

Department of Management

McCoy Hall 524

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www.mgt.mccoy.txstate.edu

DEGREE PROGRAMS OFFERED

BBA, major in Management

BBA, major in Management

(with concentration in Entrepreneurial Studies)

BBA, major in Management

(with concentration in Human Resource Management)

BBA, major in Management (with teacher certification)

The mission of the Department of Management is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty combine effective teaching with scholarship and professional service. Faculty strive for quality in all department course offerings and undertakings to help prepare students for leadership and service in private and public organizations.

The Management program prepares students for challenging careers in a variety of business and governmental organizations, as well as secondary education. Management majors typically pursue careers in human resource management, industrial relations, production management, hospital administration, office management, and sales management. The concentration in Entrepreneurial Studies is designed for students who wish to start, operate, or expand their own businesses or family-owned businesses. It consists of 12 hours of undergraduate coursework including: MGT 3360, 3361, 4350, and 4351. The concentration in Human Resource Management is designed to prepare students for careers in human resource management. It consists of 12 hours of undergraduate coursework, including MGT 4373 and 9 additional hours of restricted advanced business electives. The coursework for both concentrations may be accommodated within the 120 hours required in the undergraduate business curriculum. More information is available in the McCoy College Academic Advising Center. Students choosing teacher certification pursue careers as secondary education teachers or in the private sector.

- pricing, and applications of derivatives in portfolio management. Prerequisites: FIN 3313, 3316, 3318.
- 4319 Financial Markets and Institutions. (3-0) A study of financial assets, money and capital markets, institutional intermediaries, and the impact of interest rates. Affords a thorough examination of the financial system facilitating economic growth and development. Prerequisites: ECO 3311; FIN 3313, 3316. Prerequisite or co-requisite: FIN 3318.
- 4320 Treasury and Working Capital Management. (3-0) A study of working capital and short-term financial management. Major topics include cash collections, cash concentration, disbursement management, forecasting cash flows, management of receivables and inventory, banking relationships, and short-term investment and borrow strategies. Prerequisites: FIN 3313, 3316.
- 4321 Real Estate Finance. (3-0) An analysis of problems involved in selecting and financing real estate investment opportunities. Prerequisite: FIN 3312.
- 4322 Student Managed Investment Fund Practicum. (3-0) The course examines the issues involved in the management and investment strategies of an endowment. It focuses on investment analysis, asset allocation, portfolio monitoring, evaluation, and rebalancing. May be repeated one time for credit with different emphasis. Prerequisites: FIN 3318 and consent of the instructor.
- 4325 Advanced Financial Planning. (3-0) Capstone course for finance majors interested in financial planning. Topics include ethics in the financial services industry, retirement planning and employee benefits, and estate planning. Prerequisites: FIN 3318, 3326.
- 4331 International Finance. (3-0) A study of international finance principles and their application in a multinational financial management setting. Prerequisites: ECO 3311; FIN 3313, 3316. (MC)
- 4380 Special Topics in Finance. (3-0) Selected topics in Finance. Repeatable for credit with different emphasis. Prerequisites: FIN 3313 and 3316.
- 4380A Advance Capital Budgeting. (3-0) A study of capital budgeting techniques, analyses (including risk), and strategies, and their implementation in capital assets investment. Prerequisite: FIN 4312.
- 4380D Commercial Bank Management. (3-0) The application of a theoretical framework to provide a foundation for maintaining financial institution viability and meeting the challenges faced by commercial bank managers in a dynamic financial marketplace. Prerequisites: FIN 3313, 3316.
- 4390 Internship in Finance. (0-10) Integration of professional and academic experience through an internship with an external employer. Prerequisites: Open to Finance majors only, students must have completed at least nine hours of major courses, enrollment subject to availability and approval, credit awarded as pass/fail or grade at departmental election.
- 4395 Independent Study in Finance. (3-0) An in-depth study of a single topic or related problem solved through finance research. May be repeated once for credit with different emphasis. Prerequisite: Consent of instructor and department chair. (WI)

**Bachelor of Business Administration
Major in Management
Minimum required: 120 semester hours**

General Requirements:

