Spears Grad Course Catalog Listings
[From the University Catalog]

Business Analytics

BAN 5100* Professional Development in Business Analytics. Prerequisite(s): Admission to the MS in Business Analytics program or consent of director of MS in Business Analytics. Career and professional development of MS in Business Analytics students. A blend of guest speakers, projects, and exercises used to better prepare students for advanced business analytics careers.

BAN 5400* Practicum in Business Analytics. Prerequisite(s): Consent of director of MS in Business Analytics and satisfactory completion of six hours of BAN 5000- or MKTG 5000-level courses. Professionally supervised experience in business analytics projects for which the student assumes a degree of professional responsibility. Activities approved in advance by the instructor and must reflect graduate level analysis. May consist of full or part-time business analytics experience, on-campus or in industry, or both, either individually or as a responsible group member. Periodic reports, both oral and written, required as specified by the instructor.

BAN 5511* Web Analytics and Digital Marketing. Prerequisite(s): Admission in MS in Business Analytics or consent of director of MS in Business Analytics or consent by instructor. Learn how to use web analytics tools and techniques to improve digital marketing.

BAN 5521* GIS Applications in Marketing Analytics. Prerequisite(s): Admission in MS in Business Analytics or consent of director of MS in Business Analytics or consent by instructor. Learn how to use geographical information systems (GIS) as a methodological tool and analyze spatial data to make better marketing decisions.

BAN 5530* Consulting in Marketing Analytics. Prerequisite(s): Admission in MS in Business Analytics or consent of director of MS in Business Analytics or consent by instructor. Learn how analytics consultants must communicate with clients to establish relationships, build trust, propose solutions, handle objections and otherwise effectively manage the relationship aspect of the engagement.

BAN 5541* Using R in Marketing Analytics. Prerequisite(s): Admission in MS in Business Analytics or consent of director of MS in Business Analytics or consent by instructor. Learn how to use the R computing environment (and language) for analytics applications. The focus of the course will be on the usage of R and various R packages for analytics applications and not the theory or discussion behind various analytics techniques.

BAN 5551* Optimization Applications in Marketing Analytics Prerequisite(s): Admission in MS in Business Analytics or consent of director of MS in Business Analytics or consent by instructor. This course provides an introduction to practical applications of mathematical programming/operations research using SAS/OR.

BAN 5733* Descriptive Business Analytics. Prerequisite(s): Consent of director of MS in Business Analytics or by instructor. Learn how to describe and analyze business data using visualization and statistical tools. Topic coverage will include different types of graphs and plots, cross-tabs, variable associations, regression, ANOVA and other related models. An overview of basic probability concepts and statistical sampling techniques will also be provided. This course will primarily use SAS® Analytics platform to analyze data. Students may not take both MKTG 5733 or MKTG 5983 and BAN 5733 for degree credit.

BAN 5743* Predictive Business Analytics. Prerequisite(s): BAN 5733 or consent by instructor. Learn how to use predictive analytic tools such as logistic regression, neural networks, decision trees and other classification and prediction models to generate deeper business insights and to improve business decision making. This course will primarily use SAS® Analytics platform to analyze data. Students may not take both MKTG 5963 or MKTG 5743 and BAN 5743 for degree credit.

BAN 5753* Advanced Business Analytics. Prerequisite(s): BAN 5743 or consent by instructor. Learn how to use advanced modeling techniques such as Self Organizing Maps (SOM) and Kohonen Networks, two-stage models, survival models, credit scoring models, time series forecasting models, advanced text analytics etc. to improve business decision making. This course will primarily use SAS® Analytics platform to analyze data. Students may not take both MKTG 5883 and BAN 5753 for degree credit.

BAN 5763* Advanced Marketing Research Analytics. Prerequisite(s): BAN 5753 or consent by instructor. Learn how to properly use various multivariate data analysis techniques including multiple regression, MANOVA, Discriminant analysis, Clustering, MDS and Conjoint Analysis. Students may not take both MKTG 6413 and BAN 5763 for degree credit.

BAN 5900* Advanced Practicum in Business Analytics. Prerequisite(s): Consent of director of MS in Business Analytics and satisfactory completion of nine hours of BAN 5000- or MKTG 5000-level courses. Professionally supervised experience in advanced business analytics projects for which the student assumes a degree of professional responsibility. Activities approved in advance by the instructor and must reflect advanced graduate level analysis. May consist of full or part-time advanced business analytics experience, on-campus or in industry, or both, either individually or as a responsible group member. Periodic reports, both oral and written, required as specified by the instructor.

Economics

ECON 5000* Research and Thesis. 1-6 credits, max 6. Workshop for the exploration and development of research topics. Research leading to the master's thesis. ECON 5003* Research Report. Prerequisite(s): Consent of committee chairperson. Supervised research for MS report.

ECON 5010* Research and Independent Studies. 1-3 credits, max 10. Prerequisite(s): Consent of departmental committee under a workshop arrangement or supervised independent studies.

ECON 5013* Contemporary Environmental Policy. Economic, social and political factors that influence the formation and implementation of environmental policy. Environmental policy instruments (including pollution taxes, standards and marketable pollution permits), measurement of environmental damages and risk. Risk comparison, regulatory issues, health risk assessment, and risk communication. Political-economic considerations.

ECON 5033* Macroeconomic Analysis. Prerequisite(s): Three hours of economics or consent of instructor. Study of the determinants of aggregate output, employment, price level, and interest rates, including international aspects. Monetary, fiscal, and exchange rate policies and impact on the macroeconomy and business environment. No credit for PhD students in economics. Oklahoma State University Economics (ECON) • 242 2016-2017 University Catalog

ECON 5043* Microeconomic Analysis. Prerequisite(s): 3113 and MATH 2144 or consent of instructor. A calculus-based microeconomics course developing basic consumer, producer, and equilibrium models.

