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MANAGEMENT AND MARKETING

The concentrations listed in this section are some of the options for students seeking the Bachelor of Science Degree in Business Administration. All Business Administration lower division core courses must be completed before enrolling in upper division core courses. The concentration courses can be taken in conjunction with the upper division core courses.

A student who is seeking a Bachelor of Science in Business Administration is not required to complete a minor. However, the minors listed in this section are available to all students that desire them, with the understanding that courses taken for major requirements cannot be used to satisfy the requirements for the minor.

Areas of Concentration and Emphases in Management, Management Information Systems, Sports Management, and Marketing

• Management - Emphasis available in:
  General Management
  Human Resource Management
  Small Business Management
• Management Information Systems (MIS)
• Sports Management
• Marketing

Available Minors in Management, Management Information Systems, Sports Management, and Marketing

• Management Information Systems
• Organizational Studies
• Sports Management
• Marketing

MANAGEMENT CONCENTRATIONS

General Management Emphasis (25 units)

Required:
1. MGMT 309
2. MGMT 310
3. Plus, three courses (or units to complete 25) selected from the following:
   a. MGMT 308
   b. MGMT 340
   c. MGMT 345
   d. MGMT 430
   e. MGMT 460
   f. MGMT 477
   g. BA 428
   h. MIS 480

Human Resource Management Emphasis (25 units)
Required:
1. MGMT 310
2. MGMT 420
3. MGMT 422
4. MGMT 426
5. Plus one course selected from:
   a. MGMT 309
   b. MGMT 428
   c. MGMT 430

Small Business Management Emphasis (25 units)
Required:
1. MGMT 340
2. MGMT 345
3. Plus, three courses (or units to complete 25) selected from the following:
   a. MGMT 309
   b. MGMT 310
   c. MGMT 460
   d. ACCT 303
   e. BA 428
   f. MKTG 304

Management Information Systems Concentration (25 units)
Required Courses:
1. MIS 330
2. MIS 340
3. MIS 440
4. MIS 470
5. MIS 480

Sports Management Concentration (25 units)
Required Courses:
1. SPRT 300
2. SPRT 405
3. SPRT 415
4. SPRT 420
5. SPRT 496

MARKETING CONCENTRATION

General Marketing (20 units)
1. Three courses selected from:
   a. MKTG 301
   b. MKTG 302
   c. MKTG 304
   d. MKTG 405
   e. MKTG 406
   f. MKTG 410
   g. MKTG 420
   h. MKTG 430
   i. SPRT 405
2. Plus one* required course:
   a. MKTG 400
   b. MKTG 490

*Note: Students may take 400 and 490 plus two more courses from the selection list above.
MANAGEMENT & MARKETING MINORS

Management Information Systems Minor (20 units)
Required:
1. MIS 300
2. MIS 340
3. Plus two courses selected from the following:
   a. MIS 330
   b. MIS 440
   c. MIS 480

Students majoring in Business Administration with a Management Information Systems minor will not be allowed to count MIS 300 for both the major and the MIS minor. Students will be required to take an additional MIS elective in place of MIS 300.

Organizational Studies Minor (20 units)
Required:
1. MGMT 300
2. MGMT 308
3. MGMT 309
4. MGMT 310

Sports Management Minor (20 units)
Required:
1. SPRT 300
2. Plus three courses from the following:
   a. SPRT 405
   b. SPRT 415
   c. SPRT 420
   d. SPRT 496

COURSE DESCRIPTIONS—MANAGEMENT

Upper Division

MGMT 300 Organizational Behavior (5)
Students are provided with theoretical and conceptual frameworks drawn from the social sciences for understanding human behavior in business organizations. Emphasis is placed on the application of these theories and concepts to management and behavioral issues in organizations. Topics include individual differences, perception, motivation, learning, groups, communication, leadership, decision-making, diversity, total quality management, international OB, politics, and ethics.