1. MGT advanced electives are to be chosen from: 3360, 3361, 3375, 4340, 4350, 4351, 4370, 4371, 4377, 4380, 4390A, 4390B, 4390D, 4390E, 4390F, 4390G, 4390H, 4390I, 4390J, 4395 and 4399.
2. The advanced electives in business may be chosen from any 3000-4000 level course in the McCoy College of Business Administration not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340,	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359, or 2360	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	QMST 2333			
Total	14-15	Total	17	Total	15	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Electives	6	Business, Advanced Elective	3	Business, Advanced Electives	6	Business, Advanced Elective	3
MGT 3303	3	CIS 3380	3	MGT 4330	3	Free Electives	1-2
MKT 3343	3	Free Elective	3	MGT 4373	3	MGT Advanced Electives	6
MGT 3353 (WI at Texas State)	3	FIN 3312	3	MGT 4375	3	MGT 4335 (WI at Texas State) (Capstone)	3
		ART, DAN, MU, or TH 2313	3				
Total	15	Total	15	Total	15	Total	13-14

Bachelor of Business Administration
Major in Management (with Entrepreneurial Studies Concentration)
 Minimum required: 120 semester hours

General Requirements:

- The advanced electives in business may be chosen from any 3000-4000 level business course not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
Total	14-15	Total	17	Total	15	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Elective	3	Business, Advanced Elective	3	MGT 4350	3	MGT 4351 (WI at Texas State)	3
MGT 3303	3	CIS 3380	3	Free Elective	3	Business, Advanced Elective	3
MKT 3343	3	FIN 3312	3	MGT 4330	3	Free Electives	4-5
MGT 3353 (WI at Texas State)	3	ART, DAN, MU, or TH 2313	3	MGT 4373	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3360	3	MGT 3361	3	MGT 4375			
Total	15	Total	15	Total	15	Total	13-14

Bachelor of Business Administration
Major in Management (with Human Resource Management Concentration)
 Minimum required: 120 semester hours

General Requirements:

- The restricted advanced electives may be chosen from [MGT 4377](#), [4380](#), [4390D](#), [4390I](#), [4395](#), or [BLAW 3367](#).
- The advanced electives in business may be chosen from any 3000-4000 level business course not required for the major.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
Total	14-15	Total	17	Total	15	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
Free Elective	3	CIS 3380	3	MGT 4330	3	Restricted Advanced Business Elective	3
MGT 3303	3	FIN 3312	3	Restricted Advanced Business Elective	6	Advanced Business Elective	3
MKT 3343	3	MGT 4373	3	Advanced Business Elective	3	Free Electives	4-5
MGT 3353 (WI at Texas State)	3	MGT 4375	3	Free Elective	3	MGT 4335 (WI at Texas State) (Capstone)	3
ART, DAN, MU, or TH 2313	3	Advanced Business Elective	3				
Total	15	Total	15	Total	15	Total	13-14

Bachelor of Business Administration
Major in Management (with Teacher Certification)
 Minimum required: 127 semester hours

General Requirements:

1. Although depicted as a class to be taken in the 2nd semester of the senior year, EDST 4681, Student Teaching, must be taken as the only class during a student's last semester.
2. Restricted Advanced Business Elective – ACC 3313, BLAW 3363, BLAW 3367, CIS 3390, ECO 3311, FIN 3313, MGT 4370, MGT 4380, **MGT 4390D, 4390E, 4390F, 4390H, 4390I, 4390J** (Students should choose course in consultation with academic advisor).

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	ART, DAN, MU, or TH 2313	3	ENG 2310, 2320, 2330, 2340,		BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	2359, or 2360	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	HIST 1320 (WI at Texas State)	3	QMST 2333	3
US 1100	1	CIS 1323 (Can test out for a fee)	3	COMM 1310	3		
				PHIL 1320 (WI at Texas State)	3		
Total	14-15	Total	17	Total	18	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	CI 4332, 3325	6	RDG 3323	3	EDST 4681 (Student Teaching)*	6
MGT 3353 (WI at Texas State)	3	FIN 3325	3	CI 4343	3	MGT 3360	3
MGT 3303	3	MGT 3375, MGT 4390G, MKT		CI 4370	3	MGT 4371	3
MKT 3343	3	4310, or ECO 3317	3	Restricted Advanced Business		MGT 4335 (WI at Texas State) (Capstone)	3
FIN 3312	3	MGT 4373	3	Elective	3		
		MGT 4375	3	MGT 4330 or QMST 3334	3		
Total	15	Total	18	Total	15	Total	15

*Although depicted as a class to be taken in this semester, EDST 4681 (Student Teaching) must be taken as the only class for a student's last semester.