ECON 5053* Impact Evaluation of Public Policies. Prerequisite(s): Introductory econometrics or instructor consent. The primary goal of this course is to familiarize students with evaluation methodology and tools commonly used to assess publicly funded policies. Students will become familiar with the concepts, methods and applications of impact evaluation; learn how to read evaluation research critically; understand how to use evaluation results to anticipate or improve public policies; and be able to propose an appropriate evaluation plan to assess the implementation and effectiveness of a public policy.

ECON 5113* Managerial Economics. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Economic theory applied to business decision-making. Concepts of microeconomics and macroeconomics related to understanding the economic system, analysis of policy, forecasting, and international economics. No credit for PhD students in economics.

ECON 5173* Energy Economics. Prerequisite(s): ECON 5113 or 2103 or equivalent. Develop tools necessary to examine energy markets from an economics perspective and discuss aspects of local, national and global markets for oil, natural gas, coal, electricity, and renewable energy. The course examines public policies affecting energy markets including taxes, regulation, energy efficiency and control of emissions.

ECON 5213* Introduction to Econometrics. Prerequisite(s): STAT 3013 or equivalent; consent of instructor. Introductory course in econometric regression analysis for first year graduate students in economics, business and agricultural economics. A review of basic probability and statistics, linear regression with one or more explanatory variables, binary dependent variables regression, instrumental variables regression, the use of panel data, and program evaluation. Assessment of the internal validity of estimated models.

ECON 5223* Mathematical Economics I. Prerequisite(s): 3113 and MATH 2163 or equivalent. Mathematical concepts of single variable and multivariate calculus, topological properties of Euclidean space, convergence, linear algebra, optimization theory and the Kuhn-Tucker Theorem with applications from economic theory.

ECON 5263* Introduction to Econometrics II. Prerequisite(s): 5213 or equivalent; consent of instructor. This is a continuation of 5213. Introductory course in econometric regression analysis for first year graduate students in economics, business and agricultural economics. Topics include microeconometric applications using panel data, qualitative choice and limited dependent variable models. Also, includes applications in macroeconomics and financial economics using regression analysis.

ECON 5413* Economics of the Public Sector I. Allocation and distribution effects as well as incidence of governmental budget policies.

ECON 5433* Economics of the Public Sector II. Fiscal policy as a means of promoting economic stabilization and growth.

ECON 5543* Labor and Personnel Economics. An economic examination of labor markets and the relationship between the firm and the worker. Topics include screening, hiring, and sorting workers, worker signaling and job search, employee motivation and compensation schemes and shared investment in worker training. The course also considers issues related to labor supply and demand, discrimination, job search and unemployment.

ECON 5603* Global Economics. This courses presents an introduction to economic issues from a global perspective for the non-specialist. It emphasizes the problems and challenges the process of globalization poses to national economies. The first part of the course presents the main theories of international trade and their relevance to explaining current global trade patterns. The second part of the course examines the foreign exchange market and the process of exchange rate determination. It covers various international financial issues such as global current account imbalances, the role of the dollar in international financial markets and international currency crises.

ECON 5703* The Economics of Organization and Competitive Advantage. Prerequisite(s): 3113 or 5113 or consent of instructor. An analysis of organizational architecture (the assignment of decision-making rights, performance evaluation, and reward systems within an organization). An appropriate architecture to give an organization a competitive advantage and to help an organization develop prowess in innovation and reputation, providing other sources of competitive advantage.

ECON 5713* Industrial Organization I. Organization and operation of the enterprise sector of a free enterprise economy; interrelations of market structure, conduct and performance; public policies affecting these elements.

ECON 5723* Industrial Organization II. Alternative market structures and their relationships to market performance; the empirical evidence concerning these. Public policies toward business, including emphasis on U.S. antitrust laws and economic analysis of their enforcement; theories of public utility regulation.

ECON 5733* Energy Economics: Traditional and Renewable Energy. Prerequisite(s): ECON 2103 and either MATH 2103 or MATH 2144. This course examines theory, empirical perspectives, and the political economy of energy

supply and demand. It discusses aspects of local, national, and global markets for oil, natural gas, coal, electricity, nuclear power, and renewable energy. In the course, we will examine public policies affecting energy markets including taxes, price regulation, energy efficiency, and control of emissions. Same course as ECON 4113

Entrepreneurship

EEE 5080* Riata Internship Program. 1-6 credits, max 6. Prerequisite(s): Consent of the Director of the Riata Center for Entrepreneurship. Professionally supervised experience building career-related skills, interests and personal development while making valuable contacts and references. Allows testing skills in real life projects with host companies. Periodic reports, both oral and written, required as specified by the instructor.

EEE 5090* Study Abroad in Entrepreneurship. Prerequisite(s): Consent of the School of Entrepreneurship Department Head. Participation in a School of Entrepreneurship sanctioned Study Abroad program.

EEE 5113* Entrepreneurship and Venture Management. Prerequisite(s): Admission to MBA program or instructor permission. Enterprise creation and problems faced by entrepreneurs in early growth stages of business ventures. An interdisciplinary problem-solving approach with emphasis on case studies and plans for new business ventures.

EEE 5123* Entrepreneurship and The Arts. Explores entrepreneurship as a way of thinking and acting within the arts, including fine art, theatre, music and design. The application of entrepreneurial framework competencies within the arts is examined. Attention is devoted to opportunity recognition, innovation, creative problem-solving, risk assessment and management, resource leveraging and related entrepreneurial capabilities. No credit for credit in 3123.

