

DEPARTMENT OF MANAGEMENT AND MARKETING

Mission

The mission of the Department of Management and Marketing is to institute, support, and promote comprehensive Management and Marketing education and practitioner oriented research, through programs that prepare a diverse student population for business careers.

The ideal is to create a campus community that enriches theory with experiential learning through business enterprise involvement in class experiences, online simulations, and internships.

About Us

The Department of Management and Marketing is at the core of students' understanding the business enterprise as a complex system with multiple interrelated functions. This perception prepares students for rewarding careers as business professionals at all levels of the enterprise and provides a basis for responsible global citizenship. Students learn problem-solving through a comprehensive understanding of interrelated management functions, applicable theory, and the fundamentals of getting a product or service to the global marketplace. The department offers eight Bachelor of Business Administration degrees, three Bachelor of Applied Arts and Sciences degrees, a Master of Business Administration degree, and six professional certificates.

Contact Information

Dr. Arne Baruca, *Department Chair Management & Marketing, and Associate Professor of Management*

Arne.Baruca@tamusa.edu | Office: 210-784-2321

Programs

- 11-Month Master of Business Administration (MBA) (<https://catalog.tamusa.edu/graduate/business/management-marketing/11-month-mba/>)
 - 11-Month MBA Academic Calendar (<https://catalog.tamusa.edu/graduate/business/management-marketing/11-month-mba/calendar/>)
- Online Pathways MBA (<https://catalog.tamusa.edu/graduate/business/management-marketing/online-pathways-mba/>)

Courses

Management

Code	Title	Credits
MGMT 5135	Advanced Business Policy II	1
MGMT 5150	Foundations of Management	1.5
MGMT 5235	Advanced Business Policy I	2
MGMT 5311	Project Management	3
MGMT 5312	Risk Management	3
MGMT 5322	Seminar in Management	3
MGMT 5324	Total Quality & Lean Mgmt	3
MGMT 5325	Management Science	3
MGMT 5328	Great Books in Entrepreneurshi	3

MGMT 5329	Spec Prob in Management	3
MGMT 5330	Purchasing & Supply Mgmt	3
MGMT 5333	Supply Chain Integration	3
MGMT 5335	Advanced Strategic Management	3
MGMT 5340	Organizational Development	3
MGMT 5342	Negotiation/Conflict Resolutn	3
MGMT 5344	Organizational Leadership	3
MGMT 5345	HR Analytics & Data Management	3
MGMT 5347	Strategic Human Resource Mgmt	3
MGMT 5351	International Business Mgmt	3
MGMT 5353	Business Study Abroad	3
MGMT 5357	Global Logistics Management	3

Marketing

Code	Title	Credits
MKTG 5314	Strategic Logistics Mgmt	3
MKTG 5355	Brand Management	3
MKTG 5361	Seminar in Marketing	3
MKTG 5362	Applied Buyer Behavior	3
MKTG 5363	International Marketing Mgmt	3
MKTG 5364	Marketing Research	3
MKTG 5369	Spec Prob in Marketing	3