Courses in Management (MGT)

To enroll in upper-division management courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

- 3303 Management of Organizations. (3-0) A study of management functions in modern organizations, the internal and external environmental factors affecting organizational efficiency, and the application of quantitative and behavioral science to management study.
- 3353 Business Communication. (3-0) An introduction to the uses of communication in modern organizations. Provides students the opportunity to gain practice in making decisions involving selection and organization of communication content, in choosing an appropriate medium for presentation of information, and developing an effective writing style. Includes the study of the theory of business communication, including communication models, general semantics, and causes of miscommunication. Prerequisites: ENG 1310, 1320; COMM 1310. (WI)
- 3360 Studies in Entrepreneurship. (3-0) Students gain personal insights into entrepreneurship as entrepreneurs describe their contributions, reveal the sources of ideas, and discover ways of growth and success. Includes starting and managing businesses as well as ownership forms, sources of funds, location analysis, facility requirements, management, marketing, and feasibility plans. Prerequisites: Junior or senior classification.
- 3361 Small Business Operations and Financials. (3-0) A study of funding and financial concepts necessary to effectively operate a successful small business. Students will use Quickbooks to maintain working capital and a complete set of books related to running businesses. Prerequisite or co-requisite: MGT 3360.
- 3365 Communication Systems. (3-0) Office information and decision support systems are examined as critical elements in business data and information systems. Emphasis is given to information processing considerations at the systems level, including analysis and management of support activities such as data and records management, electronic filing and retrieval systems, word processing, micro and reprographics, and telecommunications. Includes discussions of current and future technological trends. Prerequisite: MGT 3303. (WI)
- 3375 International Business - Latin America. Introduce Latin American Business perspectives underlying difference business functions. Latin American Business concepts, processes, and philosophical bases for international operations are emphasized with culture and a global dynamic environment as the basis. A project is required. (MC) (WI)
- 4315 Business Principles, Issues and Trends. (3-0) review of the fundamentals of business administration as applied to contemporary business problems. Also, a discussion of current business issues and trends. Open to students seeking certification only.
- 4330 Production and Operations Management. (3-0) A study of the various aspects of managing production and operations management functions in manufacturing and service organizations. Methods necessary for analyzing and solving related problems to design, operations, and improvements of the systems that create products and/or services in a global supply chain environment are investigated and emphasized. Prerequisites: MGT 3303; QMST 2333. Prerequisites: MGT 3303; QMST 2333 or IE 3330 or TECH 3364.
- 4335 Strategic Management and Business Policy. (3-0) An integrative course in strategic management and business policy that utilizes the case method of instruction. A capstone course involving the analysis of business through the application of principles of accounting, communications, economics, finance, management, marketing, quantitative methods, and related disciplines. Prerequisites: MGT 3303; MKT 3343; FIN 3312; QMST 2333. Capstone course and open only to seniors in business. (WI)
- 4340 Quality Management and Beyond. (3-0) A conceptual and practical overview of the role of quality as a system for establishing a "world class" competitive position. It explores philosophies and ideas of the leading thinkers in quality management, impact of process improvement methods, quality requirements definition and organizational change as it applies to total quality initiatives. Prerequisites: QMST 2333 or consent of professor. MGT 4330 is recommended. (WI)
- 4350 Business Plan Development. (3-0) Students work in teams to select, create, and write solid business plans for proposed or real businesses. Prerequisite: MGT 3361. (WI)
- 4351 Applied Entrepreneurship. (3-0) Students design, staff, operate, and manage a business or service. Business teams develop financial and operational control systems and procedures for organizational, group, and individual performance evaluations, implement service and business projects, and provide a final public report. Prerequisite: MGT 4350.
- 4370 Business Ethics. (3-0) This course examines a variety of ethical issues in business from the point of view of practicing managers and corporate leaders. The course is designed to enhance moral awareness and facilitate individual development with respect to making ethical decisions that contribute to effective corporate management and leadership. Prerequisite: MGT 3303.
- 4371 Social Issues in Management. (3-0) An integration of a number of disciplines and value systems which affect and determine the proper role of business in satisfying the needs of customers, creditors, community, government, stockholders, managers, employees, suppliers, and society in general. Prerequisite: MGT 3303.
- 4373 Human Resource Management. (3-0) A study of the principles of human resource management in public and private institutions. Stresses the human resource aspects of recruitment, selection and placement, performance appraisal and compensation. Prerequisite: MGT 3303.
- 4375 Organizational Behavior and Human Relations. (3-0) A study of the role of the individual in formal organizations, group dynamics, motivation theory, communication and leadership. Integrates behavioral science concepts. Prerequisite: MGT 3303.
- 4377 Labor Relations and Collective Bargaining. (3-0) A study of unions and their impact on private and public employment. Examines union growth and governance, collective bargaining, contract negotiation and administration, and arbitration and mediation. Prerequisite: MGT 4373. (WI)
- 4380 Compensation Management. (3-0) A study of the

