



The curriculum for the Bachelor of Business Administration in Logistics and Supply Chain Management is designed to meet the needs of the important industry clusters in the Northwest Georgia region requiring logistics and supply chain management knowledge and skills.

The following table outlines the course requirements necessary for completion of the program as well as a complete list of all electives available to students.

**Bachelor of Business Administration  
Logistics and Supply Chain Management**

**Course Requirements and Electives**

CREDIT HOURS	LOWER DIVISION COURSE REQUIREMENTS
<b>9</b>	<b>AREA A. ESSENTIAL SKILLS</b>
3	ENGL 1101 – English Composition I
3	ENGL 1102 – English Composition II
3	MATH 1101 or MATH 1111 or 1113 – College Algebra or Pre-Calculus
<b>4</b>	<b>AREA B. INSTITUTIONAL OPTIONS</b>
3	COMM 1110 – Fundamentals of Speech
1	Choose one elective from courses listed below

<b>6</b>	<b>AREA C. HUMANITIES/FINE ARTS</b>
6	Choose two electives from courses listed below. One must be an ENGL course
<b>11-12</b>	<b>AREA D. SCIENCE/MATH</b>
8	Choose two laboratory science electives from courses listed below
3-4	MATH 2181 or 2253 or 2254 – Applied Calculus or Calculus and Analytic Geometry
<b>12</b>	<b>AREA E. SOCIAL SCIENCES</b>
3	HIST 2111 or 2112 – United States History
3	POLS 1101 – American Government
3	ECON 2105 - Macroeconomics
3	Choose one elective from courses listed below
<b>18</b>	<b>AREA F. MAJOR RELATED</b>
3	ACCT 2101 – Principles of Accounting I
3	ACCT 2102 – Principles of Accounting II
3	BUSA 2106 – Environment of Business
3	BUSA 2050 – Business Statistics
3	BUSA 2201 – Fundamentals of Computers
3	ECON 2106 – Principles of Microeconomics
1	PHED – Physical Education Activity Elective
<b>61</b>	<b>TOTAL LOWER DIVISION CREDIT HOURS</b>
<b>AREA</b>	<b>LIST OF ELECTIVES</b>
B	COMM 1120, ENGL 1105, ENGL 1110, GEOL 1000, HIST 1050, HIST 1051, HUMN 1000, HUMN 1100, HUMN 1300, PHED 1030, or SOCI 1000
C	ARTS 1100, ENGL 2111, ENGL 2112, ENGL 2120, ENGL 2121, ENGL 2130, ENGL 2131, ENGL 2201, , HUMN 1201, HUMN 1202, MUSC 1100, MUSC 1120, and THEA 1100
D	BIOL 1105K, BIOL 1107K, BIOL 1108K, BIOL 1203K, BIOL 1224K, CHEM 1151K, CHEM 1211K, CHEM 1212K, GEOL 1121K, GEOL 1122K, PHYS 1111K, PHYS 1112K, PHYS 2211K, and PHYS 2212K
E	ANTH 1103, GEOG 1100, GEOG 1101, GEOG 1111, HIST 1111, HIST 1112, HIST 2111, HIST 2112, PHIL 2010, PHIL 2020, PHIL 1103, POLS 2101, POLS 2201, POLS 2301, POLS 2401, PSYC 1101, PSYC 2101, PSYC 2103, SOCI 1101, and SOCI 1160

<b>CREDIT HOURS</b>	<b>UPPER DIVISION COURSE REQUIREMENTS</b>
<b>30</b>	<b>BUSINESS CORE</b>
3	BUSA 3055 – Quantitative Methods
3	BUSA 3060 – Business Law
3	BUSA 3070 – Business Ethics
3	BUSA 3301 – Business Communications
3	BUSA 3351 – International Business
3	FINC 3056 – Principles of Finance
3	MARK 3010 – Principles of Marketing
3	MGIS 3351 – Management Information Systems
3	MNGT 3051 – Principles of Management
3	OPMT 3251 – Principles of Operations Management <sup>§</sup>
<b>12</b>	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>
3	OPMT 4253 Integrated Material/Supply Chain <sup>§</sup>
3	MARK 4288 Logistics
3	MGIS 4580 Supply Chain Management Systems*
3	LCMT 4701 Global Strategies for Supply Chain Management (Capstone)*
<b>9</b>	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT CONCENTRATION ELECTIVES (Select 3 courses)</b>
3	OPMT 4503 Quality Management Systems <sup>§</sup>
3	MGIS 4356 Database Management Systems
3	OPMT 4255 Business Processes Simulation <sup>§</sup>
3	BUSA 3532 Business Analytics and Data Mining
3	MATH 4502 Statistics for Process Control
<b>6</b>	<b>UPPER DIVISION ELECTIVES</b>
	Any 3000 or 4000 level business course
<b>4</b>	<b>SENIOR and GRADUATION REQUIREMENTS</b>
3	MNGT 4701 – Strategic Management
1	BUSA 3701 – Professional Development Seminar
<b>61</b>	<b>TOTAL UPPER DIVISION CREDIT HOURS</b>
<b>122</b>	<b>TOTAL CREDIT HOURS TO DEGREE</b>

