

**6940. Seminar in Research and Research Methodology.** 1–12 hours. Advanced topics in research methodology. Research proposal development. Directed research study. May be repeated for credit as topics vary.

**6945. Doctoral Seminar in Information Issues.** 1 hour. Discussion of general issues and specific research efforts in information science and related fields by faculty, students and guests. Presentation of dissertation proposals and completed dissertations by students.

### **Information Science, INFO**

**6660. Readings in Information Science.** 3 hours. (0;0;3) Broad reading in a defined area of information science. Topics vary. Course may be repeated for credit.

**6950. Doctoral Dissertation.** 3, 6 or 9 hours. To be scheduled only with consent of school. 12 hours credit required. No credit assigned until dissertation has been completed and filed with the graduate dean. Doctoral students must maintain continuous enrollment in this course subsequent to passing qualifying examination for admission to candidacy. May be repeated for credit.

## **Linguistics**

see English

## **Logistics and Supply Chain Management**

see Marketing and Logistics

## **Management**

### **Management, MGMT**

**5070. Management Issues.** 1.5 hours. The basic concepts in managing the complete flow of materials that represent a supply chain from suppliers to customers. Emphases within the module are placed on production concepts with business wide applications, determining demand, transformation processes used to satisfy demand, and finally managing the supply activity supporting the transformation processes.

**5120. Managing Organizational Design and Change.** 3 hours. Examination of the development of organizational competencies and capabilities through the study of the theory and tools related to organizational design and change. Emphasis is placed on the use of horizontal and vertical linkage mechanisms that provide the organization with the flexibility to adapt to a rapidly changing competitive environment. Definition of management roles and the use of teams are emphasized in the change management process.

**5140. Organizational Behavior and Analysis.** 3 hours. Research emphasis in organizational behavior stressing organization-people linkages and interrelationships, including selection, orientation and training; job design and reward systems; supervision; formal participation schemes; appraisals and development; organizational structure and design; communications; control; and conflict resolution. Examination of behavioral science methodologies and strategies. Applications to tangential areas of organization theory, development, planning and implications for management and employee relations.

**5210. Human Resource Management Seminar.** 3 hours. A study of the creation and implementation of human resource policies in public and private organizations. Topics include employment, placement and personnel planning; compensation and benefits; employee and labor relations; training and development; health, safety and security. Designed for non-business graduate students and business graduate students with limited or no background in personnel management.

**5230. Management Seminar.** 3 hours. Development of philosophy, strategy and tactics in managing an enterprise. Administrative processes common to all enterprises, including variations needed to meet different situational requirements. Methods of study include extensive reading, exploratory research and seminar discussion.

**5240. Project Management.** 3 hours. Analysis and application of project management techniques and processes to large scale, complex and unique projects. Topics include project selection; planning and organization; negotiation and conflict resolution; budgeting and cost estimation; scheduling; resource allocation; monitoring and control; project auditing; and termination. Prerequisite(s): MGMT 5070 or equivalent.

**5260. Employment, Placement and Personnel Planning.** 3 hours. Review of the basic elements of employed performance, with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

**5280. Analysis and Design of Operations System.** 3 hours. Planning, analysis and design of operating systems, including functions such as forecasting, inventory management, facility location and layout, aggregate planning, scheduling and supply chain management. Appropriate decision making tools and processing are emphasized.

**5300. Entrepreneurship and Venture Management.** 3 hours. The creation of new business enterprises and the expansion of current enterprises through the venture. Topics include assessment of entrepreneurial characteristics, the entrepreneurial team, generation and screening of venture ideas, market analysis and technical analysis.

**5350. Seminar in Labor Relations.** 3 hours. Theory and practice related to the process of labor relations in organizations, including union organization, collective bargaining, contract negotiation and administration, grievance and alternative dispute resolution processes, and current issues related to labor relations.

**5510. Health Care Delivery Systems.** 3 hours. Examines the evolution, structure, function and issues in the health care delivery system, considers the concepts and processes of health and illness; presents the economics of health care and the basic issues in health care policy; and provides a comprehensive introduction to the organization and management of health service institutions.

**5520. Management of Health Service Organizations I.** 3 hours. Provides advanced study of the unique operational applications of business/managerial theory, methodology and best practice to acute, home and long-term care health service institutions, including facilities design and management, financial analysis and management, systems analysis and evaluation, application and management of information technology, assessment of health needs and marketing, quality improvement, human resource management and the legal/ethical aspects of health care.