MGMT 302 Introduction to Operations Management (5)
An introduction to the system for planning, operating, and controlling the processes that transform inputs into outputs of finished goods and services in both profit and nonprofit organizations. Topics include: operations strategy, operations technology, product and service design, project planning and scheduling, facility location planning, facility layout, materials management, Six Sigma, and quality management and control. Computer software is used to analyze operations management functions. Recommended: BPA 301.

MGMT 308 Organization Theory and Design (5)
A study of the theories and research that explain why business organizations operate the way they do. A social system perspective is presented that views the business organization’s external environment and structure as critical determinants of organizational effectiveness. Key department level and organizational level variables and models are studied with the goal of developing an understanding of the
patterns and relationships among organizational dimensions such as strategy, structure, goals, size, technology, and external environment. Prerequisite: MGMT 300.

MGMT 309 Career and Managerial Skills (5)
This course has three primary objectives: increase understanding of relevant career options through completion of the comprehensive career assessment plan, increase understanding of managerial and employee survival skills and increase understanding of work/life balance issues through completion of a comprehensive work/life balance assessment balance. Prerequisite: MGMT 300.

MGMT 310 Human Resource Management (5)
This course provides an overview of the functional areas of Human Resource Management. The course begins by examining environmental factors such as legislation, organizational strategy, labor, and global issues. Next the HR process is examined-recruiting, training, compensation, benefits, performance appraisal, and termination. Throughout the course, students are provided with the opportunity to engage in HR practice and develop HR policy. Prerequisite: MGMT 300.

MGMT 340 Entrepreneurship (5)
This course fosters the acquisition of knowledge and skills needed to start a new venture. The student is required to assess his or her own entrepreneurial orientation and to formulate a realistic business plan for a new venture. Topic areas include self-assessment, identifying and evaluating new venture opportunities, obtaining capital, writing and presenting the business plan, and managing the emerging firm.

MGMT 345 Small Business Management (5)
This course is designed to facilitate the acquisition of knowledge and skills needed to manage an on going small business. The focus is on owner/manager decision-making. Topics covered include ownership, personal selling, advertising, sales promotion, financial analysis, record keeping, personnel management, and the like.

MGMT 405 International Management (5)
An examination of contemporary issues related to managerial training, political structure, foreign receptivity to United States business, cultural factors, organizing, and controlling the international firm.

MGMT 420 Compensation and Benefits Administration (5)
This course is designed to provide the student with a practical and theoretical understanding of compensation and benefits from the perspectives of managers (who make reward decisions), employees (who receive the rewards and are the "customers" of the reward system), and human resource practitioners (who assist in the design and maintenance of reward systems). Topics include pay strategies, job evaluation, salary surveys, pay structures, pay banding, merit pay, skill-based pay, team-based pay, gainsharing, profit sharing, legally required benefits, health insurance, and retirement plans. Prerequisite: MGMT 310.

MGMT 422 Staffing, Selection, and Workforce Development (5)
This course is designed to provide the student with a practical and theoretical understanding of workforce planning, specifically the staffing and selection process and workforce development. Topics include current legal issues, interviewing methods, assessment centers, integrity testing, personality testing, psychological tests, validation methods, planning, and cost evaluation, as well as workforce training and development needs. Prerequisite: MGMT 310.

MGMT 426 Human Resource Information Systems (5)
This course will develop the information systems knowledge and skills necessary to the HR professional. Topics that will be examined include the use of computers as tools to analyze and assist in human resource decision-making. More specifically, the course will focus on the structure and capabilities of a Human Resources Information System (HRIS); Identification of Human Resource information needs; the HRIS implementation process; and HRIS support roles. The unique relationship between HR, HRIS, and corporate information systems will be also examined. The student will ideally - but not necessarily - have
some experience with email, personal productivity software, and database software. Prerequisite: MGMT 310.

**MGMT 428 Current Topics in Human Resource Management (5)**
This course is about leading edge topics in Human Resource Management. As the organization’s requirements change, so must the skill set of the HR professional supporting that organization. Topics may include top management roles, change management methodologies, strategic HR planning, international HRM, benchmarking HR processes, reengineering human resources, the role of training, and consultant roles. This course will rely on case studies and research to develop these skills. Prerequisite: MGMT 310.