\* denotes new course

§ denotes courses that would be renamed with the LCMT prefix and repurposed as a part of the Logistics and Supply Chain Management program, if approved

### Sample Course Schedule for the BBA in Logistics and Supply Chain Management

Freshman Fall Semester		Credits	Freshman Spring Semester		Credits
ENGL 1101	English Composition I	3	ENGL 1102	English Composition II	3
COMM 1110	Fundamentals of Speech	3	MGIS 2201	Fundamentals of Computer Applications	3
MATH 1111, 1101, or 1113	College Algebra, Math Modeling or Pre-calculus	3	AREA B	Institutional Option Elective	1
POLS 1101	American Government	3	PHED	Phys. Ed. Elective	1
AREA E	Social Science Elective	3	AREA C	Humanities Elective	3
			AREA D	Lab Science Elective	4
Total Credit Hours		15	Total Credit Hours		15

Sophomore Fall Semester		Credits	Sophomore Spring Semester		Credits
ACCT 2101	Prin. of Accounting I	3	ACCT 2102	Prin. of Accounting II	3
BUSA 2106	Environ. of Business	3	ECON 2106	Prin. of Microeconomics	3
BUSA 2050	Business Statistics	3	MATH 2181	Applied Calculus	3
ECON 2105	Principles of Macroeconomics	3	HIST 2111 or 2112	United States History	3
AREA D	Lab Science Elective	4	AREA C	Humanities Elective	3
Total Credit Hours		16	Total Credit Hours		15

Junior Fall Semester		Credits	Junior Spring Semester		Credits
BUSA 3301	Business Communications	3	MNGT 3051	Principles of Management	3
MGIS 3351	Principles of Management Information Systems	3	OPMT 3251	Principles of Operations Management	3
BUSA 3060	Business Law	3	BUSA 3351	International Business	3
MARK 3010	Principles of Marketing	3	BUSA 3070	Business Ethics	3
BUSA 3055	Quantitative Methods	3	MARK 4288	Logistics	3
			BUSA 3701	Professional Dev. Sem.	1
Total Credit Hours		15	Total Credit Hours		16

Senior Fall Semester		Credits	Senior Spring Semester		Credits
FINC 3056	Principles of Finance	3	OPMT 4255	Business Processes Simulation	3
OPMT 4253	Integrated Material/ Supply Chain	3	MGIS 4580	Supply Chain Management Systems	3
BUSA 3532	Business Analytics and Data Mining	3	MNGT 4602	Leadership	3
MGIS 3356	Database Management Systems	3	LCMT 4701	Global Strategies for Supply Chain Mgmt	3
MNGT 4380	Project Management	3	MNGT 4701	Strategic Management	3
	Total	15		Total	15

## Course Descriptions

### **ACCT 2101 Principles of Accounting I 3-0-3**

Prerequisite: MATH 1111 or higher.

Examines the underlying theory and application of accounting concepts for reporting financial information to outside users. Stresses the relationship between the rules by which financial statements are prepared and the use of financial information for decision making.

### **ACCT 2102 Principles of Accounting II 3-0-3**

Prerequisite: ACCT 2101.

Examines the underlying theory and application of managerial accounting concepts. Stresses the study of financial and non-financial information for use by internal decision makers and the role of managerial accounting in a business environment.

### **BUSA 2050 Business Statistics 3-0-3**

Prerequisite: MATH 1101 or MATH 1111 or MATH 1113.

Emphasizes applications of statistics in business. Topics include methods of presenting data, numerical measures and correlation, probability theory and probability distributions, sampling distributions, estimation, hypothesis testing, and linear regression.

### **BUSA 2106 The Environment of Business 3-0-3**

Prerequisite: None.

Introduces the political, social, legal, ethical, environmental, and technological issues that affect or are affected by business decisions. Topics include stakeholder analysis, social responsibility, ethics, globalization, business-government relations, and fair trade.

