Acct 2301 (ACCT 2301) Introductory Financial Accounting (3 semester credit hours) An introduction to financial reporting designed to create an awareness of the accounting concepts and principles for preparing the three basic financial statements: the income statement, balance sheet, and statement of cash flows. The course is designed to benefit all students who will be future users of accounting information. Students must earn a grade of C or better to progress to ACCT 2302. (3-0) S

ACCT 2302 (ACCT 2302) Introductory Management Accounting (3 semester credit hours) An introduction to the determination, development, and uses of internal accounting information needed by management to satisfy customers while continuously controlling and containing costs. The course is designed to benefit all students who will be future users of accounting information. Students must earn a grade of C or better to progress to ACCT 3331, ACCT 3341, and ACCT 3350. Prerequisite: ACCT 2301 with a grade of C or better. (3-0) S

ACCT 3100 Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

ACCT 3101 Professional Program in Accounting Lyceum (1 semester credit hour) Distinguished accounting professionals present weekly on an array of current topics. Must be taken in the spring semester of the junior year for students admitted to Professional Program in Accounting (PPA). Credit/No Credit only. Prerequisite: PPA students only. (1-0) Y

ACCT 3200 Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA 1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

ACCT 3322 Integrated Accounting Information Systems (3 semester credit hours) Employs SAP software or similar enterprise systems software to illustrate the fundamental concepts of integrated information systems. Prerequisites: ACCT 2301 with a minimum grade of C and ACCT 2302 with a minimum grade of C and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or MATH 2418 or MATH 2415 or CS 23

OPRE 3333 or ACCT 3331 (3-0) Y

**ACCT 3331** Intermediate Financial Accounting I (3 semester credit hours) A study of external financial reporting, including measuring and reporting of cash, receivables, inventories, property, plant and equipment, and intangibles. Current generally accepted accounting principles for financial reporting are analyzed. Students must earn a grade of C or better to progress to ACCT 3332. Prerequisites: (MATH 1326 or MATH 2414 or MATH 2419) and (ACCT 2301 with a minimum grade of C) and (ACCT 2302 with a minimum grade of C). (3-0) S

**ACCT 3332** Intermediate Financial Accounting II (3 semester credit hours) This course is a continuation of topics in external financial reporting including issues related to the measurement and reporting of investments, current liabilities and contingencies, bonds, leases, deferred taxes, pensions, stock-based compensation plans, stockholders equity, earnings per share, accounting changes, and cash flows. Current generally accepted accounting principles for financial reporting are analyzed. Prerequisite: ACCT 3331 with a minimum grade of C. (3-0) S

**ACCT 3334** Auditing (3 semester credit hours) Basic concepts, philosophy, standards, procedures, and practices of auditing are presented. Topics include generally accepted auditing standards, the role of the independent auditor in society, professional conduct and ethics, auditor's reporting responsibilities, risk assessment, internal control, fraud, and evidential matter. Prerequisite: ACCT 3331 with a minimum grade of C. (3-0) Y

ACCT 4336 Financial Statement Analysis (3 semester credit hours) Financial statements are analyzed from the user's perspective. Broad concepts are illustrated with applications to different companies. Topics include comparative analysis, earnings management and ethics in financial reporting. Prerequisite: ACCT 3331 with a minimum grade of C. (3-0) Y

ACCT 4337 Business Valuation (3 semester credit hours) Models used to value businesses and stocks are studied and applied. Topics include income measurement and profitability assessment, analysis of discounted cash flows and accounting-based valuation models. Prerequisites: (ACCT 3331 with a minimum grade of C) and FIN 3320. (Same as FIN 4337) (3-0) Y

ACCT 4340 Survey of Accounting Software (3 semester credit hours) This course covers small business accounting using QuickBooks software. Topics include creating a chart of accounts, recording customer and vendor transactions, and printing reports. In addition, setting up a new company is covered as well as advanced topics such as exporting to Excel software and using QuickBooks audit trail. The course will also compare and contrast the use of QuickBooks to other software commonly used by small and medium sized businesses. Prerequisites: ACCT 3331 with a minimum grade of C. (3-0) Y

ACCT 4342 Analysis and Design of Accounting Systems (3 semester credit hours) Students are introduced to accounting system analysis and design tools and methods. The course emphasizes business processes, accounting transaction flows, internal control and accounting information systems as part of enterprise systems. Prerequisites: ACCT 3331 with a minimum grade of C. Prerequisite or Corequisite: ACCT 3332. (Same as ITSS 4342) (3-0) S

ACCT 4V00 Special Topics (1-3 semester credit hours) May be lecture, readings, or individualized study. Graded credit/no credit only unless instructor permits letter grade. May be repeated for credit as topics vary (9 semester credit hours maximum). Department consent required. ((1-3)-0) S

ACCT 4V80 Professional Internship in Accounting (1-3 semester credit hours) This course provides students with an opportunity to expand and apply their skills in accounting in a professional setting. Students will be required to apply knowledge obtained at the University to a job situation. Credit/No Credit only. Prerequisites: Students must have completed 12 hours of upper level accounting courses with a minimum GPA of 3.0. Certain course exclusions may apply. Instructor consent required. May be repeated for credit (3 semester credit hours maximum). ((1-3)-0) S

Business Administration

BA 1100 Business Basics (1 semester credit hour) This course is an introduction to the study of business, with exposure to each of the business disciplines. Students will be introduced to the functional areas of business, learn about social entrepreneurship, begin to plan their business careers, and present a simple business plan. Required and open only to all first time in college freshman Naveen Jindal School of Management majors. Corequisite: UNIV 1010. (1-1) S

BA 3100 Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette
training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

**BA 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

**BA 3210** ENACTUS Participation (0 semester credit hours) This course is designed for students participating in Enactus for zero course credit. Students in Enactus partner with business and education leaders to take lessons learned in the classroom out to local communities in need of assistance. Instructor consent required. Credit/No Credit only. May be repeated (3 attempts maximum). Instructor consent required. (1-0) S

**BA 4010** Management Internship (0 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**BA 4101** Careers in Management (1 semester credit hour) The primary objective of this course is to provide students with assistance in making effective career decisions. This is accomplished through the use of career assessments, informational interviews, development of a career plan, as well as both practical and theoretical readings and exercises. Students will prepare resumes, develop effective interviewing skills, explore networking, and job search techniques. (1-0) Y

**BA 4199** Senior Honors in Business Administration (1 semester credit hour) For students conducting independent research for honors theses or projects. Corequisite: BA 4299 and instructor consent required. (1-0) S

**BA 4299** Thesis Research Methods and Writing Seminar (2 semester credit hours) This course will prepare Honors Students to write their Honors Thesis. Various research methods ranging from survey to archival will be discussed. Students will choose a method, pick a research question, and produce an outline and introduction to their thesis topic. Junior standing and instructor consent required. (2-0) S

**BA 4V00** Special Topics (1-3 semester credit hours) May be lecture, readings, or individualized study. May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**BA 4V10** ENACTUS Service (1-3 semester credit hours) This course is designed for students participating in
Enactus. Students in Enactus partner with business and education leaders to take lessons learned in the classroom out to local communities in need of assistance. Working with the community, the students develop quality community outreach programs that focus on one or more of eight core areas: (1) market economics, (2) entrepreneurship, (3) financial literacy, (4) success skills, (5) environmental sustainability, (6) business ethics, (7) female empowerment, and (8) support of the military. These projects will be developed and applied with the intent of creating a better business or educational situation for the community. The target group for these projects will be aspiring entrepreneurs, struggling business owners, low-income families, and school children. Instructor consent required. Credit/No Credit only. May be repeated for credit (3 semester credit hours maximum). ([1-3]-0) S

**BA 4V90 Management Internship** (1-3 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**Business Communication**

**BCOM 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take **BA 1100**, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100**, **BA 3100**, **BCOM 3100**, **FIN 3100**, **HMGT 3100**, **IMS 3100**, **ITSS 3100**, **MKT 3100**, **OBHR 3100**, **OPRE 3100**, **ACCT 3200**, **BA 3200**, **BCOM 3200**, **FIN 3200**, **HMGT 3200**, **IMS 3200**, **ITSS 3200**, **MKT 3200**, **OBHR 3200** or **OPRE 3200**. Prerequisite: **BA 1100**. (1-0) S

**BCOM 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100**, **BA 3100**, **BCOM 3100**, **FIN 3100**, **HMGT 3100**, **IMS 3100**, **ITSS 3100**, **MKT 3100**, **OBHR 3100**, **OPRE 3100**, **ACCT 3200**, **BA 3200**, **BCOM 3200**, **FIN 3200**, **HMGT 3200**, **IMS 3200**, **ITSS 3200**, **MKT 3200**, **OBHR 3200** or **OPRE 3200**. (2-0) S

**BCOM 3310** Business Communication (3 semester credit hours) Introduction to various types of professional communication, with an emphasis on business writing. Students will gain experience writing and revising business email, letters, proposals, and job search documents. Students will work both individually and in teams and will exit the course with a clear understanding of the centrality of communication in business. Not eligible for audit. This course does not fulfill the university
communications core requirement. Credit cannot be received for both courses, BCOM 3310 and BCOM 3311. Prerequisites: RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HMG 3100 or IMS 3100 or MKT 3100 or ITSS 3100 or OPRE 3100). (3-0) S

BCOM 3320 Business Communication, Practices, and Culture: Spain and Latin America (3 semester credit hours) This course prepares students to maneuver the business environment in Spain and Latin America with a focus on technical communications, business practices, and the culture of business. Basic language skills are necessary to be able to more fully appreciate the business nuances involved in international business. Prerequisites: SPAN 1311 and SPAN 1312 or equivalent. (3-0) Y

BCOM 3321 Business Communication, Practices, and Culture: China (3 semester credit hours) This course prepares students to maneuver the business environment in China with a focus on technical communications, business practices, and the culture of business. Basic language skills are necessary to be able to more fully appreciate the business nuances involved in international business. Prerequisites: (CHIN 1311 and CHIN 1312) or (CHIN 1301 and CHIN 1302) or equivalent. (3-0) Y

BCOM 3322 Business Communication, Practices, and Culture: Japan (3 semester credit hours) This course prepares students to maneuver the business environment in Japan with a focus on technical communications, business practices, and the culture of business. Basic language skills are necessary to be able to more fully appreciate the business nuances involved in international business. Prerequisites: JAPN 1311 and JAPN 1312 or equivalent. (3-0) Y

BCOM 3323 Business Communication, Practices, and Culture: Germany (3 semester credit hours) This course prepares students to maneuver the business environment in Germany with a focus on technical communications, business practices, and the culture of business. Basic language skills are necessary to be able to more fully appreciate the business nuances involved in international business. Prerequisites: GERM 1311 and GERM 1312 or equivalent. (3-0) Y