EEE 5133* Dilemmas and Debates in Entrepreneurship. Prerequisite(s): Graduate standing. Designed around a series of critical dilemmas confronted by entrepreneurs when creating and growing a venture. Entrepreneurs explore with students the issues surrounding these dilemmas in a structured format.

EEE 5200* Special Topics in Entrepreneurship. 1-6 credits, max 6. Prerequisite(s): Graduate standing. Examination of entrepreneurship issues. Specific topics vary from semester to semester.

EEE 5213* Entrepreneurship in Science and Technology. Assessment of technologies and their marketplace potential. Issues in technology commercialization are examined from an entrepreneurial perspective. Students work on implementation issues surrounding actual emerging technologies originating at the university and in the surrounding community. Students in science and engineering are especially encouraged to enroll.

EEE 5223* Entrepreneurial Marketing. Prerequisite(s): Admission to MBA program or instructor permission. Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. (Same course as MKTG 5223)

EEE 5263* Corporate Entrepreneurship. Prerequisite(s): Admission to MBA program or instructor permission. Examination of the application of entrepreneurship concepts and behaviors within established organizations, assessment of factors contributing to a company's entrepreneurial orientation, and identification of ways to foster higher levels of entrepreneurship within firms.

EEE 5313* Emerging Enterprise Consulting. Prerequisite(s): Admission to the MBA program or instructor permission. Using an established methodology, student teams work with local entrepreneurs in establishing consulting priorities within their ventures and producing tangible deliverables that solve business challenges. All facets of business are addressed.

EEE 5333* Launching a Business: The First 100 Days. Addresses operational challenges in launching a new venture in its very formative stage. Attention is devoted to business formation, risk management, record keeping, go-to-

market strategy, contracts, facilities, dealing with suppliers, and intellectual property, among other issues. No credit for students with credit in EEE 3333.

EEE 5403* Social Entrepreneurship. Advanced level examination of entrepreneurship in the social or non-profit sector. Investigation of issues surrounding creation and operation of new ventures that address vexing social needs and opportunities. Explores the application of entrepreneurship concepts and principles in a social context. Students may not take both EEE 3403 and EEE 5403* for credit.

EEE 5493* Entrepreneurship and Architecture. Prerequisite(s): Admission to a graduate program. Introduction to entrepreneurship within the context of architecture, with direct application to architectural services, activities and products. Emphasis on implementing the entrepreneurial process in starting and sustaining new ventures that significantly shape the building environment. (Same course as ARCH 5493)

EEE 5503* Designing, Prototyping, and Testing Creative Products. This course provides students' a hands-on experience in making things. Students conceptualize, design, prototype, manufacture and sell a new product. The class exposes students to using 3D printers along with other makerspace tools. Students may not take both EEE 3503 and EEE 5503 for degree credit.

EEE 5513* Growing Small and Family Ventures. Prerequisite(s): 3023 or instructor permission. Exploration of unique challenges involved when growing small and family-owned ventures. The life stages of emerging enterprises are examined. Issues addressed include resource needs, skill requirements, functional area development, and work-life balance. No credit for credit in 3513.

EEE 5603* Entrepreneurship Empowerment in South Africa. Prerequisite(s): Instructor permission required. Introduction to the supporting emerging enterprises assessment model. Includes focused attention on Oklahoma State University Entrepreneurship and Emerging Enterprise (EEE) • 260 2016-2017 University Catalog consulting within all the functional areas of an emerging enterprise operating under conditions of adversity. Periodic guest lectures by subject matter experts. Exposure to the local customs, business environment, and culture of entrepreneurs in a South African context. No credit for students with credit in 4603.

EEE 5610* Advanced Entrepreneurship Practicum. 1-6 credits, max 6. Prerequisite(s): 5113. Transfer of knowledge from entrepreneurship course work into practice through hands-on experiences, such as business development consulting projects, management of a venture capital fund, and creation of student-owned business.

EEE 5653* Venture Capital. Prerequisite(s): 5113, admission to MBA program or instructor permission. Venture capital investing and the business development process. Exploration of how startups and early stage firms determine money needs, obtain financing and structure deals. No credit for students with credit in 4653.

EEE 5663* Imagination in Entrepreneurship. Prerequisite(s): Graduate standing. Exploration of creativity and ideation as they relate to the entrepreneurial process. Perspectives on opportunity discovery and assessment are examined. Theoretical and conceptual foundations for the application of creativity to business problem solving are investigated.

EEE 5703* Project Management for Entrepreneurship. Understanding invaluable basic project management skills for startup entrepreneurs and innovators within existing organizations (intrapreneurs) and to successfully manage projects in general. No credit for students with credit in EEE 4703.

EEE 5713* Native American Entrepreneurship. Understanding the impact entrepreneurship thinking and behavior can have for Native Americans. Strategies and tactics to increase the number of new business ventures launched by Native Americans. No credit for students with degree credit in EEE 3713.

EEE 5803* Operating an Entrepreneurial Firm. Addresses how to develop and manage operations of an entrepreneurial firm in terms of inventory, manufacturing, building infrastructure, developing systems, etc. The objective is to familiarize students with unique issues facing the operations of a new business. (No credit for students with credit in 4803).

EEE 5863* CIE Scholar Practicum. Course teaches the fundamentals of testing the feasibility of a business idea and building an effective business model around a business concept.

EEE 5903* Applied Innovation I. Addresses business startup fundamentals, decision-making tools and theory of innovative problem solving. Students will have the opportunity to interact with South African and Central American students participating in summer programs allowing best practices and experiences with students from other cultures and countries.

