offered Fall and Spring)
MIS 331	Information Systems and Analysis and Design – 3 hrs Techniques and philosophies of systems analysis are addressed. Included are: traditional versus structured design methods, computer-based tools for systems analysis, workbenches, design and analysis of database systems, maintenance of existing information systems, human/machine interfaces, and security and control. System design, implementation, and methods of systems installation and operation are presented. A system development project is required. Prerequisite: MIS 315 (Offered Spring)
MIS 345	Database Management Systems - 3 hrs This course provides an introduction to the design and use of databases in meeting business information needs. Topics include database planning conceptual design, and data administration. The concepts are studied with projects involving the use of a current database management system. Prerequisite: MIS 315 (Offered Fall)
MIS 356	Data Communications and Networking – 3 hrs The technical and managerial aspects of telecommunications as they apply to the business environment are discussed. Issues include: communications components and services, local area network architecture, managerial implementations, organizations issues and cost/benefits analysis. Prerequisite: MIS 213 (Offered Fall)
MIS 410	Seminar in Management Information Systems – 3 hrs An in-depth coverage of a variety of contemporary issues in management information systems. Prerequisites: MIS 315 and permission of the instructor (Offered Spring)
MIS 479	Introduction to Object Oriented Programming – 3 hrs This course provides a study of the C++ programming language as they pertain to managerial applications. In addition, the course will introduce the use of object-oriented programming methodologies. Prerequisite: MIS 315 (Offered Spring)
MIS 489	Systems Development Project – 3 hrs This course provides the student with an opportunity to apply the knowledge and skills acquired in other MIS courses towards the development of effective and efficient management information systems. Prerequisites: MIS 331, MIS 345, senior standing and permission of the instructor (Offered Fall or Spring)
MKT 315	Principles of Marketing – 3 hrs General survey of interactive business activities related to planning product/service offer, price, promotion, and distribution in domestic and global market. Prerequisite: ECO 200 or 232 (Offered Fall, Spring and Summer)
MKT 316	Buyer Behavior – 3 hrs Interdisciplinary approach to the analysis and interpretation of the buying process as it relates to the development of market strategies. Prerequisite: MKT 315 (Offered Fall)
MKT 317	Retail Management – 3 hrs Essential principles and practices used in retail management involving environmental analysis, store location, layout, buying, pricing, and merchandising. Prerequisite: MKT 315. (Offered Fall)
MKT 323	Promotion Management – 3 hrs Analysis of strategic promotional decisions through integrated marketing communication activities and tools. Prerequisite: MKT 315 (Offered Spring)
MKT 324	Personal Selling – 3 hrs Analysis of the principles and practices of selling, the sales process, and sales management. Prerequisite: MKT 315 (Offered Fall)
MKT 325	Product and Pricing Management – 3 hrs Intensive and analytical approach to product management, price determination, and profit models. Prerequisites: MKT 315 and MTH 112 (Offered Fall)
MKT 330	Principles of Electronic Commerce – 3 hrs An introduction and basic overview of e-commerce, including building and maintaining the electronic store front and business interface, electronic shopping, electronic distribution, order processing, payment, and customer relationship maintenance. Prerequisite: MGT 213 or its equivalent (Offered Spring)
MKT 332	Merchandising Techniques – 3 hrs Analysis of the principles and practices of retail buying and selling operations. Prerequisites: MKT 315, MKT 317, ACC 203, and MTH 112 (Offered Spring)
MKT 341	Business-to-Business Marketing – 3 hrs Analysis of the principles and practices used in industrial markets with emphasis on the purchasing function and business-to-business relationships. Prerequisite: MKT 315 (Offered Fall)
MKT 351	Marketing Channels – 3 hrs Analysis of the principles and practices used in the management of marketing intermediaries with emphasis on physical distribution, storage, and handling of finished goods. Prerequisite: MKT 315 (Offered Fall)
MKT 410	Marketing Research – 3 hrs Principles of scientific research methods in marketing and their application to problem solving and decision-making. Prerequisites: MKT 315, MTH 112, and ECO 271 (Offered Fall)
MKT 411	Advanced Marketing Research – 3 hrs A continuation of MKT 410; focuses on the implementation of the marketing research proposal, measurement

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	instrument selection/design, data collection and analysis, and preparation of the research report. Prerequisite: MKT 410 (Offered Spring)
MKT 423	Public Relations – 3 hrs Study of PR principles used in marketing to enhance brand equity and protect corporate image. Focus on crisis management. Prerequisites: MKT 315, and MKT 323 (Offered Spring)
MKT 441	Marketing Internship – 3 hrs Students are selected for assignment in approved business or public sector organizations under the supervision of marketing faculty. Prerequisites: Marketing major/minor and instructor approval (Offered Fall and Spring)
MKT 450	Services Marketing – 3 hrs A course designed to introduce both the theories and practices of services marketing. Emphasis is placed on the planning and management of customer-satisfaction-winning marketing activities in the services sector and in general. Prerequisite: MKT 315 (Offered Fall or Spring)