BCOM 4310 Strategic Business Communications (3 semester credit hours) This course is designed to increase a student's understanding of strategic communication management. Students will learn how all aspects of communication can significantly impact the success of a business. The coursework will explore existing theory, research and the practice of organizational communications through case analysis. Students will discover the pervasiveness of communications in all aspects of organizational life, learning how communication and decision-making problems are solved. Working in groups, students will evaluate the strengths and weaknesses of communication in an organizational setting through group study, presentations and written individual reports. Prerequisite: BCOM 3310 or equivalent. (3-0) R

BCOM 4350 Advanced Business Communication (3 semester credit hours) This course builds on BCOM 3310 by helping students work towards mastery of three critical communication competencies: business speaking, professional use of social media/technology in/for work, and the development of a professional online presence. Students will gain experience engaging in many different kinds of oral communication for business, both individually and in teams. Prerequisites: (BCOM 3310 or equivalent) and (MATH 1326 or MA TH 2414 or MATH 2419). (3-0) Y
Business Law

**BLAW 2301 (BUSI 2301)** Business and Public Law (3 semester credit hours) Commercial and administrative law, focusing on the American judicial and legislative process, the law of contracts, agency, torts and laws of partnerships, limited liability companies and corporations. (3-0) Y

**BLAW 3301** Employment Law (3 semester credit hours) Introduction to the various legal issues that are involved in the modern employment relationship. The topics covered will include employment contracts, employment-at-will, anti-discrimination laws, occupational health and safety, pay equity, employee privacy, and other relevant topics. Prerequisite: **BLAW 2301**. (3-0) Y

**BLAW 4301** International Law (3 semester credit hours) The course examines the nature, structure and sources of international law, the relationship between international law and domestic U.S. law, the role of international organizations such as the United Nations, World Trade Organization and Regional Organization such as European Union and NAFTA in international businesses. The course also deals with methods of resolving international disputes and conflicts, involving, firms and countries. Prerequisites: **BLAW 2301** and **IMS 3310**. (3-0) Y

**BLAW 4305** Introduction to Patent Law (3 semester credit hours) This course focuses on the protection of rights in inventions by providing an introduction to basic principles of the law of patents in the United States. We will cover basic theory and history of patent law in the United States, examine the basic procedures of the MPEP necessary for passing the patent bar exam, and consider and learn the structural workings of patents. This class will also be a working seminar class where students will provide an analysis of actual technologies that were filed for inventors affiliated with the University of Texas at Dallas. This course will be designed for people with technical backgrounds as well as for those with non-technical backgrounds. (3-0) R

**BLAW 4310** Current Issues in Business and Law (3 semester credit hours) This class will explore current business and legal issues. Topics covered will likely include employment issues, government regulation, social media and copyright, marketing, ethical business decision making, negligence, Constitutional issues, and many others. Prerequisite: **BLAW 2301**. (3-0) Y

Business Policy and Strategy

**BPS 4305** Strategic Management (3 semester credit hours) Capstone-level course requiring integration of all fields of business. Students will draw on their broadened awareness of various environmental influences (social and political) to solve business problems. Management alternatives will be examined with an ethical perspective relating policy trends to the strategic planning mode. Prerequisites: (**BCOM 3310** or equivalent) and (**FIN 3320** and **ITSS 3300** and **OPRE 3310** and **OBHR 3310** and **MKT 3300**) and (**STAT 3360** or **OPRE 3360**). (3-0) S

**BPS 4307** Corporations, Politics and Society (3 semester credit hours) Overview of the corporation as a political participant in the American political system. Topics include corporate political action committees, business lobbying, grassroots programs, Federal Election Campaign Act, and labor involvement.
Prerequisite: BCOM 3310 or equivalent. (3-0) Y

Energy Management

ENGY 3300 Introduction to Energy Technology (3 semester credit hours) This course introduces different energy resources (oil, gas, coal, nuclear, wind, solar) and covers technology related to discovering/inventing and exploiting resources, transportation of these resources and their conversion from one form to another. Business processes involved in energy supply chain from resource discovery to end user sales will be examined. Costs incurred and revenues made in the process are also discussed. (Same as MECO 3300) (3-0) Y

ENGY 3330 Energy Economics (3 semester credit hours) This course builds on topics of market structure, competition, and optimal decision-making presented in intermediate microeconomics. Students gain an advanced understanding of the economic decisions faced by energy producers and consumers in today's society and learn to evaluate incentives faced by industry players and identify causes of and solutions to market inefficiencies. Topics include optimal resource depletion, competitive strategies and incentives for anti-competitive behavior, energy and environmental policy, and energy risk. Prerequisite: ECON 2302. (Same as MECO 3330) (3-0) Y

ENGY 3340 Energy Law and Contracts (3 semester credit hours) This course provides an introductory overview of current topics in energy law and policy. Topics include regulation of various energy resources and electric utilities, energy security, energy trade, and environment, as well as the evolving relationship between policy and markets. Prerequisites: BLAW 2301 and ENGY 3300. (Same as MECO 3340) (3-0) R

ENGY 4300 Energy Land Management (3 semester credit hours) This course is designed to give students a keen understanding of the important role that land law and management practices have for energy industry participants. The course begins by presenting land management activities within the broader energy supply chain and relating their importance to upstream and downstream activities, and then proceeds to a combination of practical experience analyzing Texas land leases and classroom case studies of mineral property rights, lease structure and acquisition, title transfers and recordation, and more. Prerequisite: OPRE 3310. (Same as MECO 4300) (3-0) R

ENGY 4313 Energy Finance (3 semester credit hours) Builds on foundations of business finance to develop a methodology for evaluating energy-related investment decisions. Particular emphasis is put on decisions under regulatory and market uncertainty, technology-facilitated substitutability, resource depletion, and real options analysis. Case studies are drawn from the oil, natural gas, electricity, and renewables sectors. Prerequisite: FIN 3320. (Same as FIN 4313) (3-0) Y

Innovation and Entrepreneurship

ENTP 3301 Innovation and Entrepreneurship (3 semester credit hours) Explores all aspects of entrepreneurship and the process of creating new ventures. Topics include innovation and entrepreneurship and the roles of both in the domestic and international economies, opportunity recognition and evaluation, feasibility analysis and validation of assumptions, customer identification, value propositions, business models, market entry strategies, bootstrapping, venture finance, and legal
considerations. Student teams will develop a business concept and prepare and present an investor overview presentation. (3-0) Y

**ENTP 3320** Start-up Launch I (3 semester credit hours) This course provides an opportunity for a student or a student team to develop a business concept and proceed toward the launch of a business. The course will follow a structured and defined methodology for the refinement and validation of a business concept based on leading industry practices. Participants will be selected and enrolled in the course on the basis of a proposal for a business concept, approved prior to registration in the course. Participant business ideas can come from many sources, including concepts or ideas developed in other entrepreneurship courses or during the Business Idea Competition. Additional resources including office space or laboratory facilities in the Venture Development Center may be applied for. Additionally, as concepts are refined, student teams may modify or pivot their approach during the semester with faculty support. Students will enroll and complete the course either individually or as a venture team. Instructor consent required. (3-0) R

**ENTP 3321** Start-up Launch II (3 semester credit hours) Faculty mentored development of a business concept initiated in **ENTP 3320**. Instructor consent required. Prerequisite: **ENTP 3320**. (3-0) R

**ENTP 3360** Entrepreneurial Finance (3 semester credit hours) Explores the process of raising capital and managing financial resources in entrepreneurial ventures. Focus on forecasting cash flows, cash flow management, capital budgeting, valuation, capital structure and the various financing methods and mechanisms available to entrepreneurs (bootstrapping, angel investors, venture capitalists, IPOs) seeking to raise capital for a new venture. Prerequisite: **FIN 3320**. (Same as **FIN 3360**) (3-0) Y

**ENTP 4090** Innovation and Entrepreneurship Internship (0 semester credit hours) This internship course must be directly related to your concentration or minor in innovation and entrepreneurship. Students gain experience and improve skills through appropriate work assignments in a real business environment. Student must identify and submit specific business learning objectives at the beginning of the semester. Credit/No Credit only. May be repeated if internships differ. JSOM Internship Coordinator and the Innovation and Entrepreneurship Program consent required. (0-0) S

**ENTP 4311** Entrepreneurial Strategy and Business Models (3 semester credit hours) Students will learn to assess and conduct in-depth analyses of potential business opportunities, with an emphasis on entrepreneurial business strategies, innovative business models and the determinants of new venture success in high tech and other business environments. Alternative strategies and approaches for market entry and the growth of a new venture will be explored in both domestic and international environments. The application of these frameworks, tools and techniques will be illustrated with case studies and a project focused on evaluating an existing or new venture and making recommendations to its management. Prerequisites: (**ENTP 3301** or instructor consent required) and sophomore standing. (3-0) Y

**ENTP 4320** Small Business Management (3 semester credit hours) An integrative course designed to help students develop the skills and knowledge required to successfully establish and manage a small business. The course addresses major problem areas faced by smaller companies, including development of systems and processes to monitor and run the business, legal issues in launching and growing the business, building and maintaining customer relationships, promotional planning, team building, conflict resolution, personnel and compensation issues, and development of exit strategies. The course will also address special issues unique to managing a family business and franchising. Prerequisite: **ENTP 3301** or instructor consent required. (3-0) Y
ENTP 4330 Entrepreneurial Marketing (3 semester credit hours) This course addresses the marketing challenges facing the entrepreneurial firm, including the introduction and marketing of new products and services without the benefit of an established reputation, channel infrastructure or customer base. Topics include the development of marketing strategies, channel selection and design, product positioning, competitive pricing strategies, advertising and promotion, etc., all within the framework of the resource and reputational limitations inherent in a new venture, whether in the context of an entrepreneurial startup or an established organization. Prerequisites: ENTP 3301 or instructor consent required. (3-0) Y

ENTP 4331 Digital Prospecting (3 semester credit hours) This course covers the methods and metrics, including the tools and software, that are used to manage existing customers and prospects for new customers using specialized CRM software. Focus is on customer relationship management strategy for the purpose of strategic sales account management and prospecting. Prerequisites: MKT 3300 and ITSS 3300 and MKT 3330. (Same as MKT 4331) (3-0) Y

ENTP 4335 Digital and Internet Marketing (3 semester credit hours) The course provides an introduction to using marketing in the digital and social media environment. The course has special emphasis on the use of different Internet platforms in direct marketing such as email, search engine optimization, paid search, and social media (YouTube, LinkedIn, Facebook, Twitter). Students will learn how to create and manage a paid search advertising campaign using Google AdWords. Students will have hands on practice through several labs that will cover: importing and exporting data, merging and purging (duplicate) records, using YouTube, and creating and running a Google Ads campaign. The measurability and accountability of direct marketing is stressed, including Excel based direct marketing math such as return on promotion calculations. Prerequisite: MKT 3300. (Same as MKT 4330) (3-0) Y

ENTP 4340 Social Entrepreneurship (3 semester credit hours) This course will explore the role and importance of the non-profit sector and the unique place it occupies in twenty-first century life. The course will develop theoretical and conceptual frameworks appropriate for understanding the processes and challenges of non-profit ventures in the social sector. Student teams will work with selected non-profits in the local community on projects focused on the issues and challenges of mission definition, service delivery, business practices, fund-raising and governance. Prerequisites: at least junior standing. (3-0) Y