EEE 5993* Preparing Effective Business Plans. Prerequisite(s): ACCT 5183, 5283, FIN 5013, MGMT 5113, EEE 5113, 5663 and 5333. The critical issues involved with developing a business venture, through the process of developing a comprehensive business plan including feasibility analysis, actual development of the plan, and preparing to present the plan to investors.

Finance [No summer offerings; fall and spring semesters only]

FIN 5010* Finance Projects and Independent Studies. 1-6 credits, max 6. Prerequisite(s): Good standing in graduate program and consent of project adviser and consent of department head. Graduate projects and independent study in finance.

FIN 5013* Business Finance. Prerequisite(s): Admission to a SSB graduate program and ACCT 5183 or equivalent, or consent of MBA director or instructor. Introduction to the major areas of business finance: the financial environment in which business decisions are made and the institutions found therein, the financial management practices of a firm securing financing and allocating resources among competing alternatives, and the valuation of financial assets to the firm and individuals.

FIN 5053* Theory and Practice of Financial Management. Prerequisite(s): Admission to a SSB graduate program and FIN 5013 or equivalent and ACCT 5183 or equivalent or consent of the MBA director or instructor. Concepts and theories applicable to the financial administration of a firm. Cases, problems and readings to illustrate various financial problems and techniques of solution.

FIN 5153* Corporate Financial Strategy. Prerequisite(s): Admission to a SSB graduate program and FIN 5013 or equivalent and ACCT 5183 or equivalent or the consent of the MBA director or instructor. Strategic financial decisions and their implementation, including capital structure policy, capital budgeting, risk assessment and management, corporate restructuring, management performance assessment, cost of capital, financial resource planning, dividend policy, and capital raising. Familiarity with basic financial tools and techniques including time value of money, asset pricing and security valuation, and financial statement analysis.

FIN 5213* International Business Finance. Prerequisite(s): 5013. Theories and financial management practices unique to business firms which operate in, or are influenced by, an increasingly global economy.

FIN 5223* Investment Theory and Strategy. Prerequisite(s): Admission to a SSB graduate program, 5013 or the consent of MBA director or the instructor. Selected investment topics and advanced portfolio management techniques.

FIN 5243* Financial Markets. Prerequisite(s): 5013. An analysis of the structure of financial markets, the determination and behavior of interest rates, the functioning of and the flow of funds.

FIN 5333* Corporate Governance. Prerequisite(s): 5013. The theoretical and applied analysis of the governance structure of a corporation. The interconnections of the board of directors, CEO, management and shareholders. Case problems and readings address the advantages and disadvantages of various corporate governance practices.

FIN 5550* Special Topics in Finance. 1-6 credits, max 12. Prerequisite(s): Consent of instructor. Theoretical and applied aspects of specialized financial areas. Evaluation of models, current trends and problems.

FIN 5763* Derivative Securities and the Management of Financial Price Risk. Prerequisite(s): 5013 or consent of instructor. Differing amounts of financial price risk for individuals and corporations in volatile financial environment. The development of arbitrage-based models for the pricing of derivative securities, and the use of a full range of derivative securities to manage exposure to financial price risk.

FIN 5773* Financial Engineering. Prerequisite(s): MATH 4513 and FIN 5763 or consent of instructor. Techniques for the design, development and implementation of innovative financial instruments and processes to the formulation of creative solutions of problems in finance.

FIN 5883* Quantitative Financial Applications. Prerequisite(s): 5223 and consent of the head of the department. Application of financial solution techniques through directed case work in appropriate business and public sector settings. Simulation, small group instruction and field-based experiences.

Legal Studies in Business

LSB 5163* Legal Environment of Business. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Legal environment within which business must operate. Nature and source of law, the operation of the judicial system, the operation of administrative agencies, selected Constitutional provisions frequently involved in litigation of business problems, and selected substantive legal areas having a direct relationship with business operation and decision-making.

LSB 5203* Foundations of Issue and Conflict Management. Provides professionals from all fields with the skills necessary to handle conflicts, solve disputes, influence decisions and develop positive interpersonal relationships. It provides an overview of the alternative dispute resolution processes by utilizing readings, research, discussion and role-playing exercises.

LSB 5213* Mediation and Facilitation: Theories and Practice. Prerequisite(s): 5203. This course examines the theories, skills, and boundaries of the mediation and facilitation processes, and analyzes the role of the third party neutral in the intervention and resolution conflicts. Ethical, practical and legal constraints are also addressed.

LSB 5233* Introduction to Arbitration and Litigation. Prerequisite(s): 5203. This course examines the elements and process of arbitration, situations, in which arbitration skills are required, including construction, securities, civil conflicts, labor disputes and commercial contracts. Topics include comparisons to litigation, the role of judicial review and the enforcement of arbitration awards.

LSB 5290* Seminar in Negotiation and Alternative Dispute Resolution. 1-3 credits. Prerequisite(s): Consent of instructor. Individual investigations in the areas of issue and conflict management under the direct supervision of a faculty member.

LSB 5423* Employment Law. Prerequisite(s): LSB 3213 or equivalent or permission of instructor. Legal foundations of employment in the United States. Contemporary topics relating to the employment environment such as state legislative and judicial limitations on employment at will doctrine, federal legislation relating to equal employment opportunity and affirmative action, fair labor standards, collective bargaining, and safety in the work place. Students may not take both LSB 4423 and LSB 5423 for degree credit.

Management

MGMT 5011* Crucial Interactions. Examines methods for increasing positive communication between you and organizational members. Crucial conversations are those conversations that we must have. Ways to increase the free-flow of dialogue to maximize benefit from a crucial conversation are discussed. No credit for students with credit in 4011.