**MGMT 430 Negotiation, ADR, and Conflict Management (5)**
Comprehensive survey of current trends in the theory and practice of negotiation as a means of transacting business, including the resolution of conflict and reaching agreement. Principles of Alternative Dispute Resolution (ADR) will be introduced as a tool for resolving disputes by non-litigious approaches, such as third party intervention, mediation, arbitration, etc. Topics include: integrative and distributive methods; internal team management and pre-negotiation analysis; tactics and strategies; context and dynamics; diversity impact of culture, gender, and personality types; implementation, monitoring, and follow-up; and multilateral negotiation. Recommended: MGMT 300.

**MGMT 460 Total Quality Management (5)**
This course uses an applied and theory based approach to introduce the core principles of TQM, the most common and current TQM practices/techniques and how they relate to familiar management concepts. The course covers the concepts of customer-supplier relations, teamwork, and empowerment, and how TQM relates to topics such as organizational design and change, groups, leadership, and motivation. Students will learn how these principles and methods have been put into effect in a variety of organizations. Topics include: a review of contributions by Deming, Juran, Crosby and other, statistical aids, process control, quality teamwork, designing organizations for quality, strategic planning and total quality implementation, and quality leadership.

**MGMT 477 Special Topics in Management (1-5)**
This course provides an opportunity to present an in-depth study of selected management subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

**MGMT 496 Internship in Management (1-5)**
This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 5 units through internships. Offered on a credit, no-credit basis only.

**GRADUATE COURSES**

Graduate courses are listed in the “Graduate Programs” section of this catalog.

**COURSE DESCRIPTIONS—MANAGEMENT INFORMATION SYSTEMS**

**Lower Division**

**MIS 200A Software Productivity Tools (2)**
This course examines software productivity tools. These tools will include word processing, spreadsheets, database, presentation software and the Internet. Microsoft Windows will be taught in order to manage microcomputer resources. In addition, students will be shown how to use and benefit from the information superhighway. A comprehensive test, designed by the BPA faculty, will be given at the end of the course.

**Upper Division**
MIS 300 Management Information Systems: Concepts and Applications (5)
This course will provide an overview of the computer-based information systems, their components, and
the process of development and implementation. The role of information systems will be taught from an
interdisciplinary perspective. A heavy emphasis will be given to information management, database
design, collection and manipulation of data, sharing data among the functional areas and relational
database concepts. New developments in MIS and how they affect the functional areas of business that
improve the competitiveness of a business organization will be explored and developed. Issues such as
decision support systems, geographic information systems and group support systems will be explored.
Prerequisite: MIS 200A or equivalent

MIS 330 System Analysis and Design (5)
The analysis and design of computer-based information systems. The systems development life cycle
will be emphasized. Tools such as data flow diagrams, layout charts, decision tables and computer-aided
software engineering will be utilized. Students will analyze a real-life business problem and design a
computer based solution. Prerequisite: MIS 300 or equivalent.

MIS 340 Principles of Database Systems (5)
The concepts of file organization and access methods will be reviewed. The advantages of the database
approach will be discussed. Students will gain an understanding of the RELATIONAL database model.
An introduction to ORACLE will be presented including functions, sub-queries and reports. The concepts
and tools of database design will be stressed. Students will design and partially implement a database
system utilizing a commercial database management system and JAVA. Prerequisites: MIS 200A and
MIS 300 or their equivalents.

MIS 440 Data Communications (5)
This course will investigate the elements of data communications and networking. Topics include LANS,
WANS, client server architecture, multimedia, network administration, security and future trends in the
industry. Emphasis will be placed on local area networks and the impact of data communications
technology on the design of information systems. Prerequisite: MIS 300 or equivalent.

MIS 470 Information Systems Project (5)
This course will build on the concepts covered in the MIS curriculum. A systems project will be required.
Real projects will be given based on topical areas in the MIS field at that time e.g., e-commerce,
geographic information systems. The course will be used to underscore the requirements needed by our
students to be competitive in the marketplace on receiving their degree. Prerequisites: MIS 200A or
equivalent.