ENTP 4350 Corporate Entrepreneurship (3 semester credit hours) This course seeks to equip student with the skills required to develop new ideas and create viable new businesses within the context of an established organization. The course will address the development of an internal culture of innovation, processes for reviewing ideas and for developing business concepts, strategic analysis, and positioning for competitive advantage. The course will address both domestic and international corporate entrepreneurship. Prerequisites: (ENTP 3301 or instructor consent required), and at least junior standing. (3-0) Y

ENTP 4360 Innovation and Creativity (3 semester credit hours) This course will explore individual creativity and organizational innovation. Topics will include the nature of creativity, the development of an innovative mind-set in individuals, the antecedents and processes of individual and group creativity, the barriers to and management of corporate innovation, and the development of the managerial skills essential to the stimulation and management of group creativity and innovation. The course will be organized around a series of individual and team-based innovation challenges. Prerequisites: at least junior standing. (3-0) Y
ENTP 4V00 Special Topics in Entrepreneurship (1-3 semester credit hours) May be lecture, readings, or individualized study. May be repeated for credit as topics vary (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

ENTP 4V90 Innovation and Entrepreneurship Internship (1-3 semester credit hours) This internship course must be directly related to your concentration or minor in innovation and entrepreneurship. Students gain experience and improve skills through appropriate work assignments in a real business environment. Student must identify and submit specific business learning objectives at the beginning of the semester. At the end of the semester, students prepare a presentation describing their work experience and work output. Credit/No Credit only. JSOM Internship Coordinator and the Innovation and Entrepreneurship Program consent required. ([1-3]-0) Y

Finance

FIN 3100 Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IM 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 2300, BCOM 3200, FIN 3200, HMG 3200, IM 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

FIN 3200 Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IM 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IM 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

FIN 3300 Personal Finance (3 semester credit hours) This course is designed to help students prepare for a financially challenging world and to introduce the concepts and methods of personal financial planning. The financial planning process, the time value of money, taxation, credit, budgeting, housing, insurance, and employee benefits will be explored. The course will enable students to manage their finances and develop their own personal financial plans. May not be used to satisfy degree requirements for majors in the Naveen Jindal School of Management. (3-0) S

FIN 3305 Real Estate Principles (3 semester credit hours) Survey of various aspects of the real estate business and economics, including marketing, finance, taxation, investment, development, law, appraisal, and valuation. (Same as REAL 3305) (3-0) S

FIN 3320 Business Finance (3 semester credit hours) Introduction to financial decision making and the
valuation of business enterprises, with a particularly focus on the use of discounted cash flow techniques in the selection of capital investment projects. Students will also be registered for an exam section. Prerequisites: ACCT 2301 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or MATH 2415 or MATH 2418 or CS 2305 or OPRE 3333). Prerequisite or Corequisite: STAT 3360 or OPRE 3360. (3-0) S

FIN 3330 Personal Financial Planning (3 semester credit hours) Introduction to personal financial planning concepts and applications. Topics include insurance planning, retirement planning, investment planning, asset accumulation and distribution planning, tax planning, estate planning and employee benefit planning. Business majors only. Prerequisites: (MATH 1326 or MATH 2414 or MATH 2419). Prerequisite or Corequisite: (OPRE 3360 or STAT 3360 or STAT 4351). (3-0) S

FIN 3340 Regulation of Business and Financial Markets (3 semester credit hours) Examines the legal and regulatory environment of business and financial markets. Comparisons between the impact of laws and their original intent are considered, as well as their ethical dimensions. Prerequisite or Corequisite: FIN 3320. (3-0) S

FIN 3350 Macroeconomics and Financial Markets (3 semester credit hours) Examines the operation interaction between the macroeconomy and financial markets, with attention to the operation of financial markets and financial intermediaries. Topics covered include the banking system, macroeconomic policy, and the market for foreign exchange. Prerequisite: ECON 2301. (3-0) Y

FIN 3360 Entrepreneurial Finance (3 semester credit hours) Explores the process of raising capital and managing financial resources in entrepreneurial ventures. Focus on forecasting cash flows, cash flow management, capital budgeting, valuation, capital structure and the various financing methods and mechanisms available to entrepreneurs (bootstrapping, angel investors, venture capitalists, IPOs) seeking to raise capital for a new venture. Prerequisite: FIN 3320. (Same as ENTP 3360) (3-0) Y

FIN 3365 Real Estate Finance and Principles (3 semester credit hours) Survey of the institutions in real estate finance and factors affecting the flow of funds; investment analysis and procedures involved in real estate financing. Prerequisite: FIN 3320. (Same as REAL 3365) (3-0) S

FIN 3370 Principles of Risk Management and Insurance (3 semester credit hours) Introduction to fundamental risk management and insurance principles as essential components of global business operations and personal risk management. Topics include risk identification, risk analysis, global risk exposures, insurance company operations, legal principles, loss prevention and safety concepts, and the social and economic relevance of risk management and insurance. Prerequisite: OPRE 3360 or STAT 3360 or STAT 4351. (Same as RMIS 3370) (3-0) S

FIN 3380 International Financial Management (3 semester credit hours) Study of world financial markets and institutions, foreign exchange exposure and management, foreign direct investment, and issues of financial management of multinational firms. Prerequisite: FIN 3320. (3-0) Y

FIN 3390 Introduction to Financial Modeling (3 semester credit hours) Develops the ability to use quantitative methods and software (particularly spreadsheet) for financial decision making. Prerequisites: FIN 3320 and ITSS 3300 and (MATH 2333 or MATH 2415 or MATH 2418 or CS 2305 or OPRE 3333) and (OPRE 3360 or STAT 3360 or STAT 4351) (3-0) S

FIN 3395 Financial Modeling and Valuation (3 semester credit hours) This course develops the ability to
build financial models of firms. Attention is paid to the use of these techniques in valuing companies for different purposes (M&A analysis, LBO analysis, etc.). Program consent required. (3-0) R

**FIN 4080** Practicum in Finance (0 semester credit hours) For students engaged in the practice of financial analysis or management. Credit/No Credit only. May be repeated if internships differ. Undergraduate program director consent required. (0-0) S

**FIN 4300** Investment Management (3 semester credit hours) Examines a wide range of issues concerning management of investments and so provides an understanding of the role of modern financial theory in pricing financial assets and managing portfolios. Prerequisite: **FIN 3320**. Prerequisite or Corequisite: **FIN 3390**. (3-0) S

**FIN 4310** Intermediate Business Finance (3 semester credit hours) Builds on **FIN 3320** to develop additional topics in business financial decision making. It integrates a variety of advanced topics in developing a firm’s financial strategy. Prerequisite: **FIN 3320**. Prerequisite or Corequisite: **FIN 3390**. (3-0) S

**FIN 4313** Energy Finance (3 semester credit hours) Builds on foundations of business finance to develop a methodology for evaluating energy-related investment decisions. Particular emphasis is put on decisions under regulatory and market uncertainty, technology-facilitated substitutability, resource depletion, and real options analysis. Case studies are drawn from the oil, natural gas, electricity, and renewables sectors. Prerequisite: **FIN 3320**. (Same as **ENGY 4313**) (3-0) Y

**FIN 4315** Behavioral Finance (3 semester credit hours) This course introduces students to behavioral models of decision making with particular attention to finance decision making. These models incorporate the psychological biases, social objectives or bounds to rationality that human decision makers are known to exhibit. The course will also discuss ways in which policies or markets can be designed to take advantage of individuals' psychological biases to achieve desirable outcomes. Examples of applications include investment decisions, retirement savings, and insurance markets, among others. Prerequisite: **FIN 3320** or **FIN 3330**. (3-0) R

**FIN 4320** Management of Financial Institutions (3 semester credit hours) Study of the financial management of commercial banks and other financial intermediaries, with an emphasis on the analysis of financial performance, lending decisions, asset-liability management, and the management of institutional capital requirements. Strategic considerations such as evolving information technology, the changing regulatory environment and the impact of global competition in financial services will also be examined. Prerequisite: **FIN 3320**. (3-0) R

**FIN 4321** Real Estate Law and Contracts (3 semester credit hours) Study of the legal principles governing real estate transactions with an emphasis on promulgated contracts. Topics include contract law, estates in land, forms of ownership, deeds, mortgages, title insurance, agency and homestead. Prerequisite or Corequisite: **FIN 3305** or **REAL 3305**. (Same as **REAL 4321**) (3-0) Y

**FIN 4328** Real Estate Valuation (3 semester credit hours) This capstone real estate course provides the theory and methods of residential and income property valuation and appraisal. Topics include the three major approaches to appraising real estate, regression analysis, real estate market analysis, highest and best use analysis, and capitalization techniques. Income property valuation techniques are emphasized. Several cases and problems are presented and solved. Prerequisites: ((**REAL 3305** or **FIN 3305**) or (**REAL 33 65** or **FIN 3365**)) and **FIN 3320**. (Same as **REAL 4328**) (3-0) R
FIN 4330 Estate Planning (3 semester credit hours) Analysis of the estate and gift tax system, including planning strategies. It addresses the transfer, administration, and taxation of property within the estate planning context. Topics include transfers of property outright or with trusts, wills, and powers of appointment; use of the marital deduction; valuation of assets; and buy-sell agreements. Prerequisite: FIN 3320 or FIN 3330. (3-0) R

FIN 4331 Business Liability Risk Management and Insurance (3 semester credit hours) Business liability exposures to risk and losses arising from negligence and/or other legal doctrines are presented, with emphasis on risk management and insurance as an essential component of a business' enterprise risk management program. Risk assessment, loss prevention, and treatment of risk are presented in the areas of general liability, business auto, worker's compensation, cyber risk, and management and professional liability. Prerequisite: FIN 3320 or RMIS 3370. (Same as RMIS 4331) (3-0) Y

FIN 4332 Commercial Property Risk Management and Insurance (3 semester credit hours) Commercial property losses arising from natural and man-made exposures are presented, with emphasis on risk management and insurance as an essential component of a business' enterprise risk management program. Risk assessment, loss prevention, and treatment of risk are presented in the areas of commercial property, loss of business income, inland marine, cyber risk, equipment breakdown, and flood and earthquake. Prerequisite: FIN 3320 or RMIS 3370. (Same as RMIS 4332) (3-0) Y

FIN 4333 Overview of Enterprise Risk Management (3 semester credit hours) Study of the risks and exposures to loss affecting businesses and non-profit entities: including pure, financial, operational, and strategic risk. Data collection, analysis, and evaluation methods are presented. Risk management program objectives, goals, and management are presented along with the tools for identification, treatment, and financing of risk. Prerequisites: RMIS 4331 and RMIS 4332. (Same as RMIS 4333) (3-0) Y