MGMT 5021* Managing Professional Relationships. The study of political behaviors and ways to use them effectively in order to be successful in your career. Ways to be prepared for political dynamics at work and what you can do to emerge a winner will be discussed. No credit for students with credit in 4021.

MGMT 5023* Management of Sustainable Enterprises. Students will be introduced to the social and natural environments and threats to sustainability. The course will cover the external drivers of sustainability as well as internal responses to these pressures. Students may not take both MGMT 3023 and MGMT 5023* for credit.

MGMT 5031* Leading Organizational Change. An introduction to ways of leading change in an organization to keep pace with the economy and the competition. Building an eight step process for developing, selling and implementing change initiatives. No credit for students with credit in 4031.

MGMT 5041* Performance Management. A study of the role of a performance management (PM) system in an organization, the basic components of a PM system (standards, measurement, judgment and action), PM methods and performance management interviews and the Balanced Scorecard. No credit for students with credit in 4041.

MGMT 5051* Creating Ethical Work Places. An examination of the meaning of ethics in business and human resource management, how ethical, work-related behavior can be maximized, and how ethical organizational cultures facilitate organizational effectiveness. Establishing and critiquing an ethics program and examining your own code of ethics. No credit for students with credit in 4051. MGMT 5061 Managing Confrontations. Crucial confrontations directly address gaps between expectations and performance with a model that ensures individual and team effectiveness. Learn to hold people accountable, master face-to-face performance discussions, motivate without using power, enable without taking over, and move to action. It will improve the quality of your life and of your organization. No credit for students with credit in 4061.

MGMT 5073* Management and Ethical Leadership. This course focuses on the application and evaluation of real-life ethical dilemmas using ethical decision-making models. Students will evaluate personal value systems, individual, leadership driven, organizational, and community ethical issues. Students may not take both MGMT 4073 and MGMT 5073* for credit.

MGMT 5083* Corporate and Social Responsibility. Ethics and decision making in corporations. Students will be exposed to managerial responsibility as well as social responsibility at the corporate level. Students may not take both MGMT 4083 and MGMT 5083* for credit.

MGMT 5093* Management of Non-Profit Organizations. Students will be introduced to the role of non-profits in the economy including management systems, strategy, and the interface between non-profits, other businesses and various stakeholders. Students may not take both MGMT 4093 and MGMT 5093* for credit.

MGMT 5113* Management and Organization Theory. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Contemporary theories of organization. Structure and dynamics of organizational goals and environments.

MGMT 5123* Contemporary Management Topics. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Examination of selected topics representing the most current management theories and practices.

MGMT 5133* Total Rewards. This course covers the development, implementation, and evaluation of compensation and benefits policies/programs. Students will learn the underlying theory as well as complete projects deemed necessary to master this material. Additionally, content will be provided to cover the legal

environment, governing total rewards programs, administrative functions, and communication of total rewards programs' goals.

MGMT 5153* Talent Development. A study of training development (T&D) concepts and methods. A study of the theories, principles, methods, and related terminology of T&D and their application to T&D problems.

MGMT 5163* Fundraising for Non-Profits. Students will be introduced to the theory and practice of raising external funding for social causes. Course may include exposure external speakers and non-profit executives.

MGMT 5213* Seminar in Organizational Behavior. Prerequisite(s): Admission to MBA program or consent of MBA director. Current research on group behavior in organizations. Group processes and structural factors affecting the interaction process and intra- and intergroup performance characteristics. Laboratory simulation and team research projects used to pursue advanced topics.

MGMT 5223* Seminar in Human Resource Management. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Principles, theories and methods of human resource management applied to various types of organizations. Human resource functions of planning, staffing, training and development, performance management, compensation and benefits, safety and health, and labor relations.

MGMT 5303* Corporate and Business Strategy. Prerequisite(s): FIN 5053 or concurrent enrollment. Key issues in formulating and implementing business and corporate strategies. The orientation of top management and diagnosis of what is critical in complex business situations and realistic solutions to strategic and organizational problems.

MGMT 5313* Project Management. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. The processes and techniques of managing projects in today's business world. The processes of idea generation, needs analysis, implementation, evaluation, and learning. The techniques of team building and conflict resolution in project management.

MGMT 5323* Teams in Organizations. Prerequisite(s): 5113, admission to MBA program or consent of MBA director. The different ways in which organizations use teams. Many aspects of team development and the skills needed to effectively work in a team environment. • Management (MGMT) 301 2016-2017 University Catalog

MGMT 5443* Building the Effective Organization. Prerequisite(s): 5113, 5513 (concurrent enrollment). The steps involved in building a small to mid-sized business into a well-run organization.

MGMT 5453* Technology Commercialization. Prerequisite(s): Admission to MBA program or consent of MBA director. The steps involved in evaluating and commercializing new technologies. The necessary steps in moving from prototype to product.

MGMT 5500* Special Projects in Management. 1-6 credits, max 9. Structured internship, academic project, or field project on a management topic under the direction of a faculty member.

MGMT 5523* Human Resource Analytics. Topics include: research methods, psychometrics, descriptive statistics, inferential statistics, correlation, linear prediction, and other methods as deemed necessary by the instructor. Students will show competence in proper data collection and evaluation techniques, as well as skills necessary to write up and present quantitative findings. Students will apply these concepts practically over the course of the semester and will be expected to develop their own data sets for analysis.

MGMT 5533* Leadership Challenges. Prerequisite(s): 5113, admission to MBA program or consent of MBA director. Contemporary leadership practices. Leadership as a behavior, not as a position. The challenges of leadership, regardless of position.