MIS 477 Special Topics in Management Information Systems (1-5)
This course provides an opportunity to present an in-depth study of selected management information
systems subjects not covered in regular courses. When offered, prerequisites and course requirements
will be announced for each course.

MIS 480 Seminar in Management Information Systems (5)
A further discussion of selected topics introduced in MIS 300. Attention will be given to those topics that
are most vital in the rapidly changing world of computing and information systems. Development of
decision support systems, expert systems, artificial applications, and e-commerce applications will be
explored. Prerequisite: MIS 300 or equivalent.

MIS 496 Internship in Management Information Systems (1-5)
This course is designed to provide an integrated academic experience in a work setting. Units may not
be used to satisfy the requirements of the Business Administration major. Students may earn a maximum
of 5 units through internships. Offered on a credit, no-credit basis only. Prerequisite: MIS 260 or
equivalent and MIS 300 or equivalent or permission of the instructor.

GRADUATE COURSES
Graduate courses are listed in the “Graduate Programs” section of this catalog.

COURSE DESCRIPTIONS—SPORTS MANAGEMENT

Upper Division

SPRT 300 Introduction to Sports Management (5)
A course to help the student define professional goals and assess personal strengths and weaknesses in the light of competencies deemed essential for a sports management career. An overview of the field of Sports Management. Types of careers, training, experiences, course of study, as well as characteristics of a successful manager are discussed.

SPRT 405 Sports Marketing (5)
An overview of the various techniques and strategies of marketing sports. Areas of discussion will include developing a brand, understanding the sport market, consumer segmentation, identification of target markets, using technology in marketing, creating a marketing mix, and sponsorships. The class is designed to develop a student’s critical thinking and evaluation abilities. Students will work in teams to develop a marketing plan for a sport property and present to their peers. Students will also design, present, and sell to the class a corporate sponsorship proposal.

SPRT 415 Sport in Court (5)
The focus of this course is to provide a sports law course for the use in sports management as an informative practical resource for sports managers. The course educates sports management students and sports managers to the structure and process of the U.S. legal system and its application to sports. It also provides information and a practical resource for sports managers.

SPRT 420 Professional Sport Selling and Sport Sponsorship (5)
This course reflects the importance of the revenue that is generated from the sale of sponsorships and the selling of tickets to individuals, groups, and corporations to the success of professional and major collegiate athletic programs. Specifically, the course is designed with a focus on professional selling and communication processes successful in the realm of sports products and services. Topics include presentation methods, persuasion, handling objections, finding solutions, developing relationships, and serving clients and customers. Case study, videotaped role playing, and professional interaction are key learning tools.

SPRT 477 Special Topics in Sports Management (1-5)
This course provides an opportunity to present an in-depth study of selected sports management subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

SPRT 496 Internship in Sports Management (5)
The internship is a vital component of a student’s preparation for entrance into his/her chosen field. Each student will select an internship in an area of sports management. The internship must have a duration of at least 10 weeks/400 clock hours and an advisor’s approval. Completion of course work with a minimum of 2.5 GPA is required to be eligible for internship placement. Upon completion of their internship assignment students will complete a paper about their internship experience, an internship log, a project notebook, and an updated resume. The sponsoring agency will also submit a final evaluation of the student intern. This course will be graded Credit/No Credit.

COURSE DESCRIPTIONS—MARKETING

Upper Division

MKTG 300 Marketing Principles (5)
A study of the nature and role of marketing in advanced economies in a managerial context presented in a lecture, case, and applied format. Analysis of consumer wants, motivation and purchasing power, and introduction to and development of effective mixes among product, pricing, distribution, and promotional variables. Internet and e-commerce issues are also discussed.

**MKTG 301 Consumer Behavior (5)**
An analysis of the individual and aggregate market behavior of consumers and of the use of theoretical and empirical consumer information in developing marketing policy and strategy. Prerequisite: MKTG 300.