FIN 4334 Insurance Law and Contracts (3 semester credit hours) A basic course in the fundamentals of insurance law. Topics covered include: defining insurance; risk and the nature of the insurance relationship; insurable interests; indemnity; fortuity; subrogation; coordination of benefits; interpretation of policies; rights at variance with policy provisions; contract formation; warranties, misrepresentation and concealment; conditions; agents and brokers; insurance regulation; and introduction to insurance coverage. Prerequisite: FIN 3320 or RMIS 3370. (Same as RMIS 4334) (3-0) Y

FIN 4335 Financial Aspects of Retirement and Employee Benefits (3 semester credit hours) Focuses on business and individual retirement plans, planning strategies to meet individual and client goals as well as retirement distribution strategies. Students will evaluate employer and non-employer benefit plans and use financial planning software. Prerequisite: FIN 3330. (3-0) R

FIN 4337 Business Valuation (3 semester credit hours) Models used to value businesses and stocks are studied and applied. Topics include income measurement and profitability assessment, analysis of discounted cash flows and accounting-based valuation models. Prerequisites: (ACCT 3331 with a minimum grade of C) and FIN 3320. (Same as ACCT 4337) (3-0) Y

FIN 4340 Options and Futures Markets (3 semester credit hours) Examines valuation of derivative securities, such as options and futures contracts, and the use of these instruments in managing business and financial risks. Topics include pricing of futures contracts, swaps, and options, and use of derivative instruments in hedging, portfolio insurance, and exotic options. Prerequisite: FIN 4300 or FIN 4310. (3-0) Y
**FIN 4345** Financial Information and Analysis (3 semester credit hours) This course is focused on how to manage and analyze financial data. In doing so, this course examines the sources and uses of financial information in valuing securities and analyzing markets. Prerequisite: **FIN 3390**. (3-0) Y

**FIN 4350** Cases in Personal Financial Planning (3 semester credit hours) Emphasizes critical thinking and decision making on financial management topics within the context of the personal financial planning process. The purpose of this course is to refine and develop skills needed for personal financial planners when working with individuals, families, and business owners to meet financial needs and objectives. Prerequisite or Corequisite: **FIN 3370** or instructor consent required. (3-0) R

**FIN 4380** Domestic Fund Management (3 semester credit hours) For students involved in the practice of investment management for the university. May be repeated for credit (6 semester credit hours maximum). Prerequisites: **FIN 4300** and Department consent required. (3-0) R

**FIN 4386** Beginning Mathematical Finance (3 semester credit hours) This course focuses on the mathematical methods of discrete time finance with an introduction to continuous time methods. Prerequisites: (STAT 4351 and FIN 4340) or instructor consent required. (3-0) R

**FIN 4387** Computational Methods in Finance (3 semester credit hours) Introduction to the use of numerical and statistical methods in various financial applications. Prerequisites: STAT 4352 and (FIN 4386 or FIN 4340), or instructor consent required. (3-0) R

**FIN 4390** Seminar Series in Finance (3 semester credit hours) Examination of selected financial topics. May be repeated for credit as topics vary (6 semester credit hours maximum). Instructor consent required. (3-0) R

**FIN 4399** Senior Honors in Finance (3 semester credit hours) For students in the finance honors program. This course requires students to develop a number of skills and to demonstrate them in written products. Instructor consent required. (3-0) Y

**FIN 4V80** Practicum in Finance (1-3 semester credit hours) For students engaged in the practice of financial analysis or management. Credit/No Credit only. May be repeated for credit (3 semester credit hours maximum). Undergraduate program director consent required. ([1-3]-0) R

**FIN 4V90** Individual Study in Finance (1-3 semester credit hours) For students interested in pursuing further study of a topic in finance. May be repeated for credit (3 semester credit hours maximum). Prerequisites: (FIN 4300 or FIN 4310) and faculty sponsor approval. (1-3) R

**Healthcare Management**

**HMGT 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take **BA 1100**, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be
HMGT 3200 Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200, or OPRE 3200. Prerequisite: BA 1100. (1-0) S

HMGT 3301 Introduction to Healthcare Management (3 semester credit hours) An overview of the U.S. healthcare system - topics include the issues of cost, quality, and access. Financing of the system and healthcare policy will be covered and the role of hospitals, physicians, and managed care organizations will be examined. Prerequisite: MATH 1325 or MATH 2413 or MATH 2417. (3-0) Y

HMGT 3310 Healthcare Regulatory Environment (3 semester credit hours) An introduction to the regulatory and compliance environment impacting health care management, including federal, state, and local agencies. Students will explore topics pertinent to the regulatory environment and familiarize themselves with the agencies that monitor, evaluate, assess, and credential health care organizations. Students will explore the extensive oversight and monitoring at all levels in the delivery of health care including: Food and Drug Administration, Center for Disease Control, Consumer Product Safety Commission, Environment Protection Agency, Occupational Safety and Health Administration, Centers for Medicare and Medicaid Services, Office of Inspector General, the Joint Commission, State Health Agencies, and County Public Health Agencies. Prerequisite: HMGT 3301. (3-0) Y

HMGT 3311 Healthcare Accounting (3 semester credit hours) This course will help students develop the critical ability to make financial decisions that reduce risk and create economic value. Using hospital and physician group practice data, participants learn how to: read and interpret healthcare financial statements, using discounted cash flows to make investment decisions that create economic value, financially evaluate a proposed healthcare acquisition, partnership or joint venture, determine how much a medical practice or healthcare organization is really worth, and review internal controls. Prerequisite: ACCT 2301. (3-0) Y

HMGT 4090 Healthcare Management Internship (0 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

HMGT 4321 Introduction to Healthcare Information Systems (3 semester credit hours) Examines key processes in healthcare organizations and how information systems support the delivery of healthcare services. The course also deals with issues surrounding the selection, implementation, and use of electronic medical records (EMR) and provides opportunities to work hands-on with EMR software.
Prerequisites: **HMGT 3301** and **ITSS 3300**. (Same as **ITSS 4320**) (3-0) Y

**HMGT 4331** Marketing in Healthcare Organizations (3 semester credit hours) An overview of marketing and business planning principles oriented to settings such as hospitals and outpatient clinics. Traditional marketing models are related to the healthcare industry as students are familiarized with concepts critical to understanding business development for healthcare professionals, including: industry data, market analysis, relevant stakeholders and patient flow through the continuum of care. Prerequisites: **HMGT 3301** and **MKT 3300**. (3-0) Y

**HMGT 4351** Management, Design and Optimization of Healthcare Processes (3 semester credit hours) An interactive, experiential course in which students will utilize hands-on, practice-oriented opportunities to learn how to design, manage and optimize healthcare processes. Advanced analytical techniques for healthcare process optimization will also be discussed. (3-0) Y

**HMGT 4392** International Healthcare Management and Leadership (3 semester credit hours) This course is designed to further develop healthcare management and leadership knowledge through appropriate developmental work experiences in real healthcare environments. In preparation for an experiential student learning experience in a host country, students are required to identify and submit specific learning objectives (goals) at the beginning of the semester regarding the host country's healthcare system. Course instruction will focus on the differences between the U.S. and the host country's healthcare delivery, processes, and systems. At the end of the semester students must prepare and present an oral and written presentation on key healthcare management processes and systems that compare and contrast with U.S. healthcare delivery systems. Prerequisites: **HMGT 3301** and **OPRE 3310**. (3-0) R

**HMGT 4V90** Healthcare Management Internship (1-3 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

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**International Management Studies**

**IMS 3091** Regional Management Area Studies: Latin America (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Latin America. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (3-0) Y

**IMS 3092** Regional Management Area Studies: Western Europe (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Europe. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (3-0) Y

**IMS 3093** Regional Management Area Studies: Asia (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Asia. Students will
learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (3-0) Y

**IMS 3094** Regional Management Area Studies: Africa (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Africa. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (3-0) Y

**IMS 3095** Regional Management Area Studies: North America (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in North America. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (3-0) Y

**IMS 3096** Regional Management Area Studies: Eastern Europe (0 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Eastern Europe. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. Prerequisite: **IMS 3310**. (9-0) Y

**IMS 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take **BA 1100**, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100**, **BA 3100**, **BCOM 3100**, **FIN 3100**, **HMGT 3100**, **IMS 3100**, **ITSS 3100**, **MKT 3100**, **OBHR 3100**, **OPRE 3100**, **ACCT 3200**, **BA 3200**, **BCOM 3200**, **FIN 3200**, **HMGT 3200**, **IMS 3200**, **ITSS 3200**, **MKT 3200**, **OBHR 3200** or **OPRE 3200**. Prerequisite: **BA 1100**. (1-0) S

**IMS 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100**, **BA 3100**, **BCOM 3100**, **FIN 3100**, **HMGT 3100**, **IMS 3100**, **ITSS 3100**, **MKT 3100**, **OBHR 3100**, **OPRE 3100**, **ACCT 3200**, **BA 3200**, **BCOM 3200**, **FIN 3200**, **HMGT 3200**, **IMS 3200**, **ITSS 3200**, **MKT 3200**, **OBHR 3200** or **OPRE 3200**. (2-0) S

**IMS 3310** International Business (3 semester credit hours) Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms. Prerequisites: **ECON 2301** and (**MATH 1326** or **MATH 2414** or **MATH 2419**). (3-0) S

**IMS 3V91** Regional Management Area Studies: Latin America (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Latin America. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R
**IMS 3V92** Regional Management Area Studies: Western Europe (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Europe. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R

**IMS 3V93** Regional Management Area Studies: Asia (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Asia. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R

**IMS 3V94** Regional Management Area Studies: Africa (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Africa. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R

**IMS 3V95** Regional Management Area Studies: North America (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in North America. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R

**IMS 3V96** Regional Management Area Studies: Eastern Europe (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Eastern Europe. Students will learn about the business environment of the area and participate in seminars on firms that operate in and have an economic impact in the area. May be repeated for credit (3 semester credit hours maximum). Prerequisites: **IMS 3310** and instructor consent required. ([1-3]-0) R

**IMS 4090** Management Internship (0 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**IMS 4310** Export Market Development (3 semester credit hours) Survey of factors affecting export markets. Examination of free trade versus strategic trade; trade protectionism; role and influence of the WTO; impact of regional trade agreements (e.g. NAFTA, EU); supply chain management, logistics and distribution challenges; and trade finance. Prerequisites: **IMS 3310** and **BLAW 4301**. (3-0) Y

**IMS 4320** International Marketing (3 semester credit hours) Analysis of environment of international marketing. Survey of techniques of international marketing management. Prerequisites: **IMS 3310** and **MKT 3300**. (Same as **MKT 4320**) (3-0) Y

**IMS 4325** International Advertising and Promotion (3 semester credit hours) This course will look at the major trends and strategies associated with global promotions and advertising. In today's world, the major global brands keep growing larger in value and influence and the smaller brands just entering global
markets are growing in numbers. Students will analyze these brands and businesses as they make the needed adjustments or adaptations in advertising and promotions to be culturally relevant and sensitive. Prerequisites: IMS 3310 and MKT 3300. (3-0) Y

**IMS 4330** Global Human Resource Management (3 semester credit hours) The course examines cultural complexity in the uncontrollable business environments in foreign markets. The course covers management of problems derived from cultural differences, the lack of adaptability of expatriates and their families in host countries, and recruitment, training and motivation for international assignments. Prerequisites: OBHR 3310 and IMS 3310. (3-0) Y