MGMT 5553* Management of Technology and Innovation. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Business applications of research, practice, and theory in the management of technology and innovation. To improve the effectiveness by which technologies are developed, implemented, and

institutionalized. Emphasizes both management with advanced technologies and strategic management of technology.

MGMT 5563* Crisis in Organizations. Prerequisite(s): 5113, admission to MBA program or consent of the MBA director. Management and leadership in the face of crisis, from the smallest mom and pop store to the largest multinational corporation.

MGMT 5613* Business Opportunity Identification and Analysis. Prerequisite(s): Admission to MBA program or consent of MBA director. The techniques required for locating business opportunities, assessing their feasibility, and evaluating their potential returns.

MGMT 5643* Sport Management. Designed to give the student an understanding of the basic management skills necessary in the operation of sport organizations. Topics include the social, behavioral, and managerial foundations of sport management, public relations, finance, economics, and budgeting in the sport industry, and managing a sports facility.

MGMT 5673* Advanced Sport Management. Builds on the material covered in 5643. More in-depth coverage is given to selected topics related to managing a sports entity.

MGMT 5713* Negotiation and Third-Party Dispute Resolution. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. This course is designed to improve students' personal effectiveness and increase their productivity by drawing on the latest research in the psychology of judgment combined with the art of negotiation and decision-making. Students learn to develop effective strategies and systematic approaches to negotiations and influence opportunities.

MGMT 5743* International Negotiations. Prerequisite(s): Admission to MBA program or consent of MBA director. Improvement of negotiation skills and learn how cultural and national issues affect negotiations.

MGMT 5750* International Leadership Experience. Prerequisite(s): 3 credits, max 6. This course focuses on developing leadership skills through international travel. Students will learn the skills and values used by leaders in other countries. The cultural and business environment faced by leaders in other countries will also be explored.

MGMT 5800* Special Topics in Management. 1-6 credits, max 9. Exploration of emerging management topics. Specific topics will vary from semester to semester.

MGMT 5823* Talent Acquisition. This course focuses on the process of talent acquisition. Course topics include: human resource planning, position analysis, recruiting practices, selection, employment offers, and verification procedures. Students will study underlying human resource management theory and complete projects deemed necessary for mastery of the material. The course will also cover material related to the development, implementation, and evaluation of selection systems and the legal environment as it pertains to talent acquisition. Related topics will be discussed at the discretion of the instructor.

MGMT 5843* Advanced Strategic Sports Management. Brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

MGMT 5943* Advanced International Sports Management. Historical, political, cultural, and business influences of sport development and management across the world. Emphasis on similarities and differences in organizational and management strategy form various countries, regions and continents.

Management Science and Information Systems (MSIS)

MSIS 5020* Advanced Applications Software Tools. 1-3 credits, max 3. Advanced hands-on experience with selected software-based tool or programming languages such SAP, SQL, PERT/CPM, etc. For graduate credit only.

MSIS 5033* Information Systems Project Management. Prerequisite(s): Consent of MS in MIS director, MSTM director or MBA director. This class covers the important multi-faceted dimensions of directing and leading information systems projects. Topics will include behavioral, strategic, technical and quantitative issues faced by information system project teams.

MSIS 5123* Enterprise Resource Planning. Prerequisite(s): Admission to a graduate program. Challenges of data integration and redesign of processes in organizations. Introduction to enterprise resource planning (ERP) concepts, software, and practices. ERP issues architecture, planning, design, implementation, and project management. Extensions of ERP Technologies for managing supply chains and customer relationships. Emerging trends.

MSIS 5133* Advanced Web Based Application Development. Prerequisite(s): Admission to MBA, MSTM, or MS in MIS program, a programming object-oriented language and 5643 or instructor consent. Development of n-tier web-based applications, including concepts and technologies relating to the presentation, business, and data tiers. Technologies include (but are not limited to) browser and other client programming, serverside programming, data tier programming and XML technologies.

MSIS 5213* Information Assurance Management. A broad investigation of the elements of information assurance and security with an emphasis on the management impact to corporations and businesses engaged in information
• Management Science and Information Systems (MSIS) 303 2016-2017 University Catalog services and electronic commerce. Students should come away from the course with the ability to advise management on the risks and mitigation for all types of threats to information and privacy.

MSIS 5223* Object-Oriented Programming Applications for Business. Prerequisite(s): MSIS 5643, graduate standing and computer programming proficiency; or consent of MS in MIS director. Object-oriented programming concepts and applications for business in a global environment. Implementation through an appropriate object-oriented programming language. Previously offered as MSIS 5023.

MSIS 5233* Applied Information Systems Security. Prerequisite(s): MSIS 5223. An investigation into the various technical aspects of attacking, and of guarding against attacks and failures in various types of information systems. Course content may vary but includes computer, network, and data protection technologies (e.g., firewalls, packet filters, proxy servers, user authentication and validation techniques, encryption, backup methodologies, system and component redundancies, etc.). Various threats and attack methods examined.

MSIS 5243* Information Technology Forensics. Prerequisite(s): MSIS 5223*. Review of systems for vulnerabilities and analysis of systems that have been breached. This course will cover the many related issues and have a heavy hands-on component.

MSIS 5253* Advanced System Certification and Accreditation. Prerequisite(s): MSIS 5223*. Preparing information systems for operational status requires significant planning and sound execution. Covers the key components of the certification and accreditation process, including risk assessment and mitigation, system security analysis, controls and system documentation.

MSIS 5263* Information Assurance Offense. Prerequisite(s): MSIS 5223*, MSIS 5233 and graduate coordinator permission. Learning successful computer attacks so as to recognize and apply appropriate security controls for system vulnerabilities.