**MKTG 302 Advertising and Public Relations Strategy (5)**
An integrated approach to planning and creating the firm’s total marketing communications program, primarily advertising, sales promotion, public relations, and Internet advertising. Surveys the entire field of promotion in its social and management context and develops the creative approach, strategy, and tactics necessary to realize the objectives of the marketing program. Emphasizes student participation through cases and projects; also the application of quantitative statistical and qualitative research techniques to formulate and evaluate communications plans. Prerequisite: MKTG 300.

**MKTG 304 Professional Selling (5)**
Study of professional selling process as marketing activity. Topics include understanding buyer/consumer behavior, communication, relationship building. Students will be trained in tools for effective professional selling or other persuasive business interactions. Skills include finding leads, qualifying prospects, determining needs, developing and delivering sales presentations, overcoming objections, closing sales, and post-sales support. Role-playing is an integral part of the course. Prerequisite: MKTG 300.

**MKTG 315 Professional Self-Presentation (2)**
Graduating students, both business majors and non-business majors, need to be able to present themselves well in order to succeed, regardless of their career path. Reports from recruiters indicate that students often come ill prepared to job interviews. This course will help students learn to more effectively promote themselves by making good first impressions and by using proper etiquette, good conversational skills, proper grammar, and effective body language.

**MKTG 400 Marketing Research and Control (5)**
A study of the concepts underlying the collection and analysis of data for marketing decision-making and control. Surveys the application of scientific methodology as an aid to problem formulation, exploratory research, basic observational and sampling requirements, data analysis, interpretation, reporting, and control. Student application of research techniques and data treatment are emphasized. Prerequisites: MKTG 300 and BPA 301.

**MKTG 405 Sales Management (5)**
Recruitment, hiring, training and retention of salespersons. Providing analytical skills related to sales planning, analysis and control, sales forecasting, and estimating the profitability of the sales generated and potential sales. Prerequisites: MKTG 300.

**MKTG 406 Marketing Channels and Logistics (5)**
A study of the distribution function including retail management, supply chain management, inventory management, transportation, and e-marketing distribution strategies. Includes study of relationship building with channel partners, channel leadership and integrated channel strategies.

**MKTG 410 e-Business Marketing Strategy Analyses (5)**
Customer service and positive customer experience are critical in the E-Business marketplace. This course covers all the necessary technical details related to the Internet, and places these details within the context of marketing strategy, consumer behavior, advertising, and other marketing topics. Specific topics discussed include detail assessment of: the relationship between brand management and marketing strategy; the rise of web casting; web site promotion; web site quality measurements; email list
harvesting and targeting; banner ad exchange; search engine positioning; web survey methodology; web site traffic analysis; Usenet; and news group marketing.

MKTG 420 Global Marketing (5)
Analysis of the development of international marketing strategies and programs from the determination of objectives and methods of organization through execution of research, advertising, pricing, distribution, financing, and human resource management activities. Emphasis on the design of optimal strategies under varying physical, economic, political, social and cultural environments and specific marketing situations. Case analysis. Prerequisite: MKTG 300.

MKTG 430 Services Marketing (5)
An intensive study of the concepts, practices, and development of strategies involved in marketing of services. The course will focus on the unique aspects of services marketing, such as demand management and quality control, and will cover a wide variety of services, including professional and business services. A case analysis approach will be used. Prerequisite: MKTG 300.

MKTG 477 Special Topics in Marketing (1-5)
This course provides an opportunity to present an in-depth study of selected marketing subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

MKTG 490 Marketing Planning and Problem Solving (5)
Focuses upon formal marketing planning and analysis of problems facing the marketing executive. Practical case studies utilized for the identification and analysis of marketing problems, selection and evaluation of alternative solutions and plans, and implementation of recommended strategies. The course integrates all aspects of marketing, business and quantitative theory into strategic policy-making, including Internet marketing and e-commerce. Prerequisites: MKTG 300 and two additional marketing courses, or permission of the instructor.

MKTG 496 Internship in Marketing (1-5)
This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 5 units through internships. Offered on a credit, no-credit basis only.

GRADUATE COURSES

Graduate courses are listed in the "Graduate Programs" section of this catalog.