### **BUSA 2201 Fundamentals of Computer Applications 3-0-3**

Prerequisite: MATH 1101 or higher

Assures a basic level of computer applications literacy to include word processing, spreadsheet, database, presentation, LAN, e-mail, and Internet utilizations. This course satisfies the computer literacy requirement.

### **BUSA 3000 Environmental Law and Policy 3-0-3**

Prerequisites: Upper Division eligibility.

Survey of national and state agencies and provisions of environmental laws and ordinances at all levels of government, including NEPA, Endangered Species Act, Clean Water Act, Clean Air Act and CERCLA. This course has a web component.

### **BUSA 3055 Quantitative Methods 3-0-3**

Prerequisite: BUSA 2050 or MATH 2200, Upper Division Eligibility

Develops analytical skills for business decision making. Topics include regression analysis, decision tools, application of mathematical programming and network models, sequencing and scheduling techniques, and line balancing.

### **BUSA 3060 Business Law 3-0-3**

Prerequisite: Upper Division eligibility.

Covers the source of law and courts, and introduces tort law along with the historical, economic, political and ethical considerations in business and the impact of regulatory and administrative law on business. Topics include property law, contracts, and environmental issues.

### **BUSA 3070 Business Ethics 3-0-3**

Prerequisite: Upper Division eligibility.

Defines ethics, explores models of personal ethics, and reviews ethics in a variety of professional fields. In addition the course examines the relationship between business ethics and corporate social responsibility. Topics include corporate governance, trust and honesty in business, the role of ethics in managerial decision-making and behavior, the ethical use of information, and international ethics.

### **BUSA 3301 Business Communications 3-0-3**

Prerequisite: Upper Division eligibility.

Prepares students to write and speak well in many business settings. It stresses writing and presenting skills, but also shows how to apply those skills in person, through electronic media, and in physical documents.

### **BUSA 3351 International Business 3-0-3**

Prerequisite: Upper Division eligibility

Surveys the history and theory of global business with a special emphasis on free trade, barriers to trade, and the relationship between international business and international relations. Special topics such as immigration and the effect that the campaign against global warming has on economic development may also be considered.

### **BUSA 3360 Business Negotiation Skills 3-0-3**

Prerequisites: Upper Division eligibility; BUSA 3301.

Students will develop the negotiation skills needed to produce more creative and satisfying agreements and avoid the worst kind of compromises. The class will focus on using theory and negotiation simulation exercises as the primary pedagogical tool.

### **BUSA 3700 Business Admin Internship 0-0-0**

Prerequisites: Approval from internship faculty advisor, Upper Division eligibility.

Provides students with on-site work experience in Business Administration through an internship experience with a pre-approved employer. This is a non-credit course.

### **BUSA 3701 Junior Seminar 1-0-1**

Prerequisites: BUSA 3301.

This class is designed to aid students in transitioning from the academic world to a professional business work environment. It will provide students with experience in applying for jobs, interviewing, networking, and business etiquette as well as expose them to other relevant and timely topics for advancing in the business world.

### **BUSA 4800 Special Topics in Business 3-0-3**

Prerequisites: Upper Division eligibility.

Examines current, relevant topics. Each special topics course will cover a new current topic.

### **BUSA 4900 Business Internships 0-0-1-3**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including one upper division BUSA course.

Provides students with on-site work experience in Business through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Business internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

### **ECON 2105 Principles of Macroeconomics 3-0-3**

Prerequisite: MATH 1011 or higher.

Describes and analyzes macroeconomic principles. Topics covered include the scope and method of economics, national income/output analysis, employment/unemployment, inflation, fiscal policy, monetary policy, and international finance.

### **ECON 2106 Principles of Microeconomics 3-0-3**

Prerequisite: MATH 1011 or higher.

Describes and analyzes microeconomic principles. Topics covered include demand and supply theory, output and price determination, market structure, income distribution, government regulation of business, labor organizations, and international trade.

### **ECON 3107 International Economics 3-0-3**

Prerequisites: ECON 2105 and ECON 2106, Upper Division eligibility.

Examines the objectives of the regional and global organizations such as the North American Free Trade Agreement (NAFTA), the European Union (EU), the General Agreement on Tariffs and Trades (GATT), the World Trade Organization (WTO), and the International Monetary Fund (IMF).