MSIS 5273* Legal and Ethical Issues in Information Technology. This course reviews the current status of information systems law in regard to rights of privacy, freedom of information, confidentiality, work product protection, copyright, security, legal liability, ethical issues and a range of additional legal and information policy topics.

MSIS 5283* Secure Information Systems Administration. Prerequisite(s): MSIS 5223* and graduate coordinator permission. Introduction to basic concepts and technologies relevant to secure information systems administration. The topics covered in this course include, but are not limited to, operating system (OS) hardening, securing servers, network protection, and various access control mechanisms.

MSIS 5293* Information Assurance Capstone. Prerequisite(s): Final semester in program; graduate coordinator permission. This capstone course takes a strategic view of corporate information assurance. The goal is to provide an overarching view of an information assurance program to include physical, personnel, operational, and cyber security, including the underlying legislation and Federal and state regulations that drive corporate IA programs and policy.

MSIS 5303* Prescriptive Analytics. Prerequisite(s): Admission to a SSB graduate program. Application of prescriptive analytic techniques to business problems. Some descriptive analytics may also be covered.

MSIS 5313* Production Operations Management. Prerequisite(s): Admission to MBA program or consent of MBA director and 5303. The management of operations in manufacturing and service organizations. Production planning, facility location and layouts. Inventory control, waiting line problems and simulation. Project management and quality control. Emphasis is on a management science approach.

MSIS 5393* Advanced Spreadsheet Modeling. Advanced spreadsheet modeling skills critical to business problem solving. Presentation, analysis, solution and communication facets are emphasized.

MSIS 5410* Advanced Topics in Information Assurance. Prerequisite(s): Graduate standing and consent of program director. Advanced topics in information assurance and security.

MSIS 5413* Advanced Management Science. Prerequisite(s): Admission to MBA program or consent of MBA director. Advanced management science methods, with computer applications. Mathematical programming, simulation, forecasting, queuing, Markov processes.

MSIS 5600* Special Projects in Business Information Systems. 1-6 credits, max 6. Prerequisite(s): Consent of MS in MIS director. Study of advanced topics not covered directly in other classes or directed study under the supervision of a faculty member.

MSIS 5613* Advanced Production and Operations Management. Prerequisite(s): 5313 or equivalent; admission to MBA program or consent of MBA director. Production system, including a synthesis of production and management techniques used by operations managers. A computerized management simulation game provides decision-making experience.

MSIS 5623* Information and Network Technology Management. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Major principles and impact of information technology from a manager's perspective in relation to the operation and success of businesses in today's global digital economy. Topics include the internet, networks and wireless systems, database management systems, decision support systems, social media and e-business applications.

MSIS 5633* Business Intelligence Tools and Techniques. Prerequisite(s): Admission to MBA, MSTM, or MS in MIS program or consent of instructor. A comprehensive analysis of contemporary business intelligence tools and techniques used in managerial decision-making, including decision support systems, data and text mining, knowledge management, expert systems, neural networks, and other tools and techniques.

MSIS 5643* Advanced Database Management. Prerequisite(s): Admission to the MBA, MSTM or MS in MIS program or consent of instructor. Advanced theoretical and practical foundations of database systems. Brief review of classical issues surrounding design, analysis, and implementation of databases. Overview and use of modern database systems. Current and emerging issues in the database field.

MSIS 5653* Advanced Systems Analysis and Design. Prerequisite(s): Consent of MS in MIS director, MSTM director or MBA director. Systems thinking. Systems life cycle, modeling approaches, methods, tools, and techniques of systems analysis and design for the development of modern organizational information systems.

MSIS 5663* Data Warehousing. Prerequisite(s): MSIS 5643. Provides an introduction of the major activities involved in a data warehousing project. These activities include understanding fundamental principles and concepts, design principles, data warehouse prototype development, including table definitions, extract/transformation/load (ETL) logic, and example report definitions. The class will be hands-on.

MSIS 5673* Descriptive Analytics and Visualization. This course will provide an understanding of the role of descriptive analytics, visualization, and dashboarding in direct support of managerial decision making (business intelligence and analytics). Specifically, knowledge about managerial decision making, business intelligence, analytics, decision support systems and how they relate to other types of information systems; knowledge about human visual processing in relation to data presentation; knowledge of dashboard design and management; and knowledge about software packages and hands-on capabilities.

MSIS 5683* Big Data Advanced Analytics Technologies. Prerequisite(s): MSIS 5633. The astounding growth of data in all aspects of life in the form of emails, weblogs, tweets, sensors, video and text has necessitated the use of Big Data and advanced analytics techniques to support large scale data analytics. This course brings together key Big Data tools on a Hadoop platform to show how to efficiently manage data with three main characteristics: volume, velocity and variety. Topics include the Hadoop platform, social media analytics, link analysis, and stream analytics.

MSIS 5773* The Upper Layers of Telecommunications Systems. Applied technical coverage of selected topics from the upper layers of the OSI model. Network and Transport layers using, TCP/IP, IPX/SPX, as well as security issues and other multi-layer protocol suites. Other topics include flow control, RSVP, encryption, compression, and LAN/WAN applications.

MSIS 5900* Practicum in Management Information Systems. 1-6 credits, max 6. Prerequisites: Consent of director of and admission to the MS in MIS program. Application of MIS-related methods and skills in a business environment. Integration of knowledge through real-world problem solving situations in organizational contexts.

MSIS 5990* Directed Studies in Information Assurance. 1-6 credits, max 6. Prerequisite(s): Graduate standing and consent of program director. Special advanced topics, projects and independent study in information assurance and security.

