

# 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  
Business and Library Hall 341P

## Programs

- A.I. Essentials for Business Certificate (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/ai-certificate/>)
- Business Administration, Minor (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/business-administration-minor/>)
- Business Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/business-concentration-baas/>)
- Entrepreneurship Certificate (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/entrepreneurship-certificate/>)
- Fire and Emergency Services Administration-Emergency Medical Services (EMS) Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-emergency-medical-services-concentration-baas/>)
- Fire and Emergency Services Administration-Fire Administration Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-concentration-baas/>)
- Fire and Emergency Services Administration-Homeland Security Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-homeland-security-concentration-baas/>)
- General Business, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/general-business-bba/>)
- International Management, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/international-management-bba/>)
- Management Entrepreneurship Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-entrepreneurship-concentration-bba/>)
- Management Human Resources Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-human-resources-concentration-bba/>)
- Management Supply Chain Management Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-supply-chain-concentration-bba/>)
- Management, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-bba/>)
- Marketing, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/marketing-bba/>)
- Marketing, Minor (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/marketing-minor/>)

## Courses

### Business Administration

Code	Title	Credits
BUAD 1301	Business Principles	3
BUAD 3305	Business Professionalism	3
BUAD 3309	Intro Fed Individual Income Tax	3
BUAD 3311	Business and Society	3
BUAD 3328	Internship in General Business	3
BUAD 3381	Service Learning in Business	3
BUAD 3391	Business Experiential Learning	3
BUAD 3392	Spec Topics in Business Admin	3
BUAD 4070	Business Capstone Lab	0
BUAD 4301	Ethical Decisions	3
BUAD 4302	Ethical Decisions: Ethics Bowl	3
BUAD 4303	Ethical Decisions Spcl Topics	3
BUAD 4329	Co-operative Bus Experience	3

### Business Communication

Code	Title	Credits
BCOM 3304	Bus Communication	3

### Business Law

Code	Title	Credits
BLAW 2341	Business Law	3
BLAW 4344	International Business Law	3

## Fire and Emergency Service Management

Code	Title	Credits
FESA 3101	Applied Writing	1
FESA 3330	Political/Legal Fndtns Fire Sci	3
FESA 3332	Fire Prevention Org and Mgmt	3
FESA 3334	Personnel Mgmt-Fire/Emerg Serv	3
FESA 3336	Adv Prin Fire/Emer Safety Surv	3
FESA 3338	Community Risk Reduction	3
FESA 3340	Disaster Planning and Control	3
FESA 3342	Advanced Leadership for the Fire Officer	3
FESA 3344	Management of Fire Department Training Programs	3
FESA 3346	Adv Firefight Strategy/Tactics	3
FESA 3348	Homeland Security/Homeland Def	3
FESA 3350	Intro-Fndmntl Homeland Securit	3
FESA 3352	Homeland Security/Emerg Mgmt	3
FESA 3356	Business Continuity: Understanding Disaster Response and Recovery	3
FESA 3358	Exer, Dsgn, Eval Fire/Emg Serv	3
FESA 4101	Critical Thinking for Public Safety	1
FESA 4310	Fire/Emergency Serv Administra	3
FESA 4312	Applications of Fire Research	3
FESA 4314	Public Safety Leadership/Ethic	3
FESA 4316	Dev Data Base Outcome/Fire/EMS	3
FESA 4318	Terrorism and WMD	3
FESA 4320	Fin Mgmt Public Budget Fire/EMS	3
FESA 4324	Adv Mgmt for Chief Fire Officer	3
FESA 4360	Homelnd Secur Law/Policy/Pract	3
FESA 4362	Intro Crit Infrastruc/Key Resr	3
FESA 4364	Introduction to Cybersecurity for Public Safety	3
FESA 4366	Analyz Public Policy Rltn FESA	3
FESA 4368	Intro Unman Aerial Dev (UAV)	3

## Healthcare Service Administration

Code	Title	Credits
HCSA 3311	Foundations of Healthcare Administration	3
HCSA 3337	Financial Management of Healthcare Organizations	3
HCSA 3341	Healthcare Policy & Law	3
HCSA 4321	Healthcare Information Systems	3
HCSA 4322	Managed Care & Health Insurance	3
HCSA 4323	Quality Management in Healthcare Organizations	3
HCSA 4325	Healthcare Ethics & Compliance	3

## Management

Code	Title	Credits
MGMT 3128	Internship in Management	1
MGMT 3160	Teamwork	1
MGMT 3228	Internship in Management	2
MGMT 3311	Principles of Management	3
MGMT 3320	Supply Chain & Operations Mgmt	3
MGMT 3323	Employment Law	3

MGMT 3325	Human Resources Mgmt and Proc	3
MGMT 3328	Internship in Management	3
MGMT 3370	Introduction to Entrepreneurship: Exploring the World of the Entrepreneur	3
MGMT 3371	Entrp: Small Business Management	3
MGMT 4311	Project Management	3
MGMT 4312	Risk Management	3
MGMT 4314	Global Logistics Management	3
MGMT 4323	Total Quality & Lean Mgmt	3
MGMT 4326	Lbr Rltns & Collective Bargain	3
MGMT 4327	Org Theory and Human Behavior	3
MGMT 4330	Global Purchasing/Supply Mgmt	3
MGMT 4331	International Business	3
MGMT 4333	Supply Chain Integration	3
MGMT 4334	Currnt Topic-Supply Chain Mgmt	3
MGMT 4341	Compensation & Benefits	3
MGMT 4342	Training & Development	3
MGMT 4343	Performance Management	3
MGMT 4344	Organizational Leadership	3
MGMT 4345	Inter Human Resources Mgmt	3
MGMT 4346	Seminar in Human Resources	3
MGMT 4347	HRIS & Data Analytics	3
MGMT 4348	Talent Management	3
MGMT 4360	Leadership in Non Profit Orgs	3
MGMT 4361	Negotiation in Bus Environment	3
MGMT 4370	Strategic Management	3
MGMT 4371	Developing Your Business Plan	3
MGMT 4372	Entrp: Creativity & Innovation	3
MGMT 4373	Mastering the Art of Pitching Your Business Ideas	3
MGMT 4374	Great Books in Entrepreneurship	3
MGMT 4379	Entrp: Spcl Topics Entrprnrshp	3
MGMT 4381	Optimization Mthd-Bus Analytc	3
MGMT 4392	Spec Problems in Management	3

## Marketing

Code	Title	Credits
MKTG 3128	Internship in Marketing	1
MKTG 3228	Internship in Marketing	2
MKTG 3311	Principles of Marketing	3
MKTG 3328	Internship in Marketing	3
MKTG 3340	Consumer Behavior	3
MKTG 3341	Marketing Research	3
MKTG 3342	Integrated Mktg Communication	3
MKTG 3343	Digital Marketing	3
MKTG 3345	Visual Media Marketing	3
MKTG 3360	Personal Selling	3
MKTG 3361	Brand Management	3
MKTG 3362	Retail Marketing Management	3
MKTG 3363	Social Media Marketing	3
MKTG 3366	Services Marketing	3
MKTG 3367	Sport Marketing	3
MKTG 4314	Global Logistics Management	3

MKTG 4361	Marketing Management	3
MKTG 4363	International Marketing	3
MKTG 4396	Spec Problems in Marketing	3

## Course Rotation

### Business Administration

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Business Communication

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Business Law

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Fire and Emergency Services Administration

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Healthcare Service Administration

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Management

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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### Marketing

Course	Fall Even Year	Spring Even Year	Fall Odd Year	Spring Odd Year
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