DEPARTMENT OF MANAGEMENT AND MARKETING

Department Head: Dr. Brent J. Cunningham

1109 School of Business and Industry Complex

- Management (Bachelor of Science) (catalog.jsu.edu/undergraduate/business-industry/management-marketing/management-bs/)
- Management - Entrepreneurship (Bachelor of Science) (catalog.jsu.edu/undergraduate/business-industry/management-marketing/management-entrepreneurship-bs/)
- Management - Human Resource Management (Bachelor of Science) (catalog.jsu.edu/undergraduate/business-industry/management-marketing/management-human-resource-management-bs/)
- Management - Information Management/E-Commerce (Bachelor of Science) (catalog.jsu.edu/undergraduate/business-industry/management-marketing/management-information-managemente-commerce-bs/)
- Marketing (Bachelor of Science) (catalog.jsu.edu/undergraduate/business-industry/management-marketing/marketing-bs/)
- Business Administration Minor (catalog.jsu.edu/undergraduate/business-industry/management-marketing/business-administration-minor/)
- Entrepreneurship Minor (catalog.jsu.edu/undergraduate/business-industry/management-marketing/entrepreneurship-minor/)
- Information Management/E-Commerce Minor (catalog.jsu.edu/undergraduate/business-industry/management-marketing/information-managemente-commerce-minor/)
- Management Minor (catalog.jsu.edu/undergraduate/business-industry/management-marketing/management-minor/)
- Marketing Minor (catalog.jsu.edu/undergraduate/business-industry/management-marketing/marketing-minor/)

General Business

CBA 100 CBA Orientation (1)
Orientation to the CCBA. Topics include: Personal and social skills, academic/study skills, College career planning, advising, program requirements, and use of library.

CBA 115 Business Fundamentals/Orientation (3)
Course provides a general overview of the various functional business operations with an emphasis on the role of the enterprise within modern society. (Not open to CCBA Juniors and Seniors)

CBA 300 American Business Enterprise (3)
Prerequisite(s): EC 221 and EC 222. This course examines the evolution of business activity in America, including large industrial enterprises, monopolies, financial institutions, and finally, the rise of the internet and service economies. Scheduled on demand.

CBA 350 Business Communications (3)
Prerequisite(s): EH 101, 102, 141, Junior Standing, ACC 200, 210, EC 221, 222, MS 112, and ST 260. Principles, procedures, and skills underlying oral and written communications in the field of business.

CBA 390 Operations Management (3)
Prerequisite(s): MGT 301 and ST 261. Students are introduced to the basic theories and practices of production and operations management as essential in the management of a business enterprise. Principles, concepts, and management-related issues and how operations management influences the performances of manufacturing and global operations strategy, project management, forecasting, new product development, quality management, process strategies, linear programming, etc. are included. Model formulations and applications are emphasized in solving business decision problems.

CBA 396 International Business (3)
Prerequisite(s): ACC 200, 210, EC 221, 222, MS 112, ST 260, ST 260L. Junior Standing. Study of the nature and scope of international business, including the basic problems associated with international trade, payments, investment, and cultural differences.

CBA 399 Study Abroad (3)
Prerequisite(s): Consent of instructor and department head. Students will travel to a foreign country to participate in an academic program provided by a university located in that country. Students will also study business practices common to the particular country being visited. Cultural similarities and differences will also be a focus of the trip.

CBA 469 Business Policy and Strategy (3)
Prerequisite(s): Completion of all 200-300 level CCBA Core courses - ACC 200, 210, CBA 350 or EH 322, CBA 390, 396, CS 201, EC 221, 222, 303 or 321 or 322, FIN 292, 301, IME 375, MGT 301, 305, and MKT 301. Senior status. Focuses on the formulation and implementation of business strategy and establishment and maintenance of an efficient organization.

CBA 487 Seminar in Entrepreneurial Service Learning (3)
Prerequisite(s): Junior status and consent of instructor. Supervised practical application of the principles of entrepreneurship and free enterprise. Students will create, organize, and execute projects in the local and regional communities. In addition, students will enhance their team building and communication skills. The course offers opportunities for networking with community and business leaders. This course is open to all majors and provides an excellent opportunity for students to engage in and benefit from service-learning.

CBA 488 Small Business Experience (3)
Prerequisite(s): Completion of all 200-300 level CCBA Core courses - ACC 200, 210, CBA 350 or EH 322, CBA 390, 396, CS 201, EC 221, 222, 303 or 321 or 322, FIN 292, 301, IME 375, MGT 301, 305, MKT 301 and Senior status. An integrating management course that focuses on the special problems and skills related to starting, maintaining and expanding small business in a dynamic environment.

Information Management e-Commerce

IME 375 Introduction to e-Commerce (3)
Prerequisite(s): Junior Standing. Survey course in e-commerce and the digital enterprise. The course emphasizes using the web to learn about the web and the elements of e-business. Students work in team environments with groupware and collaboration software. Topics include digital design, web business models, web metrics, using intelligent agents, dynamic pricing, security and privacy, governance models, and web ethics.
**Department of Management and Marketing**

**IME 380 Project Management (3)**  
Prerequisite(s): IME 375.  
This course focuses on three vital elements of project management: people, process, and technology. Students learn project management concepts, objectives, and tools, and how to utilize coaching strategies to manage complex e-business and e-commerce projects. Topics include the PM process, project planning, project execution, and project evaluation.