Marketing

MKTG 5133* Marketing Management. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Consideration at an advanced level of the major elements of marketing from the point of view of the marketing executive. Emphasis on problem solving and decision making; using an interdisciplinary approach. Development of an integrated, comprehensive marketing strategy.

MKTG 5213* Services Marketing. Prerequisite(s): 5133. Services and services marketing with emphasis on services research and services management.

MKTG 5220* Seminar in Marketing. 3 credits, max 9. Prerequisite(s): 5133. Selected topics in marketing. Industrial marketing, product management, strategic marketing planning, international marketing, and services marketing.

MKTG 5223* Entrepreneurial Marketing. Prerequisite(s): Admission to MBA program or instructor permission. Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. (Same course as EEE 5223)

MKTG 5233* Global Competitive Environment. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Development of a global business strategy for the organization. Issues of highly diversified

markets and business environments, global competition, financial markets, and complex organizational relationships. (Same course as INTL 5233*)

MKTG 5243* Base SAS Programming for Database Marketing. Prerequisite(s): Admission in any graduate program. Learn basics of SAS programming, data manipulation in SAS environment and applications of SAS tools in the context of database marketing and business management. Class will help students prepare for Base SAS Programming and Advanced SAS Programming Certification Exam.

MKTG 5253* Advanced SAS Programming for Marketing Analytics. Prerequisite(s): MKTG 5243 or consent of instructor. Advanced SAS techniques to create more efficient and powerful SAS programs for analyzing marketing and business data. Extensive use of SQL, Macro along with Arrays, Hash objects and memory control within SAS environment, Helps students prepare for Advanced SAS Programming Certification Exam.

MKTG 5313* Marketing Research Methodology. Prerequisite(s): 5133. Research methodology applied to marketing problems. Measurement, survey research, experimentation, and statistical analysis of data.

MKTG 5333* Marketing for Nonprofit Organizations. Identify key challenges, and discuss how to apply fundamental marketing principles in order to solve these challenges within a wide range of nonprofit organizations.

MKTG 5443* Social Issues in Marketing Environment. Social and Legislative considerations as they relate to the Marketplace. Develop an understanding • Marketing (MKTG) 305 2016-2017 University Catalog of fundamental social marketing concepts and theories. Enhance your critical thinking and ethical analysis related to marketing practices. Obtain hands-on experience designing a social marketing plan. Strengthen problems solving, communications, and teamwork skills.

MKTG 5500* Current Topics in Marketing Analytics. Prerequisite(s): Admission in any graduate program in business school or consent of instructor. Current topics in marketing analytics such as web analytics, marketing optimization analytics, high-performance analytics, visual analytics, marketing campaign analytics.

MKTG 5553* International Marketing Strategy. Prerequisite(s): 5133. An analysis of marketing in the global environment. Environmental effects on international marketing management and corporate strategy decisions.

MKTG 5613* Seminar in Consumer Behavior. Prerequisite(s): 5133 or consent of instructor. Psychological, sociological, and anthropological theories related to consumer decision processes. Special emphasis on current empirical research in consumer behavior.

MKTG 5633* The External Environment of Business. Prerequisite(s): Admission to a SSB graduate program or consent of MBA director. Social, ethical, regulatory and political forces as they impact on the organization. Attention to organizational response to these forces through management policies and strategies.

MKTG 5733* Introduction to Marketing Analytics. Prerequisite(s): Admission in MBA program or consent of instructor. Analytic tools including exploratory and graphical techniques, variable associations and correlations, regression, ANOVA and other related modeling techniques to improve managerial decision making. Same course as BAN 5733, MKTG 5983.

MKTG 5743* Advanced Marketing Analytics. Prerequisite(s): MKTG 5733 or consent of instructor. Advanced analytic tools such as neural networks, decision trees, classification and prediction models to generate deeper customer insights and to improve managerial decision making. Same course as BAN 5743, MKTG 5963.

MKTG 5883* Advanced Data Mining Applications. Prerequisite(s): MKTG 5963 or permission from instructor. Use advanced data mining tools such as clustering, Self Organizing maps (SOM) and Kohonen Networks, two-stage models, customer attrition and churn models via survival analysis, credit scoring models, etc. In the context of common applications in business management. Same course as BAN 5753.

MKTG 5963* Data Mining and Customer Relationship Management Applications. Lab 2. Prerequisite(s): MKTG 5983 or consent of MBA, MIS/ MSIS, MSTM director or assistant director or instructor. Data mining and turning business data into actionable information. Use of various data mining tools such as neural networks, decision trees, classification and prediction algorithms, in the context of most common applications in business-sales, marketing, and customer relationship management (CRM). Use of state-of-the-art industrial strength data mining software to analyze real-world data and make strategic recommendations for managerial actions. Same course as BAN 5743, MKTG 5743.

MKTG 5973* New Product Development. Prerequisite(s): Acceptance into the MBA program or consent of the MBA director. Elements involved in creating and selling a successful new product in a complex environment, including internal organizational and external environmental influences.

MKTG 5983* Database Marketing. Prerequisite(s): Consent of MBA, MIS/ MSIS, MSTM director or assistant director or instructor. Learn how to manage data, and analyze data using statistical tools such as multiple regression, ANOVA, Logistic regression, etc., and frameworks/models commonly used in database marketing such as RFM, LTV, etc. An overview of basic probability concepts and statistical sampling techniques including hypothesis testing (t-tests), contingency tables and Chi-square analysis will be provided. Same course as BAN 5733, MKTG 5733.

MKTG 5993* Digital Business Strategy. Prerequisite(s): Consent of MBA, or MIS/AIS or MSTM director or instructor. Businesses employment of digital technologies to craft a superior and unique value proposition for its customers and strategic partners.