### **ECON 3108 Introduction to Environmental Management 3-0-3**

Prerequisite: ECON 2106 and Upper Division eligibility

Discusses the greening of business with respect to manufacturing, marketing, strategy and communication, and discusses the nature of a sustainable corporation. Also, it raises the awareness about strategies for the society as a whole related to the concept of sustainable development. This course will help students to develop the necessary management skills that utilize various accounting procedures to perform a cost-benefit analysis of the greening of business.

### **ECON 3109 Managerial Economics 3-0-3**

Prerequisites: Upper Division Eligibility, BUSA 2050

Economics is frequently described as the science of decision-making under scarcity (at any given time we want more things than we can obtain, given available resources) and this is a good description of the subject of this course. Students will apply economic tools and basic statistics to solve managerial problems faced by entrepreneurs, managers and government regulators. Typical topics include demand analysis and estimation, consumer theory, cost functions, market structures and other microeconomic subject.

### **ECON 3110 Intro to International Trade 3-0-3**

Prerequisites: ECON 2105, ECON 2106

Covers topics on trade theory, trade policy, the measurement of a nation's balance of payments, foreign exchange markets, and exchange rate determination, and examining the open-economy macroeconomics, or the macro relationships between the domestic economy and the rest of the world, as well as the operation of the present international monetary system.

### **ECON 3112 Money and Banking 3-0-3**

Prerequisite: ECON 2105 and Upper Division eligibility

Presents a comprehensive upper-level course in financial institutions, financial markets, bank management, and money and banking. This introduction to the operation of the US financial system describes the US financial institutions, instruments and markets; explains how the financial system interacts with the rest of the economy; and considers how the system changes through time.

### **ECON 4101. Applied Econometrics. 3-0-3 Units.**

Prerequisites: BUSA 2050 or MATH 2200 and Upper Division Eligibility.

Standard econometric techniques are applied to various topics in economics. Techniques include models for cross-section data, such as limited dependent variable models, selectivity techniques, count data models, and models for panel data. Students will conduct statistical analyses and model evaluation.

### **ECON 4109. Industrial Relations. 3-0-3 Units.**

Prerequisites: BUSA 2050 or MATH 2200 and Upper Division Eligibility.

The application of microeconomics to the study of labor markets. The demand for and supply of labor, compensating wage differentials, human capital investment, alternative compensation policies, unions, discrimination, and unemployment.

**ECON 4700. Independent Study Economics. 0-0-3 Units.**

Prerequisites: ECON 2105, ECON 2106, and upper division eligibility.

Supervised, in-depth individual research and study of one or more current topics in economics in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project.

**ECON 4800 Special Topics in Economics 3-0-3**

Prerequisites: ECON 2105, ECON 2106

Examines current, relevant topics in field of Economics. Each special topics course will cover a new current topic.

**ECON 4900. Economics Internships. 0-0-3 Units.**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework.

Provides students with on-site work experience in economics through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the economics internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

**FINC 3056 Principles of Finance 3-0-3**

Prerequisite: ACCT 2102, BUSA 2050 and Upper Division eligibility

Introduces students to financial management. Topics include the structure and analysis of financial statements, cash flow, time value of money, investment valuation, capital budgeting, long and short term financial decision making.

**FINC 3101. Intermediate Corporate Finance. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Corporate financial decision making by applying the tools, techniques, and theories of finance to actual business decisions.

**FINC 3201. Investments. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Introduces financial assets and markets. Topics include an overview of security types, the role of risk in asset pricing, the capital asset pricing model, the efficient markets hypothesis, portfolio theory, and valuation models for stocks and fixed income securities.

**FINC 4112. Real Estate Finance. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Application of theoretical aspects of financial economics to explain real estate financial institutions and markets. Financial and economic methods are applied to residential and commercial real estate. Special topics include real estate in a portfolio, agency problems, and the influence of the legal environment.

**FINC 4200. Financial Statement Analysis. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Basic techniques, research methods, strengths, and limitations of financial statement analysis. Computer analysis of financial data to predict earnings and other financial ratios. Use of these techniques to value equity securities and to predict takeover targets, future debt ratings, and bankruptcies.

**FINC 4201. Finance Case Studies. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Empirical case studies in corporate finance. The modern theories of capital structure, dividend policy, corporate control, investment banking, and capital budgeting, emerging areas of research such as market microstructure, venture capital financing, and comparative international corporate finance.

**FINC 4301. Risk Management. 3-0-3 Units.**

Prerequisites: FINC 3056 and Upper Division Eligibility.