- compensation administration in public and private organizations, with stress on the determinants of general wage levels; job analysis and evaluation; incentive, merit, seniority, and executive compensation; fringe benefits, and wage and salary control. Prerequisite: MGT 4373.
- 4390 Special Topics in Management. (3-0) A course based on emerging and major topics in Management. Emphasis will vary and include entrepreneurship, organizational change, organizational communications, management of behavior and strategic management from both an organizational and managerial perspective. Course may be repeated with a different emphasis. Prerequisite: MGT 3303. (WI)
- 4390A Advanced Business Communication. (3-0) An advanced study of the uses of business communication in modern organizations. Students gain experience in making decisions involving selection and organization of communication content, and in choosing an appropriate medium for presentation of information. Emphasis is placed on gaining proficiency in various business communication processes. Prerequisite: MGT 3303 and MGT 3353. (WI)
- 4390B Management of the Digital Enterprise. (3-0) A study of management in the digital age. Course will look at the impact of digital communications and the new economy on traditional and e-commerce businesses. Topics will include changes in both strategic management as well as functional management (marketing, operations, finance, HR, etc.) Prerequisite: MGT 3303. (WI)
- 4390D Training and Development. (3-0) The course is designed to develop theoretical and applied perspective on needs assessment, design, development, delivery and evaluation of training and development in organizational contexts. Prerequisites: MGT 4373.
- 4390E Management of New Product Development. (3-0) Identifies the requirements and benefits of effective and efficient new product development. Topics include best practices of new-product development management, managing the new product process from idea generation, evaluation and selection; business case development; validation and verification testing; and product launch; and product portfolio management. Prerequisites: MGT 3303.
- 4390F Issues in Family Business. (3-0) Issues affecting the management of family businesses. Topics include the uniqueness of family business, family culture, building competitive advantage, marketing, building trust and commitment, family communication, family business governance, non-family management roles, succession and estate planning, change and adaptation, and the future of family business. Prerequisites: MGT 3303, junior standing.
- 4390G Cross-Cultural Human Relations. (3-0) This course is designed to develop theoretical and applied perspectives on cross-cultural human relations within a variety of international business contexts. Prerequisites: Junior standing and MGT 3303.
- 4390H Effective Leadership. (3-0) This course is for learners interested in developing their leadership capabilities. The course examines the complexities, paradoxes and challenges of leadership. The self-assessment, readings, lectures, and assignments provide an appreciation of effective approaches to leading and enables them to practice new leadership behaviors. Prerequisite: MGT 3303.
- 4390I Organizational Staffing. (3-0) A study of current theory and practice in the process of selecting the right employees for positions within the organization, including HR planning, EEO, job analysis, recruitment, and selection procedures. Prerequisite/corequisite: MGT 4373.
- 4390J Organizational Change. (3-0) Presents an overview of the change process and stresses the key issues involved in reengineering and renewing organizations. Problems dealing with stress and conflict during major change will be explored, along with practical ideas on building effective teams to make change possible and sustainable. Prerequisites: MGT 3303, junior standing.
- 4395 Management Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: Junior or senior classification, enrollment subject to availability and approval, credit is pass/fail or grade at department election.
- 4399 Independent Study in Management. (3-0) Directed research and extensive written assignment(s) on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research, and/or practical application of research. May be repeated once with different emphasis for credit. Prerequisite: Consent of Instructor and Chair.

Department of Marketing

McCoy Hall 424

T: 512.245.7428 F: 512.245.7475

www.marketing.mccoy.txstate.edu

DEGREE PROGRAM OFFERED

BBA, major in Marketing

BBA, major in Marketing (with Professional Sales Concentration)

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

This program prepares students for challenging careers in a variety of business, non-profit, and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing. Texas State marketing students graduate with a portfolio of skills, projects, and knowledge that enables them to effectively contribute and compete in a dynamic business environment.