

### Course and Subject Guide

The “Course and Subject Guide,” found in the Courses of Instruction section of this book, serves as a table of contents and provides quick access to subject areas and prefixes.

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## Department of Management

Main Departmental Office  
Business Administration Building, 315  
P.O. Box 305429  
Denton, TX 76203-5429  
(940) 565-3140

Web site: [www.coba.unt.edu/mgmt](http://www.coba.unt.edu/mgmt)

### Nancy Boyd Lillie, Interim Chair

*Graduate Faculty:* BarNir, Davis, D’Souza, Goodwin, Insley, Johnson, Kuo, Ledgerwood, Lillie, Miles, Ponthieu, Powell, Salimath, Stodnick, Taylor, Watson, White.

The Department of Management provides the education required to obtain both the MBA and PhD degrees. The focus of the MBA degrees is toward the application of theory and research in realistic organizational settings; the focus of the PhD degrees is toward the development of skills necessary for academic research and college teaching.

Individuals wishing to obtain an MBA that will broaden their experience beyond their specializations can pursue an MBA in Business Administration with a concentration in strategic management. Those who desire specific areas of specialization may meet their goals through an MBA with a major in Business Administration and concentrations in health services management, organizational behavior and human resources management, or operations and supply chain management. The specialized degree programs are based on guidelines offered by the Human Resources Certification Institute, the Society of Human Resources Management, the American Production and Inventory Control Society, the National Association of Purchasing Management, Association of University Programs in Health Administration and the American Society for Quality Control.

Individuals seeking a PhD will take course work that provides an extensive and rigorous program of study in the management discipline, in research methods and in college teaching. Major areas of study include strategic management, human

resources management, organizational behavior, organizational theory and operations management science.

### Research

The research focus in the Department of Management parallels the major areas offered in the PhD program. Topics researched by members of the faculty include: strategic decision making, electronic communication technology, entrepreneurship, competitive positioning, international joint-venturing, manufacturing strategy, organizational form, transformational leadership, goal setting, work teams, diversity and team performance, operations and management of health services organizations, stress, and the relationships between both cognitive processes and structures and individual organizational behaviors. Research in the department is supported by funds from external organizations, as well as by institutional funds.

Library holdings provide exceptional support for research. There are several databases available online including Business Periodicals Index, ABI Inform, Psychological Abstracts and the Social Citation Index.

### Degree Program

The Department of Management offers a graduate program leading to the following degree:

- Doctor of Philosophy with a major in management.

The college offers an MBA with a major in business administration and concentrations in strategic management, health services management, organizational behavior and human resource management, and operations and supply chain management.

### Master’s Degree

Program admission requirements are the same as for the College of Business Administration.

Course requirements include the MBA core courses, a 15-hour concentration and 3 hours of electives. The health services management major requires 6 hours of electives.

The MBA with a concentration in health services management is a cooperative program. In addition to MBA core courses, students complete 12 hours of concentration courses offered by the UNTHSC School of Public Health at Fort Worth and 6 hours of electives.

### Doctoral Degree

Program admission requirements include the College of Business Administration standards and specific criteria appropriate for a management PhD.

Contact the Department of Management for specific course requirements.

The support field must be approved by the department's Graduate Programs Committee.

## Courses of Instruction

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# Department of Marketing and Logistics

Main Departmental Office  
Business Administration Building, 236  
P.O. Box 311396  
Denton, TX 76203-1396  
(940) 565-3120

Web site: [www.coba.unt.edu/mktg](http://www.coba.unt.edu/mktg)

### Jeffrey Sager, Chair

*Graduate Faculty:* Blankson, Chowdhury, Crawford, Farris, Ganesh, Guzman, Hasty, Lewin, Paswan, Pelton, Pohlen, Sager, Spears, Strutton, Swartz, Thompson.

## Research

Research interests of the faculty include transportation, supply chain mapping, project management, supply chain metrics, logistics costing and pricing, cash-to-cash, use of real options, economic forecasting through the use of the supply chain, new product development, franchising, cross-cultural consumer buying behavior, advertising, sales promotion, corporate image, internet marketing, positioning, and services marketing.

In addition to the UNT Faculty Research Fund, research in the department has been sponsored by Lockheed-Martin Aeronautics Company, Texas Logistics Education Foundation, Texas Motor Transportation Association, DHL, IBM, and Edventure Partners/General Motors Marketing Internship Program.

## Degree Program

The Department of Marketing and Logistics offers a graduate program leading to the following degree:

- Doctor of Philosophy with a major in marketing.

The college offers a Master of Business Administration with a major in business administration and concentrations in marketing and in logistics and supply chain management.

Minimum admission standards are established by the graduate faculty of the College of Business and the marketing and logistics department. Satisfaction of the minimum standards does not guarantee admission to a degree program. The graduate faculty of the marketing and logistics department have established additional requirements specific to the academic programs within the department.

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