Investigation of the impact of the cultural, economic, regulatory, and organizational environment in which a business operates on financial and enterprise risk. Emphasis is placed on appreciating the various sources of risk, and how they interact to form an overall risk profile for the firm. Special emphasis will be placed on financial risk management.

**FINC 4700. Independent Study Finance. 0-0-3 Units.**

Prerequisites: FINC 3056.

Supervised, in-depth individual research and study of one or more current topics in finance in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project.

**FINC 4800. Special Topics in Finance. 3-0-3 Units.**

Prerequisites: FINC 3056.

Examines current, relevant topics in field of Finance. Each special topics course will cover a new current topic.

**FINC 4900. Finance Internships. 0-0-3 Units.**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including FINC 3056.

Provides students with on-site work experience in finance through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project

relating relevant academic literature to the economics internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

**LCMT 4701. Global Strategies for Supply Chain Management. 3-0-3 Units.**

Prerequisites: Upper Division Eligibility plus completed 9 hours of upper division coursework, completed or concurrently taking OPMT 4253, MARK 4288, and MGIS 4580.

This course will provide the student with cumulative live case study experience for the Operations and Supply Chain Management major. Students will use the knowledge gained in the previous courses in Logistics and Supply Chain management to develop operational strategies for business applications. The case project will allow students to solve practical problems at a manufacturing/service firm with faculty supervision. Student teams address significant operational problems and identify improvement opportunities. Teams write recommendation/implementation reports, oversee pilot/full-scale implementations when feasible, and make presentations of their work.

**MARK 3010 Principles of Marketing 3-0-3**

Prerequisite: BUSA 2106 and Upper Division eligibility

Provides a general survey of the field of marketing covering marketing channels, functions, methods and institutions.

**MARK 3011 Buyer Behavior & CRM 3-0-3**

Prerequisites: Upper division eligibility, MARK 3010

Examines the fundamental activities and motives impacting consumer choice, use and disposal of products. Emphasis on end users rather than business customers. Topics include internal and external factors that influence consumer choice, marketing strategies that influence consumer choice, group dynamics and the organizational buying process, and global consumption trends.

**MARK 3233 Retail Marketing 3-0-3**

Prerequisites: Upper division eligibility, MARK 3010

Explores store location, layout, organizational aspects, credit policies and control systems as they apply to retail operations. Investigates the application of these topics as they relate to online marketing strategies and tactics will be investigated as well.

**MARK 3455 Professional Selling 3-0-3**

Prerequisites: Upper Division eligibility, MARK 3010

Examination of the complex process involving buyers and sellers of products and services. Concentration on developing the sales skills required for creating effective exchanges and managing long-term relationships.

**MARK 3517 Services Marketing 3-0-3**

Prerequisites: Upper division eligibility, MARK 3010

Emphasizes the unique differences in the marketing of services including the development and implementation of marketing strategies. Topics include consumer behavior in services marketing, the gaps model of service quality, the marketing mix for services, and demand and capacity management.

### **MARK 3570 Integrated Brand Promotion 3-0-3**

Prerequisites: Upper division eligibility, MARK 3010

Focuses on understanding the role of the promotional element of the marketing mix. Topics include the various promotional tools, advertising strategy, creative strategy, the pros and cons of various media options, regulatory constraints and global considerations affecting a firm's effort toward effective marketing communication.

### **MARK 4121 Marketing Research and Analysis 3-0-3**

Prerequisite: BUSA 3055, MARK 3010, and Upper Division eligibility

Focuses on the systematic approach to the application of research techniques and procedures for assessing markets. Topics include research design, questionnaire construction, data sources and collection, data analysis, data interpretation and reporting.

### **MARK 4288 Logistics 3-0-3**

Prerequisite: MARK 3010 and Upper Division Eligibility

Examines the fundamental elements of channel systems and various institutions that utilize such systems. Distribution models that describe different industries will be investigated. These models will include ways to assess the legal environment and how price is impacted by channel relationships.

### **MARK 4351 International Marketing 3-0-3**

Prerequisites: Upper Division Eligibility, MARK 3010

Investigation of entry and operational strategies employed for development of international markets. Emphasis is placed on the differences in cultural, political, economic and business environments and how these barriers to international trade can be moderated using electronic systems.

### **MARK 4400 Sustainable Business Marketing 3-0-3**

Prerequisites: Upper Division Eligibility, MARK 3010

The primary topics for this course are: (a) developing a comprehensive sustainability strategy as part of overall corporate strategy, (b) identifying relevant consumer and business segments likely to respond to a sustainable message, and (c) communicating the sustainability message. The course also explores underlying trends and motivations driving corporate interest in sustainable operations.