**IME 385 E-Commerce Marketing and Metrics (3)**  
Prerequisite(s): IME 375.  
An in-depth study of web business models, this course surveys major e-commerce markets and marketing strategies, including web pricing strategies. The course also focuses on web metrics and performance management criterion and how e-businesses utilize them. Focus group and survey research applications in the digital world are covered. Students will learn the effects electronic markets have on local, national, and global economies.

**IME 410 Process and Methodology (3)**  
Prerequisite(s): IME 375.  
Students will examine current enterprise business processes, critique process documents, learn to map methods to processes, and develop a digital business process model.

**IME 420 Virtual Enterprises (3)**  
Prerequisite(s): IME 375.  
The Virtual Enterprise represents a new organization for the 21st century, enabled by new information technologies and evolving to compete in a global economy. This course examines the development of the virtual enterprise and explores strategies for managing in virtual and matrixed organizations. Students review a range of electronic collaboration tools for virtual work environments.

**IME 450 E-Commerce Information Management (3)**  
Prerequisite(s): IME 375.  
Developing skills in utilizing e-commerce information to assist managerial decisions. Managing and integrating web page information.

**IME 451 E-Commerce Applications (3)**  
Prerequisite(s): Capstone course, should be taken in Senior year. Students will participate in an e-commerce project and apply the theories, processes, and methodologies learned in previous IME courses. Students will engage in activities with selected clients to provide strategic consulting guidance and develop high-level solution designs.

**IME 475 Current Issues in e-Commerce (3)**  
Prerequisite(s): IME 375.  
Distinguished executive guest lecturers and the e-business faculty discuss topical issues related to business transformation and the cyber economy.

**Management**

**MGT 301 Principles of Management (3)**  
Prerequisite(s): Junior standing.  
A basic course in general management principles and theories.

**MGT 305 Organizational Behavior (3)**  
Prerequisite(s): MGT 301.  
The application of organizational behavior theories in developing managerial competencies in the area of leadership, motivation, team building, group dynamics, interpersonal and group conflict.

**MGT 330 Entrepreneurship (3)**  
Prerequisite(s): MGT 301.  
Comprehensive overview of entrepreneurship and the entrepreneurial process. A practical guide to starting a small business.

**MGT 372 The Dynamics of Organizations (3)**  
Prerequisite(s): MGT 301.  
An analysis of the managerial process and dynamics of organization, with the organization viewed as a system interacting with a changing environment.

**MGT 385 Human Resource Management (3)**  
Prerequisite(s): MGT 301.  
Basic principles, philosophies, and applications of personnel administration.

**MGT 387 Supervision (3)**  
Prerequisite(s): MGT 301.  
Study of the functions, techniques, and skills required to supervise in manufacturing and service businesses and non-profit organizations.

**MGT 389 Advanced Human Resource Management (3)**  
Prerequisite(s): MGT 301 and 385.  
An advanced Human Resource Management course. Extensive use of cases, practical application of theory and research into the legal requirements of Human Resource Management.

**MGT 410 Advanced Operations Management (3)**  
Prerequisite(s): MGT 301 and CBA 390.  
Students are exposed to the latest techniques and models in operations management through an in-depth exposure to the strategic importance of operations, planning and controlling use of resources, ensuring quality of products and services. The course content focuses on applications of linear programming, supply chain innovation, virtual operations with simulation, agile/lean operations, and supply chain analytics. Mini-projects and case studies will help students gain valuable insights for complex real-life problems.

**MGT 420 Teams and Quality Management (3)**  
Prerequisite(s): Senior status and MGT 301 and 305.  
Focuses on the development and use of teams to improve quality, productivity, and organizational processes. Examines concepts, philosophies, and tools used in managing for quality.

**MGT 422 Seminar in Human Resource Management (3)**  
Prerequisite(s): MGT 301 and 385.  
A comprehensive course covering human resource management strategies, functions, and activities in modern organizations. Particular emphasis is placed on current issues facing human resource managers in organizations.

**MGT 468 Compensation Management (3)**  
Prerequisite(s): MGT 301 and 385.  
An applied study of the development of compensation packages including a review of major theories and techniques regarding internal consistency, external competitiveness, individual contribution, administrative procedures, and benefit.

**MGT 489 Management Internship (3)**  
Prerequisite(s): Senior status and consent of the instructor.  
Provides the management major with practical experience in the management field via an internship arrangement. Grades: Pass/Fail.
MGT 490 Collective Bargaining (3)
Prerequisite(s): MGT 301 and 385.
A comprehensive study of employer and employee relations. Emphasis is placed on legislation, policies, and practices regarding negotiation and bargaining within the employer-employee relationship. Attention is also focused on the problem of handling and settling industrial controversy.