**IMS 4332** International Negotiation (3 semester credit hours) This course explores the theories, processes and practical techniques of negotiations in situations where partners to the negotiation come from different national cultures, political, legal and economic systems. Topics include the basics of international negotiations, cultural influences on negotiations, culture-specific strategies and tactics used in the negotiation process, and qualities that an international negotiator must possess. Practical skills are developed through the use of simulations and exercises. Prerequisites: OBHR 4352 and IMS 4330. (3-0) Y

**IMS 4334** International Leadership (3 semester credit hours) Addresses the challenge of leading organizations in a dynamic global environment. Overall goal is to not only question one's assumptions about leadership, but also enhance skills and acquire new content knowledge. Topics include visionary and transformational leadership; empowerment; leveraging and combining resources; designing organizations; and ethics. Prerequisites: OBHR 4350 and IMS 4330. (3-0) Y

**IMS 4373** Global Strategy (3 semester credit hours) Study of the challenges that multinational firms face, including managing across national borders, managing international strategic alliances, managing headquarters-subsidiary relationships, and developing global capabilities. Prerequisites: (IMS 3310 and IMS 4320) and FIN 3380 and BLAW 4301). (3-0) Y

**IMS 4V81** Individual Study in International Management (1-3 semester credit hours) May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

**IMS 4V90** Management Internship (1-3 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**IMS 4V94** Seminar Series in International Management (1-3 semester credit hours) Discussion of selected topics and theories in organizational behavior, strategy and international management. May be repeated for credit as topics vary (9 semester credit hours maximum). ([1-3]-0) R

### Information Technology and Systems

**ITSS 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This
course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

ITSS 3200 Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

ITSS 3300 Information Technology for Business (3 semester credit hours) Examines key business processes in organizations and how information systems support the execution and management of these processes. The course also deals with how to structure and manipulate data that might typically be found in an information system using the database management system, MS Access, and spreadsheet software, MS Excel, to make business decisions. (3-0) S

ITSS 3311 Introduction to Programming (3 semester credit hours) This course introduces students to the fundamental concepts of programming. Students will also be introduced to the object-oriented paradigm. Topics include data types, control structures, objects, classes, iterations, functions, and arrays as they relate to developing business applications. In this course students will learn the mechanics of running, testing, and debugging programs. (3-0) Y

ITSS 3312 Object-Oriented Programming (3 semester credit hours) Business application development using an object-oriented programming language. Topics include the fundamentals of programming for web-based systems, and object-oriented programming concepts. Prerequisites: ITSS 3311 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y

ITSS 3390 Web Design and Development for Business Applications (3 semester credit hours) This course introduces students to fundamental concepts and techniques of designing and developing a responsive and user-friendly website. The topics include HTML, CSS, JavaScript, domain registration, web hosting management, FTP, WordPress, content management system (CMS) platform, blog, search engine optimization (SEO), and web analytics. Students acquire knowledge through hands-on experience with web design tools, techniques, and methods in a realistic and collaborative class setting while working towards designing the core components of a dynamic and functional website. (3-0) S

ITSS 4090 Information Technology and Systems Internship (0 semester credit hours) This course is designed to further develop a student's knowledge of information systems through appropriate developmental work experiences in a true organizational setting. Students are required to identify and
submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**ITSS 4300** Database Fundamentals (3 semester credit hours) Introduces the basic concepts for the design and development of relational databases and database management. Topics include entity-relationship data model, logical database design, data administration, Structured Query Language, and database management issues, such as concurrency control, data security, and integrity. A database management system software package is used to implement working database systems. Prerequisites: ITSS 3300 and ITSS 3312 and (MATH 1325 or MATH 2413 or MATH 2417). Corequisite ITSS 4330. (3-0) Y

**ITSS 4301** Database Systems (3 semester credit hours) Introduces the basic concepts of relational databases. The emphasis is on relational database structure and the use of relational databases for query retrievals and report generation. Structured Query Language (SQL) will be covered extensively. Applications of databases for accounting, finance, marketing, and other areas of business will be discussed. ACCT 4301 or ITSS 4301 may not be used to satisfy BS INTS degree requirements. Prerequisites: (ACCT 2301 with a minimum grade of C) and (ACCT 2302 with a minimum grade of C) and ITSS 3300 and (MATH 1325 or MATH 2413 or MATH 2417). (Same as ACCT 4301) (3-0) Y

**ITSS 4312** Mobile Web Application Development (3 semester credit hours) Provides an introduction to mobile web application development. A mobile web application is developed using a combination of CSS, HTML5, JavaScript, and PHP. Emphasis is given to hands on application of course material through development of a web application prototype under conditions simulating a business environment. Prerequisite: ITSS 3312. (3-0) Y

**ITSS 4320** Introduction to Healthcare Information Systems (3 semester credit hours) Examines key processes in healthcare organizations and how information systems support the delivery of healthcare services. The course also deals with issues surrounding the selection, implementation, and use of electronic medical records (EMR) and provides opportunities to work hands-on with EMR software. Prerequisites: HMGT 3301 and ITSS 3300. (Same as HMGT 4321) (3-0) Y

**ITSS 4330** Systems Analysis and Design (3 semester credit hours) Examines various systems development methodologies with an emphasis on object oriented systems development methods. Students will be exposed to various concepts in systems analysis and design, project management, and information gathering techniques. Projects focusing on the use of CASE tools will also be an integral part of the course. Prerequisites: ITSS 3312 and (MATH 1326 or MATH 2414 or MATH 2419) and (CS 2305 or MATH 2333 or MATH 2415 or MATH 2418 or OPRE 3333). Prerequisite or Corequisite: ITSS 4300. (3-0) Y

**ITSS 4340** Enterprise Resource Planning (3 semester credit hours) This course provides an understanding of the practical use of enterprise resource planning systems in modern business. The course provides an understanding of integrated business processes in ERP systems, project management approaches, ERP development methodologies, and ERP architectures. ERP concepts are reinforced with hands on transaction experience in the SAP ERP system. Topics associated with creating an information systems implementation proposal for an executive team are discussed. Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y
ITSS 4342 Analysis and Design of Accounting Systems (3 semester credit hours) Students are introduced to accounting system analysis and design tools and methods. The course emphasizes business processes, accounting transaction flows, internal control and accounting information systems as part of enterprise systems. Prerequisites: ACCT 3331 with a minimum grade of C. Prerequisite or Corequisite: ACCT 3332. (Same as ACCT 4342) (3-0) S

ITSS 4343 Integrated SCM Information Systems (3 semester credit hours) An introduction to the concept of an integrated supply chain management system such as SAP's Enterprise Resource Planning System. Students will: 1) learn the elements of an ERP application, 2) understand the concepts of end-to-end supply chain management, 3) define the basic master data needed to create a supply chain plan, 4) forecast demand using several statistical methods, 5) plan inventories using MRP and re-order point techniques, 6) execute the supply chain plan through the production process, and 7) view the completed inventories after production. Prerequisite: ITSS 3300. (Same as OPRE 4320) (3-0) Y

ITSS 4351 Foundations of Business Intelligence (3 semester credit hours) Students are introduced to foundational business intelligence (BI) concepts and explore the theory and practice of data warehouses for enterprises. BI concepts including data mart schemas, ETL, OLAP, cubes and reporting will be covered. The course will also examine the components of an enterprise data warehouse, extract, cleanse, consolidate, and transform heterogeneous data into a single enterprise data warehouse, and run queries using a data warehouse. Prerequisites: ITSS 3300 and ITSS 4300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y

ITSS 4352 Introduction to Web Analytics (3 semester credit hours) Introduces technologies and tools used to realize the full potential of web sites. The course focuses on collection and use of web data such as web traffic and visitor information to design web sites that will enable firms to acquire, convert, and retain customers. Online advertising such as paid search and web analytics tools will also be included. Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y

ITSS 4353 Business Analytics (3 semester credit hours) This course will introduce various data mining analytical techniques to extract business intelligence from firms' business data for various applications, including supervised and unsupervised learning analytic techniques, association, customer segmentation, classification, customer relationship management (CRM), personalization, online recommendation systems, and web mining. Students will also be exposed to various business intelligence software such as XLMiner, SAS Enterprise Miner, R, Python, or SQL Server (depending on availability). Prerequisites: ITSS 3312 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) T

ITSS 4354 Advanced Big Data Analytics (3 semester credit hours) Advanced topics in supervised and unsupervised machine learning techniques using big data solutions such as Hive and Spark. Students explore the issues and challenges related to managing data within an organization. This course is designed to equip students with skills to address the business intelligence, data analysis, and data management needs of an organization. Students are introduced to machine learning techniques and big data technologies. Prerequisites: ITSS 3312 and ITSS 4300 and ITSS 4351 and ITSS 4353. (3-0) Y

ITSS 4355 Data Visualization (3 semester credit hours) This course focuses on how to leverage new decision support technologies to improve organizational decision making. Students will explore various
data visualization tools and review the foundational principles that guide their use. Prerequisites: ITSS 3312 and ITSS 4300 and ITSS 4351. (3-0) Y

**ITSS 4360** Network and Information Security (3 semester credit hours) With the advances in information technology, security of information assets has become a keenly debated issue for organizations. While much focus has been paid to technical aspects of the problem, managing information security requires more than technology. Effective information security management demands a clear understanding of technical as well as socio-organizational aspects of the problem. The purpose of this course is to prepare business decision makers who recognize the threats and vulnerabilities present in current information systems and who know how to design and develop secure systems. Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y

**ITSS 4370** Information Technology Infrastructure Management (3 semester credit hours) Management of the information technology within an organization is a critical activity. Students will be introduced to key issues relating to managing IT resources and IT projects. Topics include IT infrastructure, IT investment, management of IT, and planning and management of projects related to IT infrastructure. Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y

**ITSS 4380** Advanced Database Management (3 semester credit hours) To provide the student with an in-depth knowledge of advanced topics relating to database administration, database design, and database manipulation. Students will learn advanced SQL techniques and database administration techniques. At the end of the course, student will be able to effectively write advanced SQL queries and understand the tasks required to support a relational database. Prerequisite: ITSS 4300. (3-0) Y

**ITSS 4390** Information Systems Capstone (3 semester credit hours) Project-based capstone course. Student groups apply management information technology and information systems principles and techniques which may include the analysis, design, and/or testing of information systems. They will also analyze organizational impacts associated with acquiring, designing, developing, and delivering information systems solutions. As a designated communication-enhanced course, ITSS 4390 also focuses on the refinement of students' business communications skills and their use of writing as a critical-thinking and learning tool. Students may also choose to take a 3 credit hour internship to satisfy this requirement. This course may also be used to satisfy the internship requirement. Prerequisite: ITSS 4330. (3-0) Y

**ITSS 4V81** Individual Study in ITSS (1-3 semester credit hours) May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