MKT 455	Health Care Marketing – 3 hrs The purpose is to provide a thorough understanding of the principles and concepts of marketing as they apply to health care organizations. Students will be exposed to markets composed of varying degrees of managed care, and application from both a traditional fee-for-service approach and a managed care framework will be discussed. The course will examine the application of marketing tools and strategies in today's dynamic health care environment. Prerequisite: MKT 315 (Offered Fall)
MKT 464	Global Marketing and its Environment – 3 hrs Analysis of the adaptation and integration of the marketing process in the development of marketing strategies by domestic firms with global operations. Special focus on the impact of the cultural, economic, financial, and political/legal environments on marketing decisions. Prerequisite: MKT 315 (Offered Spring)
MKT 477	Marketing Management – 3 hrs Managerial approach to marketing decision-making focusing on the analysis and interpretation of quantitative and qualitative marketing data. Prerequisites: MKT 315 and senior standing (Offered Fall and Spring)
MKT 487	Strategic Marketing – 3 hrs Integration capstone course focusing on the strategic planning of all marketing elements. Prerequisites: MKT 315, 316, 323, 410, and 477 (Offered Spring)
MKT 514	Management of Marketing Activities – 3 hrs This course develops the societal, managerial, and strategic underpinnings of marketing. It presents concepts and tools for analyzing any market and marketing environment to discern opportunities, as well as principles for researching and selecting target markets. It also deals with strategic marketing and describes how firms can develop their marketing strategies. In addition, the course is concerned with tactical marketing, describes how firms handle each element of the marketing mix, and examines the administrative side of marketing, namely how firms organize, implement, and control marketing efforts. This course also features a unit on the global environment and a unit on customer satisfaction. Prerequisite: MBA 507 or an undergraduate introductory course in marketing
MKT 532	Consumer Behavior – 3 hrs A review and evaluation of major theories of consumer behavior from the economics, behavioral science, and marketing literatures, topics include buyer behavior models, problem/need recognition, search behavior, information processing, involvement and motivation, learning theory, cultural-lifestyle-social class influence, role of consumer perceptions and attitudes in decision making, family decision making, adoption and diffusion of innovations, consumer trends, and behavioral influence strategies. Prerequisite: MKT 514
MKT 533	Marketing Communications – 3 hrs This is an overview of underlying ideas, principles and concepts that may be used to inform consumers of the availability and attributes of products and services. The course includes a comprehensive overview of activities and tactics involved in as communication, interpersonal influence, direct marketing communications and promotional activities. Prerequisite: MKT 514
MKT 534	Marketing Strategy: A Case Study Approach – 3 hrs An in-depth review of concepts, empirical findings, and paradigms that collectively form the foundation for strategic market planning, emphasis is on emerging concepts analytical techniques, empirical findings and paradigms that are likely to alter the nature, scope, and practice of strategic market planning. Prerequisite: MKT 514
MKT 535	Marketing Research – 3 hrs Intensive investigation of the marketing research process: defining the research problem, identifying data sources, choosing an appropriate research design, identifying the data collection method, developing the sampling plan, choosing an appropriate approach to data analyses, and finally, interpretation and reporting of findings. Emphasis is on preparing students to be informed, effective users of marketing research. Prerequisites: MKT 514
MKT 536	Special Topics in Marketing – 3 hrs A flexible course designed to address special topics in marketing. Topics will be designated on the course syllabus. Prerequisite: MKT 514
MKT 538	International Marketing and Logistics – 3 hrs This course is an in-depth analysis of the specific issues, factors, and conditions which affect the marketing and logistic of products and services on a global, as opposed to a domestic basis. Attention will be focused on the challenges of identifying and evaluating opportunities in overseas markets, developing and adapting marketing strategies in relation to specific national market needs and constraints, and coordinating these strategies on a worldwide basis. Cross-listed with LOG 538. Prerequisite: MKT 514
MKT 549	Independent Research in Marketing – 3 hrs A major research project conducted under the guidance of a full-time graduate faculty member. Such a topic would involve a detailed, in-depth study of a marketing topic, and the results will be documented by a comprehensive

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	research project. Prerequisites: MKT 514 and consent of instructor
MKT 550	Field Experience/Co-op in Marketing - Three hours credit are allowed upon acceptance of report of satisfactory work done in a marketing environment, along with the supervisor's evaluation and verification of the report. Prerequisites: MKT 514 and consent of instructor
MBA 501	Math for MBA – 3 hrs This course is designed as a review of mathematics and statistics for the first-year MBA students. Specifically, this course covers basic concepts in mathematics, matrix algebra, calculus, descriptive statistics, and probability theory.