### **MARK 4433 Social Media Marketing 3-0-3**

Prerequisites: Upper Division eligibility, MARK 3010

This course examines the changing role of social media in the promotional marketing mix, the role of the consumer in social media, online communities and how social media is impacting both marketing and consumer lifestyles.

**MARK 4480. Sports Marketing. 3-0-3 Units.**

Prerequisite: Upper division eligibility, MARK 3010

This course applies the theoretic foundations of marketing to the sports industry by investigating principles and processes in sports marketing and sales. The foci are on research and development, sport promotion, sport sponsorship, advertising, merchandising, distribution of sporting goods, and career opportunities in the field of sports marketing.

**MARK 4700 Independent Study Marketing 0-0-3**

Prerequisites: MARK 3010

Supervised, in-depth individual research and study of one or more current topics in marketing in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project.

**MARK 4701 Marketing Strategy, 3-0-3**

Prerequisites: Upper division eligibility, MARK 3010 and an additional MARK course

Integrates marketing principles in the context of the decision making exercises related to customers, products, pricing, promotions, distribution and the laws regarding each of these topics.

**MARK 4800 Special Topics in Marketing 3-0-3**

Prerequisites: Upper Division Eligibility, MARK 3010

Examines current, relevant topics in the field of marketing. Each special topics course will cover a new topic.

**MARK 4900 Marketing Internships 0-0-3**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including MARK 3010.

Provides students with on-site work experience in Marketing through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Marketing internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

**MGIS 3351 Principles of Management Information Systems 3-0-3**

Prerequisites: BUSA 2201 and Upper Division eligibility

Covers essential business aspects of information systems such as networks, databases, the Internet, management reporting, software development, computer hardware, and information ethics. The course also examines the use of information systems for managerial decision-making and for gaining strategic

advantage. Students will utilize basic programming concepts to develop a small application. This course satisfies the computer literacy requirement.

**MGIS 3352. Management Application Prog I. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 2201.

Develops a knowledge of language and file structures for computer-based business applications using a major business procedural-oriented programming language. Students will write computer programs on individual and/or team projects. This course satisfies the computer literacy requirement.

**MGIS 3353. Management Applications Programming II. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3352.

Emphasizes top-down design, structured techniques, testing and modularity. Emphasis placed on development of correct efficient programs that are easy to maintain. Includes problem analysis, problem design, documentation, testing and debugging. Introduces application development using an object-oriented language.

**MGIS 3354. Telecommunications Management. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351 or concurrent.

Provides an understanding of telecommunications and data communications technologies, voice communications and data networks, protocols, standards and management. Topics include transmission media, data communications, and voice and data technology.

**MGIS 3356. Database Management Systems. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351.

Focuses on the use of database systems in business to support information systems and decision-making. Topics include database concepts, data modeling, database design and development, administration of database systems, and database technologies. Students will have hands-on experience developing a database application.

**MGIS 3357. Application Development w/RPG. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 2201.

Design, coding, and testing of programs using the Report Program Generator (RPG IV) language. Topics include report editing, mathematical operations, use of subroutines to support structured programming, ifs and case structures, and external and logical files.

**MGIS 3390. Management of IS Security. 3-0-3 Units.**

Prerequisites: Upper Division Eligibility, ACCT 2101, BUSA 2201.

Provides a managerial overview of IS security and basic IS security principles while examining operational, technical, and administrative aspects of the topic. This course enables students to improve their IS security management skills and software proficiencies through a thorough investigation of the

major concepts and techniques used in enterprise architecture and IS security. It also covers much of the common Body of Knowledge of the CISSP Exam.

**MGIS 4355. Information Resource Mgmt. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351.

Covers current issues in information systems management. Topics include the strategic use of information resources, organizational impacts of information systems use, ethical use of information, management of the IT function, project management, and IT funding.

**MGIS 4358. Web-based MIS. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 4354 and MGIS 4356.

Examines the process of developing business information systems with a significant web component. Topics include organizational considerations involved in developing and maintaining a web-enhanced MIS, and system considerations such as readability and other human-computer-interaction (HCI) issues, general and database web-design principles, and programming of web enhanced systems. Students will develop a web site for a real or hypothetical organization.

**MGIS 4580. Supply Chain Management Systems. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 3055, MARK 3010, MGIS 3351 and OPMT 3251.