**5530. Operation and Management of Physician Practice Organizations.** 3 hours. Provides advanced study of the unique operational application of business/managerial theory, methodology and best practice to physician practice management including facilities design and management, financial analysis and management, systems analysis and evaluation, application and management of information technology, assessment of health needs and marketing, quality improvement, human resource management and the legal/ethical aspects of health care.

**5540. Management of Health Service Organizations II.** 3 hours. Provides advanced study of the unique operational applications of business/managerial theory, methodology and best practice to integrated health care delivery systems and managed care organizations, including their history and evolution; the processes to manage the price, volume, technology and quality of care; impact of employer and third part organizations; financial analysis and management; systems analysis and evaluation; application and management of information technology; assessment of health needs and development; pricing; and marketing of health plan benefit packages; quality improvement; and the legal/ethical aspects of contracting between the health plan and the delivery system.

**5550. Professional Project in Health Services Management.** 3 hours. Applied research and/or fieldwork focusing on operational and management problems in health services settings. Project assignments directed by a selected health services administrator and by faculty.

**5660. International Management.** 3 hours. Designed to expose the student to the international aspects of management. Cultural differences in management applications, management of multinational corporations and integration of domestic business functions and international operations.

**5700. Contemporary Issues in Management.** 3 hours. Investigation of topics emerging from the dynamic environment of contemporary organizations, such as managerial issues related to electronic commerce or international business. May be repeated for credit as topics vary.

**5710. Management Strategies for Public Issues.** 3 hours. Public issues confronting business leaders stemming from profound changes in societal expectations and demands as manifested in political forums and government action. Focuses on the social and political environment of business and explores the role of the corporation in today's society.

**5760. Strategic Management.** 3 hours. Examination and evaluation of current theories, issues and programs involved in the formation, administration and implementation of administrative policies and planning systems. Includes both study of relevant literature and examination of policy and planning systems in operation within organizations.

**5800. Internship.** 3 hours. A supervised, productive and educationally meaningful work experience in a job related to the student's career objective. Prerequisite(s): student must meet employer's requirements and have consent of department. May not be used to meet professional field requirements. Pass/no pass only.

**5850. Materials Management.** 3 hours. Specialized application of fundamental principles of economics, accounting and management to the coordination of all business functions relating to materials.

**5870. Leadership Research and Development.** 3 hours. Theories and current research on leadership with emphasis placed on leadership development and specific applications within the organizational setting.

**5890. Seminar in Compensation and Motivation Theory.** 3 hours. An interdisciplinary seminar designed to study the theories, practices and techniques involved in developing and implementing total compensation programs for public and private organizations. The relationship of motivation theory to compensation theory is emphasized in an effort to develop the optimum package for employee productivity and satisfaction and organizational costs. Topics included are compensation theory, conceptual framework for job satisfaction, job design, relationship of incentive compensation packages and international compensation.

**5900. Special Problems.** 1–3 hours. Open to graduate students who are capable of developing a problem independently. Problem chosen by the student and developed through conferences and activities under the direction of the instructor. Prerequisite(s): approved applications for special problems/independent research/dissertation credit must be submitted to the COBA Graduate Programs Office prior to registration.

**6010. Seminar in Business Administration.** 3 hours. Covers one or more special fields. May be repeated for credit, and two or more sections may be taken concurrently.

**6030. Seminar in Strategic Management.** 3 hours. Examination of the theoretical and empirical research on the question of why some firms out perform others. Includes the study of formulation and implementation issues from economic, organizational and other perspectives and prepares the student for participation in research within the field.

**6100. Seminar in Organizational Behavior.** 3 hours. An in-depth study of research in organizational behavior that familiarizes students with the classic and current literature in the discipline. Students will develop skills in theory-building and empirical research in the field.

**6820. Seminar in Organizational Theory.** 3 hours. Examination of the major theoretical streams in the study of organizations and the process of organizing. Extensive reading and seminar discussion are used to understand and extend both historical perspectives and emerging views and assist students in becoming active researchers within the discipline.

**6860. Seminar in Human Resource Management.** 3 hours. An examination of the major research in the field of human resources management, including the critical evaluation of research in terms of both theory and methodology. The integration and application of contemporary management theory to the field of human resource management in order to develop skills in theory-building and the design and implementation of empirical research.

**6880. Production and Operations Management.** 3 hours. Reading, research and analysis in the field of operations management, using a topical approach, with emphasis on such areas as design, operation and control of productive systems; methods of analysis; and operations policy formulation. Prerequisite(s): MGMT 5280 or equivalent, or consent of department. May be repeated for credit as topics vary.