**ITSS 4V90** ITSS Internship (1-3 semester credit hours) This course is designed to further develop a student's knowledge of information systems through appropriate developmental work experiences in a true organizational setting. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**ITSS 4V95** Seminar Series in Information Systems (1-3 semester credit hours) Discussion of selected topics
and theories in information systems. May be repeated for credit as topics vary (9 semester credit hours maximum). ([1-3]-0) R

Managerial Economics

**MECO 3300** Introduction to Energy Technology (3 semester credit hours) This course introduces different energy resources (oil, gas, coal, nuclear, wind, solar) and covers technology related to discovering/inventing and exploiting resources, transportation of these resources and their conversion from one form to another. Business processes involved in energy supply chain from resource discovery to end user sales will be examined. Costs incurred and revenues made in the process are also discussed. (Same as ENGY 3300) (3-0) Y

**MECO 3330** Energy Economics (3 semester credit hours) This course builds on topics of market structure, competition, and optimal decision-making presented in intermediate microeconomics. Students gain an advanced understanding of the economic decisions faced by energy producers and consumers in today's society and learn to evaluate incentives faced by industry players and identify causes of and solutions to market inefficiencies. Topics include optimal resource depletion, competitive strategies and incentives for anti-competitive behavior, energy and environmental policy, and energy risk. Prerequisite: ECON 2302. (Same as ENGY 3330) (3-0) Y

**MECO 3340** Energy Law and Contracts (3 semester credit hours) This course provides an introductory overview of current topics in energy law and policy. Topics include regulation of various energy resources and electric utilities, energy security, energy trade, and environment, as well as the evolving relationship between policy and markets. Prerequisites: BLAW 2301 and ENGY 3300. (Same as ENGY 3340) (3-0) R

**MECO 4300** Energy Land Management (3 semester credit hours) This course is designed to give students a keen understanding of the important role that land law and management practices have for energy industry participants. The course begins by presenting land management activities within the broader energy supply chain and relating their importance to upstream and downstream activities, and then proceeds to a combination of practical experience analyzing Texas land leases and classroom case studies of mineral property rights, lease structure and acquisition, title transfers and recordation, and more. Prerequisite: OPRE 3310. (Same as ENGY 4300) (3-0) R

**MECO 4342** Financial and Business Negotiation Analysis (3 semester credit hours) This course introduces students to the economic and psychological analysis of negotiation. The objective of the course is to make you a more effective negotiator. Topics to be covered include negotiation preparation, making an opening offer, creating and claiming value, and repeated negotiations. The class revolves around a set of negotiation simulations to practice the skills we learn. Simulations involve a variety of business situations such as negotiating price, hiring, mergers, financial transactions, and starting a new business venture. Prerequisite: ECON 2302. (3-0) R

**MECO 4351** Industrial Organization and Corporate Strategy (3 semester credit hours) This course focuses on the operation of markets and how firms compete within different market structures. Prerequisite: ECON 3310. (3-0) R

**MECO 4352** Applied Econometrics and Time Series Analysis (3 semester credit hours) This course
introduces students to the use of econometric and time series methods for the analysis of business data, paying particular attention to their uses in business forecasting. Prerequisite: STAT 3360 or OPRE 3360. (3-0) R

**Marketing Management**

**MKT 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 32 00, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

**MKT 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3 200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

**MKT 3300** Principles of Marketing (3 semester credit hours) An overview of marketing principles including marketing planning, understanding customer's decision making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments. (3-0) S

**MKT 3320** Product and Brand Management (3 semester credit hours) C3 Certified. This course discusses concepts and cases of planning, building, measuring and management of brands and products. It covers topics such as product management, branding, brand equity, product and service quality, brand positioning, perceptual mapping, long term brand management, and the product life cycle. Prerequisites: MKT 3300 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) Y

**MKT 3330** Introduction to Professional Selling (3 semester credit hours) C3 Certified. This course covers professional selling practices and philosophies at an introductory level. Personal selling skills including developing and qualifying prospects, creating a sales presentation, closing techniques, and servicing the sales will be covered for business to business sales. Sales ethics, account relationship management, and basic professional networking will also be included. Prerequisite: A minimum of 45 semester credit hours completed. (3-0) Y

**MKT 3340** Marketing Research (3 semester credit hours) This course provides an overview of the entire marketing research process, which involves collecting and analyzing data to facilitate better marketing
decisions. Specific topics include problem definition, research design, use of secondary data, collecting primary data, designing surveys, sampling, fieldwork, basic data analysis, and reporting of findings. Students are expected to know basic marketing and have an aptitude for quantitative analysis.

Prerequisites: MKT 3300 and (STAT 3360 or OPRE 3360). (3-0) Y

**MKT 3V92** European Marketing Studies (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Europe. Students will learn about the marketing environment of the area and participate in seminars on firms that operate in and have a marketing impact in the area. Prerequisites: MKT 3300 and instructor consent required. ([1-3]-0) R

**MKT 4090** Marketing Internship (0 semester credit hours) This internship course must be directly related to your major in marketing. Students are expected to complete assignments satisfactorily during the semester and complete the online evaluation at the end of the semester. Information related to assignments or evaluation will be available in the course syllabi. Student must meet internship eligibility guidelines available from the internship coordinator. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**MKT 4320** International Marketing (3 semester credit hours) Analysis of environment of international marketing. Survey of techniques of international marketing management. Prerequisites: IMS 3310 and MKT 3300. (Same as IMS 4320) (3-0) Y

**MKT 4321** Marketing Strategy (3 semester credit hours) This course provides an overview of how strategy is developed in marketing. This course emphasizes the integration of knowledge from previous marketing courses and related disciplines. Topics include planning and development of policies, implementation and evaluation of the entire marketing strategy. Case analyses are employed to also understand how to monitor and respond to competition. Prerequisites: MKT 3300 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) Y

**MKT 4322** Price Management (3 semester credit hours) The course teaches students how to set and manage price for products and services based on an understanding of costs, competition, price elasticity, and consumer perceptions based on price. The study also establishes the links between positioning/segmentation and pricing. Students will learn to use break even analysis, to compute price elasticity, and to evaluate price-quality trade-offs. They will also learn how to manage price in response to competitor’s price changes. Prerequisites: MKT 3300 and (STAT 3360 or OPRE 3360). (3-0) Y

**MKT 4330** Digital and Internet Marketing (3 semester credit hours) The course provides an introduction to using marketing in the digital and social media environment. The course has special emphasis on the use of different Internet platforms in direct marketing such as email, search engine optimization, paid search, and social media (YouTube, Linkedin, Facebook, Twitter). Students will learn how to create and manage a paid search advertising campaign using Google AdWords. Students will have hands on practice through several labs that will cover: importing and exporting data, merging and purging (duplicate) records, using YouTube, and creating and running a Google Ads campaign. The measurability and accountability of direct marketing is stressed, including Excel based direct marketing math such as return on promotion calculations. Prerequisite: MKT 3300. (Same as ENTP 4335) (3-0) Y

**MKT 4331** Digital Prospecting (3 semester credit hours) This course covers the methods and metrics, including the tools and software, that are used to manage existing customers and prospects for new
customers using specialized CRM software. Focus is on customer relationship management strategy for the purpose of strategic sales account management and prospecting. Prerequisites: MKT 3300 and ITSS 3300 and MKT 3330. (Same as ENTP 4331) (3-0) Y

**MKT 4332** Advanced Personal Selling (3 semester credit hours) The course covers advanced personal selling skills, practices and programs. Emphasis will be placed on sales, presentations, demonstrations, advanced sales techniques, advanced communication, and relationship-building skills. Various corporate sales strategies for both consumer and business sales will be explored. This course is intended to prepare students for competitive sales situations and competitions and is primarily intended for students interested in sales careers. Prerequisites: (MKT 3330 and 3.0 GPA) or program consent required. (3-0) Y

**MKT 4333** Retailing and Distribution (3 semester credit hours) This course will discuss retailing and distribution including merchandising, positioning strategies, electronic commerce, inventory management, pricing, buying functions, advertising and promotion, and atmospherics as well as customer satisfaction. Additionally, the course will provide the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail environment along with channel management decisions, channel design, logistics and management of channel relationships. Prerequisites: MKT 3300 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) Y

**MKT 4334** Social Media Marketing (3 semester credit hours) This course teaches special considerations in social media market research, consumer behavior, and segmentation as well as how to develop a sound social media strategy (content curation) and content management (Hootsuite, Wordpress). The course will also familiarize students with best practices, case studies, and tactical considerations using current popular platforms such as Facebook, Google Plus, Instagram, Pinterest, Twitter, Wordpress, YouTube, and others. The metrics of social media will also be covered using both the tools provided by these platforms as well as by third party tools such as Netbase, Tweetstats, etc. Prerequisite: MKT 3300. (3-0) S

**MKT 4335** Category Buying (3 semester credit hours) This course is designed to introduce the concepts of buying, purchasing, sourcing, procurement, replenishment, and category management. In addition the course will touch on primary negotiation techniques, pricing, discounts, and allowances. Finally, this course will be comprised of a "hands on" approach though the use of cases and role plays to provide real life scenarios the student will experience in the buyer's role. Prerequisites: MKT 3300 and MKT 3330. (3-0) Y

**MKT 4336** E-Retailing (3 semester credit hours) The course provides a review of online sales strategies of products and services through web stores, auction sites, and other virtual platforms. Students will gain a familiarity with successful and emerging web and mobile retailing strategies and understand the impact of those strategies on overall retail sales and the organization's omnichannel strategy. The customer journey will be discussed along with measurement tools to be used for measuring and understanding customer behavior. Prerequisite: MKT 4330. (3-0) Y

**MKT 4337** Marketing Analytics (3 semester credit hours) This course is designed for those interested in an entry-level marketing analytics position. Students will analyze data to make key marketing decisions such as which customers to target to increase profitability or which new products to introduce to build incremental business. Students will also be introduced to software products used in the analysis of sales and distribution data. Prerequisite: MKT 3340. (3-0) Y

**MKT 4338** Marketing Content Creation (3 semester credit hours) This course is a hands-on course that will
prepare the student for the various jobs in which marketing content is created and disseminated in today's marketing and advertising communities. This includes everything from blogging and vlogging (video blogging), creating content for social networks, online advertising, and other digital platforms. Students will learn Photoshop and video editing using tools to develop both written and visual marketing materials. Prerequisite: MKT 3300, (3-0) Y

**MKT 4340** Consumer Behavior (3 semester credit hours) This course covers the theories and research findings to understand how and why consumers make purchase decisions. Topics include information search and information processing models, perception, evaluation of alternatives, consideration set formation and psychological aspects of household decision making. Students apply these concepts to practical design and marketing of new products. Prerequisites: MKT 3300 and (MATH 1326 or MATH 2414 or MATH 2419). (3-0) Y

**MKT 4350** Advertising (3 semester credit hours) This course examines the principles and practices of advertising, public relations and promotions. Topics include: the role of the ad agency; the advertising plan based on marketing, research, and consumer behavior; integrated marketing communications; communication goals and measurement, advertising, budgeting, advertising buying, media planning, media scheduling, and art, copy, creativity and production of ads in different media. We also discuss social, ethical and legal issues in advertising. Prerequisites: MKT 3300 and MKT 3320. (3-0) Y