MBA 503	Quantitative Business Analysis – 3 hrs This course provides an examination of tools, methods, and techniques in operations research and management sciences that are applicable to business and management. Specifically the course covers the following topics: linear programming and related applications, simulation, project management techniques, decision analysis, queuing theory, goal programming, and integer programming. Prerequisite: MBA 501 or equivalent
MBA 507	Basics of Management and Marketing – 3 hrs The primary objective for this course is to introduce those MBA students who lack formal undergraduate courses in management and/or marketing to the basic management and marketing fundamentals before they plunge into advanced theoretical courses. The course is an exploratory one that will help students to answer the basic questions: What does a manager do? What is management? How did it evolve? What is marketing? What is the marketing concept? What is target marketing? What is the marketing mix?
MBA 510	Applied Business Statistics – 3 hrs Emphasis will be on developing the ability to formulate an appropriate statistical model for a given situation, knowing which inferential technique to apply, and interpreting the results of an analysis. Coverage includes a review of descriptive statistics and probability concepts, inferential statistics, linear regression, analysis of variance, experimental design, and non-parametric statistics. Prerequisite: MBA 501 or one undergraduate statistics course
MBA 517	Global Issues in Business – This is an integrative course taught by interdisciplinary faculty team. It is a seminar course emphasizing the strategy, environmental assessment, cross-functional processes designed to implement a strategy as management deals with contemporary global issues that confront the business. Prerequisite: Completion of all the professional courses
OSM 202	Word Processing – 3 hrs This course is an introduction to word processing and information concepts. It includes the fundamentals of word processing and microcomputers and the study of word processing applications in business (Offered Fall)
OSM 204	Office Procedures – 3 hrs This course focuses on the changing nature of work in the 21 st Century. It emphasizes technology, the global economy, and the skills required for the changing work environment. Emphasis is placed on the development of skills to manage diversity in the work force, ethical considerations, and time and stress management.
OSM 215	Business Mathematics – 3 hrs This course emphasizes mathematics applied to business and involves percentages, interests, comparative statements, ratios, annuities, and discounts. (Offered Spring)
OSM 302	Desktop Publishing and Information Technology – 3 hrs This course is designed to provide hands-on experience in using advanced formatting features to produce brochures, newsletters, and reports. The latest information technology will be covered including scanners, printers, and LCD panels and/or projectors, as well as configuring the desktop, managing files, and using the Internet. (Offered Spring)
OSM 309	Records Management – 3 hrs This course is designed to provide study in the functions and analysis of records management in organizations. Emphasis is placed on filing procedures and systems design. Manual filing and basic computer database management applications are included (Offered Spring-even numbered years)
OSM 310	Business Communications – 3 hrs This course is designed to help students perfect their ability to communicate accurately and effectively in both oral and written business communications. Special emphasis is placed on writing business documents and communication for seeking employment.
OSM 312	Office Management – 3 hrs This course emphasizes on planning and scheduling work: employment procedures; supervision of employees, including training and promotion; and maintaining office equipment (Offered Spring-odd numbered years).
OSM 315	Professional Writing – 3 hrs This course is specifically designed to meet the needs of students who will perform research and write business and technical reports and proposals pertinent to any area of business, industry, or government.
OSM 406	Office Internship and Seminar – 3 hrs This course is designed to give the student work-related experiences in office management. Work experiences, guided observations, participation, and conferences will be arranged with cooperative enterprises for ten weeks (Offered Spring)
OSM 509	Managerial Communications – 3 hrs This course is designed to provide MBA students a broad range of managerial communication fundamentals. A review of the theory of human communications, behavioral concepts, communication through letters and memos, and communication about employment will be presented. Major emphasis will be on international business communications, including demographic diversity, the communication technology revolution, oral communications, the report process and research methods, and communication management.