**6900-6910. Special Problems.** 1–3 hours each. Research by doctoral students in fields of special interest. Includes project research studies and intensive reading programs, accompanied by conferences with professors in fields involved. Prerequisite(s): approved applications for special problems/independent research/dissertation credit must be submitted to the COBA Graduate Programs Office prior to registration.

**6940. Individual Research.** 1–12 hours. Individual research for the doctoral candidate. Prerequisite(s): approved applications for special problems/independent research/dissertation credit must be submitted to the COBA Graduate Programs Office prior to registration.

**6950. Doctoral Dissertation.** 3, 6 or 9 hours. To be scheduled only with consent of department. 12 hours credit required. No credit assigned until dissertation has been completed and filed with the graduate dean. Doctoral students must maintain continuous enrollment in this course subsequent to passing qualifying examination for admission to candidacy. Prerequisite(s): approved applications for special problems/independent research/dissertation credit must be submitted to the COBA Graduate Programs Office prior to registration. May be repeated for credit.

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## Management Science

see Information Technology and Decision Sciences

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## Manufacturing Engineering Technology

see *Undergraduate Catalog*

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## Marketing and Logistics

### ***Logistics and Supply Chain Management, LSCM***

**5300. Strategic Supply Chain Management.** 3 hours. The distribution and logistics imperative is to achieve cost-containment while delivering customer satisfaction. Course examines how channel integration fosters the coordination, systemization needed to maximize efficiency and produces the greatest net value for the customer. Students explore how resource allocation and channel relationship decisions impact inventory, transportation, warehousing, purchasing and packaging systems. Prerequisite(s): MKTG 5150 or consent of department.

**5560. Strategic Logistics Management.** 3 hours. Analysis of internal and environmental factors affecting logistical systems and operations. Includes the integration of transportation, inventory, facility location, informational flow, materials handling and packaging activities into a system for managing a physical flow of inbound and outbound products and materials in a global environment. The total-cost and total-system approaches are developed in relationship to planning and managing the logistical function within the organization. Prerequisite(s): MKTG 5150 or consent of department.

**5860. Advanced Supply Chain Management Problems.** 3 hours. Decision-making tools and skills as they apply to logistics and supply chain management. Course stresses

developing skills to analyze technical problems and their interrelationships within a company. Prerequisite(s): LSCM 5300 and 5560.

**5910. Special Problems.** 1–3 hours. Course provides a unique opportunity for the student to learn by doing with a real business or institution, solving real problems. While each project provides very specific and unique learning opportunities within the logistics area, the primary areas of knowledge and skill development for each are business analysis and decision making; consultative business relationships; project management; communication, written and oral; and teamwork. A maximum of 3 total hours of LSCM 5910 may be applied toward the MBA degree.

### **Marketing, MKTG**

**5000. Marketing Concepts.** 1.5 hours. A functional analysis of marketing and its importance in the economy as well as in business management. Develops an understanding of the increased complexity of the modern marketing system, why it is essential and how it performs. Embraces business activities involved in moving goods from production to consumption. This course meets the deficiency requirement in marketing for MBA candidates.

**5150. Marketing Management.** 3 hours. Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Groups may be required for case work. Prerequisite(s): MKTG 3650 or 5000.

**5200. Customer Behavior.** 3 hours. In a marketplace increasingly characterized by enduring buyer-seller relationships, marketers must be acutely aware of the individual and organizational characteristics that foster brand loyalty and equity. The identification of changing trends in customer behavior as applied to domestic and global markets, consumer markets, business-to-business markets, institutional markets, not-for-profit markets and governmental markets is critical for competitive success in today's dynamic markets and environments. The student will be introduced to models of buying behavior in consumer, business-to-business and not-for-profit marketing exchanges.

**5250. Information for Strategic Marketing Decisions.** 3 hours. Overview of methods for conducting market research. Research methodology topics covered include why and when to do marketing research; data types, sources and collection methods; sampling; and data analysis techniques. Use of the Internet as a major resource for conducting market research. Prerequisite(s): MKTG 5150 and DSCI 5010; DSCI 5180 is recommended; or consent of department.

**5260. Applied Multivariate Methods for Marketing Decision Making.** 3 hours. Develop a better understanding of the relevance of multivariate techniques such as multiple regression, discriminant, factor, cluster, logistics regression, conjoint analysis, etc. to marketing problems. Using a "hands-on, applications, managerial orientation," the course emphasizes appropriate statistical and presentation software and packages that enhance correct application, interpretation and presentation of each technique. Prerequisite(s): MKTG 5250 and DSCI 5180 or consent of department.