**MKT 4351** Business and the Digital Environment (3 semester credit hours) This course will expose students to a variety of business issues that have arisen relative to the digital revolution. Companies have been forced to change the way they do business, sell products, distribute products and reach consumers. Students will explore a series of business cases that address overcoming and adapting to disruptive technology, product development, business strategy, managing creative organizations, innovation, intellectual property development, and entrepreneurship. Students will participate in a real life business simulation by developing a business plan or business case for a new start up, product or service in this digital economy. Prerequisites: FIN 3320 and MKT 3300. (3-0) Y

**MKT 4360** Services Marketing (3 semester credit hours) Services (e.g. healthcare, financial, retailing, travel and entertainment, and public sectors) represent about 70% of the US economy. Students will obtain a good grounding regarding the elements of marketing that are important in a service industry. Major topics covered include service design, managing capacity and yield, managing customer relationships and satisfaction, and managing service personnel and operations. Prerequisites: MKT 3300 and MKT 3330. (3-0) Y

**MKT 4370** Marketing Projects (3 semester credit hours) Sponsored by local industries, these project provide the students an opportunity to apply the skills and knowledge gained to solve real world challenging problems in the area of marketing. Students will interact with industry leaders and gain some industry specific knowledge. Subject to availability, check with the marketing department before enrolling. Prerequisite: MKT 3300. (3-0) Y

**MKT 4380** Capstone Course in Marketing (3 semester credit hours) C3 Certified. Students (in teams) are expected to make marketing decisions and compete with other teams to achieve superior performance in terms of market share, profitability and stock price. The course will use marketing simulation to teach practical decision making. Students will make decisions regarding new product specifications, price, production, sales force, and advertising as in a real life situation. This course integrates the strategic and
the tactical aspects of marketing. Prerequisites: MKT 3330 and MKT 3340 and MKT 4330 and ITSS 3300 and FIN 3320. (3-0) Y

**MKT 4V83** Individual Study in Marketing (1-3 semester credit hours) May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

**MKT 4V90** Marketing Internship (1-3 semester credit hours) This internship course must be directly related to your major in marketing. Students are expected to complete assignments satisfactorily during the semester and complete the online evaluation at the end of the semester. Information related to assignments or evaluation will be available in the course syllabi. Student must meet internship eligibility guidelines available from the internship coordinator. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum over 2 semesters). Instructor consent required. ([1-3]-0) Y

**MKT 4V93** Seminar Series in Marketing (1-3 semester credit hours) Discussion of selected topics and theories in marketing. May be repeated for credit as topics vary (3 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

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**Organizational Behavior/Human Resources**

**OBHR 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

**OBHR 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMG 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMG 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

**OBHR 3310** Organizational Behavior (3 semester credit hours) An integrated social science approach is taken to enable students to better understand their work environments and the issues that arise from the complex interplay among organizational members. This course explores theories and concepts derived from diverse fields such as psychology, sociology, economics, and anthropology. The topics include: motivation, attitudes, ethics, communication, leadership, teamwork, power, negotiation, and culture. Prerequisites: RHET 1302 and (MATH 1325 or MATH 2413 or MATH 2417) or equivalent. (3-0) S
**OBHR 3311** Principles of Management (3 semester credit hours) This course will introduce students to the connections between areas in management, emphasizing the role that organizational behavior plays in the functioning of the organization. Students will have the opportunity to learn and implement ideas through the use of exercises and case studies. The student will gain useful tools to identify problems in organizations, apply solutions and understand outcomes. Prerequisite: Junior or Senior standing. (3-0) S

**OBHR 3320** Groups and Teams (3 semester credit hours) This course focuses on how groups and teams can be used to maximize organizational success. Students will be introduced to theories and concepts that will allow them to analyze and manage groups in organizations. Topics will include building teams, managing teams, the opportunities and challenges of diversity in teams, managing conflict, and leadership. Practical experience will be developed through the use of exercises, case-studies, and the completion of a team project. Prerequisite: **OBHR 3310**. (3-0) T

**OBHR 3330** Introduction to Human Resource Management (3 semester credit hours) This course is an overview of human resource management. Students will learn theories and practices in many different "core" areas of human resource management including staffing, performance management, work and job design, training, compensation, and labor relations. The course also examines how the human resource function contributes to the company's business strategy and competitive advantage. Prerequisite: **OBHR 3310**. (3-0) T

**OBHR 4090** Management Internship (0 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**OBHR 4300** Management of Non-Profit Organizations (3 semester credit hours) This course examines the role of non-profit organizations in today's society and discusses the challenges of managing a non-profit both internally and externally concerning areas such as leadership, mission, program planning, budgeting, personnel, marketing, fundraising, volunteerism, and cross-sector collaboration. Prerequisite: Junior or Senior standing. (3-0) Y

**OBHR 4310** Business Ethics (3 semester credit hours) This course examines ethical and socio-political issues and concepts that relate to management in a global business environment. Leaders increasingly need to be aware of potential threats and opportunities in their environments and many stem from value and cultural differences that most managers are not trained to resolve. Prerequisites: **OBHR 3310**. (3-0) S

**OBHR 4331** Compensation and Benefits Administration (3 semester credit hours) This course focuses on how managers can strategically utilize compensation to attract, retain, and motivate qualified employees. Students will gain an understanding of the multidisciplinary theories underlying pay system design and implementation. Attention will be given to principles underlying successful compensation systems, including internal alignment, external competitiveness, and pay-for-performance. Prerequisites: **OBHR 3310** and **OBHR 3330**. (3-0) Y

**OBHR 4333** Performance Management (3 semester credit hours) This course examines the continuous process of identifying, measuring, and developing the performance of individuals and teams, and aligning their performance with the strategic goals of the organization. Special attention will be placed on
developing performance management systems for small and large, for-profit and not-for-profit, and domestic and global organizations, and in all industry segments. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) T

OBHR 4334 Talent Acquisition and Management (3 semester credit hours) This course focuses on the effective management of the flow of talent into and through organizations. It covers human resource planning, recruiting and selection, career transitions, and other workforce movement. An important goal of the class will be to provide opportunities to develop hands-on skills that are relevant to effectively managing talent flow. Acquisition and development of human resources in organizations and career management for individuals. Some emphasis on using data systems to perform human resource planning, job analysis, recruitment, selection, on-boarding, socialization, career development, succession planning, and withdrawal from work. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) T

OBHR 4335 Training and Development (3 semester credit hours) This course focuses on the effective development of talent within organizations. It covers issues such as training needs analysis, training curriculum design, training delivery, management and leadership development, the role of experience in skills development, and the evaluation of training and development initiatives. The course will equip the student to determine when training is appropriate, what type of training (content and delivery) is needed, when alternatives to training are better suited to meet the organization's objectives, and how to determine the return on investment in training. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) T

OBHR 4336 Labor and Employee Relations (3 semester credit hours) Introduces students to labor relations and collective bargaining; covers the parties (union and management), the legal framework, union structure and administration, the employer role, union organizing, bargaining issues, the negotiation process, grievances and arbitration, and public sector labor relations. Provides a historical overview of the American labor movement, of workers and unions in American society, including the how and why workers join unions, how unions are structured and function, how organizations respond to unions, and how unions and management bargain a contract. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) T

OBHR 4337 HR Analytics (3 semester credit hours) Introduces students to HR analytics: the systematic collection, analysis, and interpretation of data designed to improve decisions about talent and the organization as a whole. The course will prepare students to determine the HR metrics that align with an organization's strategic goals, the characteristics of high quality data, and equip them to find and collect that data. It provides a high-level introduction to common analysis techniques, mistakes to avoid when interpreting data, how to take the results of HR Analytics initiatives and communicate the findings in a compelling manner, and keys to executing the change follow. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) T

OBHR 4338 Managing Diversity in Organizations (3 semester credit hours) This course focuses on the social processes experienced by persons in the workplace as they interact with and work with persons who are different from themselves. The phenomenon of difference can be a source of both destructive and productive outcomes in the work setting. The course will explore the dynamics of difference from the perspective of surface level diversity dimensions (e.g., race, sex, age, ethnicity) as well as deep-level diversity dimensions (e.g., function, religion, sexual orientation, education). Prerequisite: OBHR 3310. (3-0) T

OBHR 4350 Introduction to Leading and Managing (3 semester credit hours) This course will deal with
theories and techniques of leadership and management. The course will start with a general overview of major theories on leadership and management. The main focus of this course is on the relationship between individual action and group and organizational performance. Prerequisite: OBHR 3310. (3-0) Y

**OBHR 4352** Negotiation and Dispute Resolution (3 semester credit hours) This course explores the theories, processes, and practical techniques of negotiation so that students can successfully negotiate and resolve disputes in a variety of situations including interpersonal and group settings. Emphasis is placed on understanding influence and conflict resolution strategies; identifying interests, issues, and positions of the parties involved; analyzing co-negotiators, their negotiation styles, and the negotiation situations; and managing the dynamics associated with most negotiations. Practical skills are developed through the use of simulations and exercises. Prerequisites: Junior or Senior standing and (MATH 1325 or MATH 2413 or MATH 2417). (3-0) Y

**OBHR 4354** Leading Organizational Change (3 semester credit hours) This course will emphasize practical skills required to be an effective change agent. Theories and techniques of planned and transformative organizational change will be discussed, along with topics that include change agent entry in change projects, negotiating role expectations, contracting, diagnostic interviewing and needs assessment, overcoming resistance to change, large group intervention processes, and cross-cultural differences in leadership expectations. Prerequisite: OBHR 3310. (3-0) T

**OBHR 4356** Power and Influence in Organizations (3 semester credit hours) This course will examine the role that power plays in organizations and the ways in which influence can be developed and used to increase individual power. Focus will be placed on how individuals can increase their power from anywhere within the organization. Topics will include functions of power, sources of power, assessing power in organizations, and personal influence strategies and tactics. Prerequisite: OBHR 3310. (3-0) Y

**OBHR 4358** Transformational Leadership, Ethics, and Social Responsibility in Practice (3 semester credit hours) This is a hands-on course to help students understand how transformational leaders can change the people around him/her to create productive societies with sustainable institutions and practices. This course starts with an introduction to transformational leadership concepts and basic ideas from both western and eastern moral philosophical traditions. Armed with a good understanding of these leadership and ethical concepts students will be given opportunities to work on a real project with one of the not-for-profit charitable organizations in the Dallas-Fort Worth area. This will not only help them practice what they have learned in the classroom setting but also help the community and practice transformational leadership behavior. Prerequisites: OBHR 3310 and OBHR 4300 and OBHR 4350. (3-0) Y

**OBHR 4360** Capstone in Organizational Behavior (3 semester credit hours) Focus is on the successes and failures of enterprises and the people who run them. We examine the essential elements of leadership in businesses that either lead to sustainable competitive advantage or take the company into crisis and decline. Prerequisites: OBHR 3310 and OBHR 3330. (3-0) Y