MGT 491 Management Seminar (3)
Prerequisite(s): Senior Standing.
A topical seminar which includes selected readings in current management literature combined with classroom lectures and discussions. Includes supervised and independent student research.

MGT 495 Business Decision Simulation (3)
Prerequisite(s): Senior standing.
G/PS computer simulation software is used to construct business decision-making models. Problem analysis, report writing, and software use are emphasized.

MGT 496 International Management (3)
Prerequisite(s): Senior status.
Comparative study in managing the international, multinational and national business organization.

MGT 499 Senior Management Research (3)
Prerequisite(s): Senior status.
Approval of instructor. Independent research on a management topic jointly selected by student and instructor.

Marketing

MKT 301 Principles of Marketing (3)
Prerequisite(s): Junior standing.
An introduction to marketing strategy. Focuses on the application of product, promotion, price and distribution elements in satisfying the wants and needs of target markets.

MKT 325 Digital Marketing (3)
Prerequisite(s): MKT 301.
This course provides students the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also introducing them to the real-world internet marketing problems through cases. This course will consist of lectures which introduce concepts/theories in digital marketing and case analyses which apply those concepts/theories to real-world, online marketing problems.

MKT 361 Sales/Sales Force Management (3)
Prerequisite(s): MKT 301.
A study of the personal selling process. The course focuses on communications, motivation, planning, and practical application of sales techniques.

MKT 370 Transportation and Logistics (3)
Prerequisite(s): MKT 301.
Provides a broad and general exposure to transportation issues including modes of transportation, their relationships, and special uses. Business logistics including, but not limited to coverage of inventory, warehousing, materials and handling, packaging, and order procession and how transportation and logistics are interrelated are also covered.

MKT 378 Consumer Behavior (3)
Prerequisite(s): MKT 301.
A study of fundamental activities, habits, and motives which affect consumer interest, trial, evaluation, usage, and disposal of products. Includes ethical marketing considerations. This course can be counted as a major or minor elective in the areas of finance and management.

MKT 394 Retailing (3)
Prerequisite(s): MKT 301.
This course is a study of the distribution management process of retailing. Topics include retail strategy, environment, location and store design; merchandise planning and control; pricing, sales promotion, and display; and customer service. This course also examines store, catalog, and online retail marketing strategies from a managerial perspective.

MKT 395 Business-To-Business Marketing (3)
Prerequisite(s): MKT 301.
An analysis of marketing strategy as it applies to firms that engage in the production of finished products or services, including an examination of the buying behavior of profit and non-profit-making enterprises, as well as governmental agencies and the impact of e-commerce on these enterprises and processes. May not be taken for credit if student has completed MKT 363 - Industrial Marketing.

MKT 488 Advertising and Promotions (3)
Prerequisite(s): MKT 301.
Investigation of methods used to communicate with markets, including advertising, sales promotion, re-seller support, publicity, public relations, and corporate advertising. Includes cases combining these topics with a managerial orientation (formerly MKT 377 and more recently MKT 388).

MKT 489 Marketing Internship (3)
Prerequisite(s): Junior status and consent of instructor.
Provides the marketing major with practical experience in the marketing field via an internship arrangement. Grades: Pass/Fail.

MKT 492 Senior Marketing Seminar (3)
Prerequisite(s): Senior status and MKT 301.
Investigation and analysis of current literature and problems in the field of marketing. Includes classroom lectures and discussions; supervised and independent student research.

MKT 493 International Marketing (3)
Prerequisite(s): Senior status and MKT 301.
Learning to perform international analyses and segmentation, adapting goods and services to different customer needs across cultures, countries, and regions; assessing, monitoring and responding to global competition; coordinating and integrating market strategies across global markets.

MKT 495 Marketing Strategy (3)
Prerequisite(s): Senior status and MKT 301.
Capstone course combining lecture, cases, and student discussion in a seminar setting. Examines and analyzes the marketing process with special emphasis on the development of comprehensive marketing plans.

MKT 497 Market Research (3)
Prerequisite(s): Senior status and MKT 301.
The application of research techniques and procedures for assessing markets. Students will conduct an actual research project and submit results in a thesis-type report.

MKT 498 Senior Marketing Research (3)
Prerequisite(s): MKT 497.
Approval of Instructor. Independent research on a marketing topic jointly selected by student and instructor.

Professor

Cunningham, Brent J. (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#cunningham61)

Hearn, W. Mark (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#hearn118)
Thomas, James L. (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#thomas280)

Yi, Xiang (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#yi321)

**Associate Professor**

Kim, Kihyun (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#kim149)

Mertens, Dan (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#mertens195)

**Assistant Professor**

Huang, Jianping (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#huang128)

Kim, Chang-Hyun (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#kim147)

Lee, Jihye (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#lee165)

**Instructor**

Mayfield, E. Hill (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#mayfield182)

Newton, Stan (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#newton210)

Rainwater, Lenn (catalog.jsu.edu/undergraduate/faculty-admin/faculty/#rainwater236)