Covers the major components of supply chain management systems that support major supply chain activities such as planning, sourcing, production, material flow, inventory management, and delivery. Students will have hands-on experience with a commercial-grade supply chain management system.

**MGIS 4700. Independent Study MGIS. 0-0-3 Units.**

Prerequisites: MGIS 3351.

Supervised, in-depth individual research and study of one or more current topics in MIS in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the topic research and project.

**MGIS 4701. Systems Analysis and Design. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3352 and MGIS 3356.

Examines the process of developing business information systems. Topics include requirements specification, systems modeling, and systems design techniques in the context of the Systems Development Life Cycle. Structured approaches and techniques such as Data Flow Diagrams are emphasized. Object-oriented approaches and techniques including UML are also introduced. A major component of the course is the analysis and design of a business system as a term project.

**MGIS 4800. Special Topics in MIS. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351.



Examines current, relevant topics in field of Management Information Systems. Each special topics course will cover a new current topic.

**MGIS 4900. Mgmt Info System Internships. 0-0-3 Units.**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including MGIS 3351.

Provides students with on-site work experience in Management Information Systems through a coordinated academic internship with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Information Systems internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

**MNGT 3051 Principles of Management 3-0-3**

Prerequisite: BUSA 2106 and Upper Division eligibility

Introduces the basic concepts and processes of management including the study of the legal, social, and political environment with an emphasis on the behavioral perspectives in organizations.

**MNGT 4053 Human Resource Management 3-0-3**

Prerequisites: Upper Division eligibility, MNGT 3051

Presents theory and policy to perform the human resource function in modern organizations. Topics include EEO law and regulations, selection, recruitment, performance appraisal, compensation, training, and labor relations.

**MNGT 4346 Entrepreneurship in America 3-0-3**

Prerequisites: Upper division eligibility and MNGT 3051

Surveys the psychology and behavior of the entrepreneur as manifested in the lives of America's most famous business leaders. Emphasis is placed on the work of entrepreneurs in creating industries and jobs in the years after the Civil War, with special attention to the rise of the carpet industry in Georgia.

**MNGT 4351 International Management 3-0-3**

Prerequisites: Upper division eligibility and MNGT 3051

This course focuses on the management issues corporation's face when doing business internationally. Topics include leading, motivating, staffing, and managing in a global environment.

**MNGT 4380. Project Management. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351, MNGT 3051.

Covers a variety of project management techniques that can be applied in an IT or non-IT project context. Managing scope, time, cost, and quality are explored. Students are exposed to project management tools and associated software that can assist in better planning and managing projects. Examples are drawn from IT and non-IT areas.

### **MNGT 4501 Entrepreneurship 3-0-3**

Prerequisite: MNGT 3051, MARK 3010 and FINC 3056 and Upper Division Eligibility

Explores the increasing importance of entrepreneurial activity and the steps necessary in starting a new business venture. Topics include the entrepreneurial personality; recognizing and testing business opportunities; developing the business concept; analyzing risk; and financing the new venture. Students design and present a business plan for a new venture.

### **MNGT 4602 Leadership 3-0-3**

Prerequisites: Upper Division eligibility, MNGT 3051

Focuses on managerial leadership through a broad survey of theory, research and practice of leadership in formal organizations. The topic of leadership effectiveness is at the core of this class.

### **MNGT 4605 Organizational Effectiveness 3-0-3**

Prerequisites: Upper Division Eligibility, MNGT 3051

Investigates formal organizations as social instruments and the means by which such organizations can become more effective. Topics include organization structure, the effects of structure, organizational growth, and the effects of environment and technology on organizational processes.

### **MNGT 4609 Character, Ethics & Leadership 3-0-3**

Prerequisites: Upper Division eligibility, MNGT 3051

Designed to integrate theories of leadership presented in MNGT 3051 with the insights of ethical philosophy. This class draws upon research showing that the best predictor of follower behavior is leader behavior. Various schools of ethical thought are reviewed, but the focus is on the leader's position as a role model, whose behavior will affect that of organizational participants.

### **MNGT 4610 Managing a Diverse Workforce 3-0-3**

Prerequisites: Upper Division eligibility, MNGT 3051

This course examines issues confronting managers of a diverse workforce and issues related to managing and being a member of an increasingly diverse workforce. Diversity-related issues with management implications to be discussed include social identity, socialization, gender, ethnic diversity, disability, and sexual orientation. Practices which can help organizations to accommodate and benefit from diversity will also be examined.