**OBHR 4V84** Individual Study (1-3 semester credit hours) May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

**OBHR 4V90** Management Internship (1-3 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at
the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**OBHR 4V94** Seminar Series in Management (1-3 semester credit hours) Discussion of selected topics and theories in organizational behavior, strategy and international management. May be repeated for credit as topics vary (9 semester credit hours maximum). ([1-3]-0) R

## Operations Research

**OPRE 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take BA 1100, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. Prerequisite: BA 1100. (1-0) S

**OPRE 3200** Introduction to Business Professional Development and Business Communication (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200. (2-0) S

**OPRE 3310** Operations Management (3 semester credit hours) This course discusses applications of operations research methods to production problems and processes in the business firm with emphasis on forecasting, production planning, and production control techniques. Prerequisites: (MATH 1326 or MATH 2414) or MATH 2419 and (MATH 2333 or MATH 2415) or MATH 2418 or CS 2305 or OPRE 3333. Prerequisite or Corequisite: (STAT 3360 or OPRE 3360). (3-0) S

**OPRE 3320** Supply Chain Management (3 semester credit hours) The course examines key players and challenges within a supply chain firm in terms of facility types, inventory and transportation options and the role of information in managing supply chains effectively and efficiently. Students will examine and learn the objectives of different players in supply chains, integration/coordinations of the players, and the operations and tradeoffs in service supply chains (i.e., air/sea lines, healthcare, hotels and restaurants). Prerequisite: OPRE 3310. (3-0) S

**OPRE 3330** Project Management (3 semester credit hours) The course introduces students to project management tools and techniques needed to initiate and manage a project effectively. The course will
enhance the ability of students to respond to the challenges of large-scale projects so that they can be more effective as project managers. The course also examines the modern project management concepts, and models, and reviews case studies to develop practical skills necessary to be successful in the field. (3-0) S

**OPRE 3333** Quantitative Business Analysis (3 semester credit hours) Provides students with the analytical tools necessary for making better management decisions. Students are introduced to mathematical techniques used to make different types of business decisions. Credit cannot be received for both courses, **OPRE 3333** and **MATH 2333**. Prerequisite: **MATH 1325** or **MATH 2413** or **MATH 2417**. (3-0) S

**OPRE 3360** Managerial Methods in Decision Making Under Uncertainty (3 semester credit hours) This course introduces the concept of probability and statistics for managerial decision making. Concepts will be developed in lecture and exercises using software packages and topics including: summarizing and presenting data, probability theory, sampling, estimation, confidence intervals, hypothesis testing, regression, and ANOVA. Credit cannot be received for both courses, **OPRE 3360** and **STAT 3360**. Prerequisite: **MATH 1326** or **MATH 2414** or **MATH 2419**. (3-0) Y

**OPRE 4090** Supply Chain Management Internship (0 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**OPRE 4310** Lean and Six Sigma Processes (3 semester credit hours) This course introduces and examines Six Sigma concepts and theory of quality control in manufacturing and service operations, analysis of product design and process capability, and statistical process control. Students will develop a broad understanding of Lean and Six Sigma principles and practice, and acquire knowledge about such initiatives in manufacturing and service operations. Prerequisite: **OPRE 3310**. (3-0) Y

**OPRE 4320** Integrated SCM Information Systems (3 semester credit hours) An introduction to the concept of an integrated supply chain management system such as SAP's Enterprise Resource Planning System. Students will: 1) learn the elements of an ERP application, 2) understand the concepts of end-to-end supply chain management, 3) define the basic master data needed to create a supply chain plan, 4) forecast demand using several statistical methods, 5) plan inventories using MRP and re-order point techniques, 6) execute the supply chain plan through the production process, and 7) view the completed inventories after production. Prerequisite: **ITSS 3300**. (Same as **ITSS 4343**) (3-0) Y

**OPRE 4330** Logistics and Inventory Management (3 semester credit hours) This course introduces and explains the logistics concepts and systems, the related components, and managing the inventory in supply chain systems. The course also covers the planning, designing, and the techniques for managing the distribution of products and services. Prerequisite: **OPRE 3310**. (3-0) Y

**OPRE 4340** Purchasing and Sourcing Management (3 semester credit hours) This course introduces and explains the purchasing and sourcing management concepts with focus on selecting, building, and managing supplier relationships. The course also covers the contract development and its management as well as building the necessary skills for effective negotiation. Prerequisites: **OPRE 3310** and (**MATH 1326** or **MATH 1325** or **MATH 2413** or **MATH 2417**) (3-0) Y

MATH 2414 or MATH 2419). (3-0) Y

**OPRE 4350** Spreadsheet Modeling and Analytics (3 semester credit hours) This course develops the ability to use quantitative methods and software (particularly spreadsheet) to build effective models with analytical views for decision making in areas such as finance and operations. This helps students to gain knowledge about specific techniques for building models to analyze data effectively. Prerequisites: **OPRE 333** and **OPRE 3360**. (3-0) S

**OPRE 4360** Capstone Projects in Supply Chain Management (3 semester credit hours) The course provides students with a unique opportunity to work in a team environment, interact with industry leaders and gain industry specific knowledge. Capstone projects are sponsored by local supply chain companies. Students will learn how to work on a consulting engagement, how to collect the necessary data for analysis and assessment and how to use the skills and knowledge gained to solve real world problems in the area of supply chain management. Prerequisite: **OPRE 3310** or instructor consent required. (3-0) R

**OPRE 4V81** Individual Study in Supply Chain Management (1-3 semester credit hours) May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

**OPRE 4V90** Management Internship (1-3 semester credit hours) This course is designed to further develop a student's business knowledge through appropriate developmental work experiences in a real business environment. Students are required to identify and submit specific business learning objectives (goals) at the beginning of the semester. At the end of the semester students must prepare an oral presentation, reflecting on the knowledge gained in the work experience. Student performance is evaluated by the work supervisor. Credit/No Credit only. May be repeated for credit (6 semester credit hours maximum). Instructor consent required. ([1-3]-0) S

**OPRE 4V91** Seminar Series in Supply Chain Management (1-3 semester credit hours) Discussion of selected topics and theories in the decision sciences. May be repeated for credit as topics vary (9 semester credit hours maximum). Instructor consent required. ([1-3]-0) R

## Real Estate

**REAL 3305** Real Estate Principles (3 semester credit hours) Survey of various aspects of the real estate business and economics, including marketing, finance, taxation, investment, development, law, appraisal, and valuation. (Same as **FIN 3305**) (3-0) S

**REAL 3365** Real Estate Finance and Principles (3 semester credit hours) Survey of the institutions in real estate finance and factors affecting the flow of funds; investment analysis and procedures involved in real estate financing. Prerequisite: **FIN 3320**. (Same as **FIN 3365**) (3-0) S

**REAL 4090** Real Estate Internship (0 semester credit hours) This course provides students with an opportunity to expand and apply their skills in a professional setting. Students must identify and submit specific business learning objectives at the beginning of the semester. This course requires faculty sponsor approval, a written report upon completion, and employer evaluation. Credit/No Credit only. May be repeated if internships differ. Department consent required. (0-0) S

**REAL 4321** Real Estate Law and Contracts (3 semester credit hours) Study of the legal principles governing
real estate transactions with an emphasis on promulgated contracts. Topics include contract law, estates in land, forms of ownership, deeds, mortgages, title insurance, agency and homestead. Prerequisite or Corequisite: FIN 3305 or REAL 3305. (Same as FIN 4321) (3-0) Y

REAL 4328 Real Estate Valuation (3 semester credit hours) This capstone real estate course provides the theory and methods of residential and income property valuation and appraisal. Topics include the three major approaches to appraising real estate, regression analysis, real estate market analysis, highest and best use analysis, and capitalization techniques. Income property valuation techniques are emphasized. Several cases and problems are presented and solved. Prerequisites: ((REAL 3305 or FIN 3305) or (REAL 3365 or FIN 3365)) and FIN 3320. (Same as FIN 4328) (3-0) R

REAL 4V80 Internship in Real Estate (1-3 semester credit hours) This course provides students with an opportunity to expand and apply their skills in a professional setting. Students must identify and submit specific business learning objectives at the beginning of the semester. This course requires faculty sponsor approval, a written report upon completion, and employer evaluation. Credit/No Credit only. May be repeated for credit (3 semester credit hours maximum). ([1-3]-0) R

REAL 4V90 Individual Study in Real Estate (1-3 semester credit hours) For students interested in pursuing further study of a topic in real estate. May be repeated for credit (3 semester credit hours maximum). Prerequisites: REAL 3365 and faculty sponsor approval. ([1-3]-0) R

Risk Management and Insurance

RMIS 3370 Principles of Risk Management and Insurance (3 semester credit hours) Introduction to fundamental risk management and insurance principles as essential components of global business operations and personal risk management. Topics include risk identification, risk analysis, global risk exposures, insurance company operations, legal principles, loss prevention and safety concepts, and the social and economic relevance of risk management and insurance. Prerequisite: OPRE 3360 or STAT 3360 or STAT 4351. (Same as FIN 3370) (3-0) S

RMIS 4331 Business Liability Risk Management and Insurance (3 semester credit hours) Business liability exposures to risk and losses arising from negligence and/or other legal doctrines are presented, with emphasis on risk management and insurance as an essential component of a business' enterprise risk management program. Risk assessment, loss prevention, and treatment of risk are presented in the areas of general liability, business auto, worker's compensation, cyber risk, and management and professional liability. Prerequisite: FIN 3320 or RMIS 3370. (Same as FIN 4331) (3-0) Y

RMIS 4332 Commercial Property Risk Management and Insurance (3 semester credit hours) Commercial property losses arising from natural and man-made exposures are presented, with emphasis on risk management and insurance as an essential component of a business' enterprise risk management program. Risk assessment, loss prevention, and treatment of risk are presented in the areas of commercial property, loss of business income, inland marine, cyber risk, equipment breakdown, and flood and earthquake. Prerequisite: FIN 3320 or RMIS 3370. (Same as FIN 4332) (3-0) Y

RMIS 4333 Overview of Enterprise Risk Management (3 semester credit hours) Study of the risks and exposures to loss affecting businesses and non-profit entities: including pure, financial, operational, and
strategic risk. Data collection, analysis, and evaluation methods are presented. Risk management program objectives, goals, and management are presented along with the tools for identification, treatment, and financing of risk. Prerequisites: RMIS 4331 and RMIS 4332. (Same as FIN 4333) (3-0) Y

RMIS 4334 Insurance Law and Contracts (3 semester credit hours) A basic course in the fundamentals of insurance law. Topics covered include: defining insurance; risk and the nature of the insurance relationship; insurable interests; indemnity; fortuity; subrogation; coordination of benefits; interpretation of policies; rights at variance with policy provisions; contract formation; warranties, misrepresentation and concealment; conditions; agents and brokers; insurance regulation; and introduction to insurance coverage. Prerequisite: FIN 3320 or RMIS 3370. (Same as FIN 4334) (3-0) Y