### **MNGT 4612. Managing Effective Teams in a Global Environment. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MNGT 3051 and BUSA 3351

This course provides a structured approach to better understand how teamwork contributes to organizations, the conditions that make interactions between people and groups highly effective, and how to best put this effectiveness to work. Team-related issues from both theory and practice to be discussed include how to avoid limiting pitfalls of teams, how to create a collaborative climate for team performance, the development of team members, and how to motivate team members.

**MNGT 4701 Strategic Management 3-0-3**

Prerequisite: Upper Division eligibility, MNGT 3051, MARK 3010, FINC 3056, OPMT 3251 and BUSA 3701.

Represents the capstone course in business. Presents theory and practice of strategic decision making within organizations in a case method format. Topics include environmental analysis, organizational direction, strategy formulation and implementation, strategic control, strategic management theory, research and concepts, environmental influences on business, and secondary research methodology. Students will be required to prepare and deliver an oral team analysis of a publicly-traded company, its industry, and its strategy.

**MNGT 4800 Special Topics in Management 3-0-3**

Prerequisites: Upper Division eligibility, MNGT 3051

Examines current, relevant topics in the field of management. Each special topics course will cover a new current topic.

**MNGT 4900 Management Internship 3-0-3**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including MNGT 3051.

Provides students with on-site work experience in Management through a coordinated academic internship with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Management internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.

**OPMT 3251 Principles of Operations Management 3-0-3**

Prerequisite: Upper Division eligibility, BUSA 2106, BUSA 2201 and MATH 2200 or BUSA 2050, and Upper Division Eligibility

Introduces students to an organization's resources and processes in its efforts to create products or services. The set of resources planned and managed includes the work force, equipment, materials and information. Topics include coverage of operations strategy and managing change, product design, process selection and planning, and controlling the supply chain.

**OPMT 3253. Introduction to Data Systems. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, MGIS 3351.

Introduces the concepts and terminology of data communications, network design, and distributed information systems. Emphasis is on management of equipment, architectures, and transmission alternatives.

**OPMT 3254. Computer Integrated Manufactur. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 2201.

Introduces the concepts and terminology of computer integrated manufacturing with special emphasis on the practical application of automation technology. Topics include elementary programming

structures, binary, octal and hexadecimal number systems, measurement theory and computer integrated manufacturing.

**OPMT 3257. Intro Object Oriented Program. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 2201.

Introduces programming with a structured language. Emphasis is placed upon development of correct, efficient programs that are easy to maintain. Topics include problem analysis, program design, documentation, testing and debugging.

**OPMT 4253. Integrated Mat/Supply Chain. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, OPMT 3251.

Examines the technology, tools, and practices of modern integrated materials sourcing and logistics. Topics include distribution requirements planning, continuous replenishment, just-in-time, and efficient replenishment.

**OPMT 4255. Business Process Simulations. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, OPMT 3251.

Covers the basic techniques for computer simulation modeling and analysis of business processes in manufacturing and service industries. Course emphasis is on conceptualizing abstract models of real-world systems (for example, inventory or queuing systems), implementing simulations in Excel and special purpose software (ProModel), production planning and control simulation studies, experimental design, and analyzing simulation output.

**OPMT 4256. Application Development. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, BUSA 2201.

Increases students programming and database skills in an integrated application development environment. Specific topics include basic database theory, creation of tables, queries, forms, and reports as well as programming with macros and sequential languages.

**OPMT 4503. Quality Management Systems. 3-0-3 Units.**

Prerequisites: Upper Division eligibility; MNGT 3051, OPMT 3251, BUSA 2201.

Examines the continuous quality management and improvement philosophy. Topics include strategic management, quality assessment, teams, the role of leadership, lean manufacturing, tools for improving, quality processes, techniques for charting attribute and variable data, Statistical Process Control, Six-Sigma, and lean manufacturing.

**OPMT 4700. Independent Study OPMT. 0-0-3 Units.**

Prerequisites: OPMT 3251.

Supervised, in-depth individual research and study of one or more current topics in Operations Management in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project.

**OPMT 4800. Special Topics Oper Management. 3-0-3 Units.**

Prerequisites: Upper Division eligibility, OPMT 3251.

Examines current, relevant topics in the field of Operations Management. Each special topics course will cover a new current topic.

**OPMT 4900. Operations Mgmt Internship. 0-0-1-3 Unit.**

Prerequisite: Upper Division Eligibility, completed 9 hours of upper division coursework including OPMT 3251.

Provides students with on-site work experience in Operations Management through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Operations Management internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit.