

# 168 / Management

## Minor in Quality Management

(All degree candidates)

### Required:

Acct 201	Principles of Accounting I	3
MM 350	Principles of Management (WI)	3
MM 354	Quality Management	3
GB 405	Statistical Quality Control	3

**Choose two:** . . . . . 6

Acct 325	Managerial Accounting	
GB 321	Business Statistics I	
GB 322	Business Statistics II	
MM 352	Human Resource Management	
MM 431	Operations Management	
Acct 310	Cost Accounting	

**Total for Minor (Quality Management)** . . . . . **18**

GB 320	Business Communication (WI)	3
MM 350	Principles of Management (WI)	3
MM 337	Management Information Systems	3
		<b>15</b>

2nd Semester		
GB 321	Business Statistics I	3
Econ 350	Financial Management	3
MM 300	Principles of Marketing	3
MM 352	Human Resource Management	3
Advanced Business	Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	3
Elective		3
		<b>18</b>

<b>Senior Year</b>		
1st Semester		
MM 431	Operations Management	3
MM 441	Organizational Behavior	3
CORE	[International Cultural Studies] (IB 310 strongly recommended)	3
CORE	[Humanities & Fine Arts Elective] (See Core requirements, p. 33)	3
Electives		3
		<b>15</b>

2nd Semester		
Advanced Elective	(MM 354, 410, 411, 412, GB 405, or IB 410)	3
MM 452	Strategic Management (WI)	3
MM 490	Career Portfolio Development	1
Electives		8
		<b>15</b>

[Department Recommendations]

### For additional information contact:

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Phone: 417.625.9702  
Email: blades-n@mssu.edu

## Suggested Order of Study

### Bachelor of Science in Business Administration

Major Code 0507

#### Management Emphasis

#### Freshman Year

1st Semester		
Course		Hours
CORE	[Eng 101 Comp I]	3
CORE	[Math 131 Finite Math]	
OR		
CORE	[Math 130 College Algebra]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
CORE	[Bio 101 General Biology]	4
CORE	[Kine 103 Lifetime Wellness]	2
Psy 120	College Orientation	1
		<b>16</b>

2nd Semester		
CORE	[Eng 102 Comp II]	3
CORE	[Phys 100 Fund of Phys Sci]	5
CORE	[Comm 100 Oral Communication]	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		<b>15</b>

#### Sophomore Year

1st Semester		
Acct 201	Principles of Accounting I	3
CORE	[Econ 201 Principles of Econ-Macro]	3
MM 237	Using Information Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		<b>15</b>

2nd Semester		
Acct 202	Principles of Accounting II	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 U.S. 1877 - Pres]	3
Elective		3
		<b>15</b>

#### Junior Year

1st Semester		
Acct 325	Managerial Accounting	3
GB 301	Legal Environment of Business I	3



### Bachelor of Science in Management Technology with an Emphasis in General Business

The B.S. in management technology major course of study is for students who have already received an associate degree in a technical field or other technical preparation approved by the adviser and school dean and who desire to obtain the necessary business skills to become technical supervisors or first-line managers. Students must apply for admission to the program in the first semester of the Junior Year.

**General Business Emphasis**

Semester Hours

<b>Two Year Associate Degree</b>	
<b>Core Curriculum (p. 32) 51*</b> .....	<b>48</b>
<b>Required Business Classes:</b> .....	<b>36</b>
Acct 201 Principles of Accounting I .....	3
Acct 202 Principles of Accounting II .....	3
Econ 201 Principles of Economics-Macro .....	3
Econ 202 Principles of Economics-Micro .....	3
MM 237 Using Information Systems .....	3
GB 301 Legal Environment of Business I .....	3
GB 320 Business Communication (WI) .....	3
GB 321 Business Statistics I .....	3
MM 300 Principles of Marketing .....	3
MM 350 Principles of Management (WI) .....	3
Econ 350 Financial Management .....	3
MM 452 Strategic Management (WI) .....	3
<b>Five additional courses selected from:</b> .....	<b>15</b>
Acct 325 Managerial Accounting	
Acct 419 Accounting Information Systems	
Econ 401 Microeconomic Analysis	
GB 302 Legal Environment of Business II	
GB 322 Business Statistics II	
GB 405 Statistical Quality Control	
MM 337 Management Information Systems	
MM 352 Human Resource Management	
MM 354 Quality Management	
MM 405 Internet Marketing	
MM 411 Labor & Employment Law	
MM 431 Operations Management	
MM 441 Organizational Behavior	
MM 450 Psychology of Human Resource Management	
<b>Electives (Associate degree hours)</b> .....	<b>25</b>
<b>Total Hours</b> .....	<b>124</b>

\*Required course in economics satisfies major requirement and 3 hours of Core Curriculum.

Students who have already received an associate's degree in a technical field may have their degree and/or courses substituted for relevant degree requirements with the approval of the Dean of the School of Business Administration.

**For additional information contact:**

Dean of School of Business Administration  
 Office: Matthews Hall 302  
 Phone: 417.625.9319  
 Email: kleindl-b@mssu.edu

**Course Descriptions**

MM 237 (F, S)	3 hrs. cr.
<b>Using Information Systems</b>	
Principles of information systems in the business environment. Covers components of personal and business information systems, file management, and industry standard application software packages (i.e., word processing, spreadsheet, database, presentation, and Internet browser). Includes hands-on use of microcomputers. Prerequisite: Basic knowledge of windows operating system, word processing, and spreadsheet software required or CIS 105 Microcomputer Use.	
MM 300 (F, S)	3 hrs. cr.
<b>Principles of Marketing</b>	
Survey of major marketing methods, institutions, and practices. Retailing, wholesaling, distribution channels, marketing legislation, advertising, marketing research, and marketing cost are treated from the standpoint of consumers, middlemen, and manufacturers. Prerequisite: Econ 202.	
MM 312 (F)	3 hrs. cr.
<b>Retailing</b>	
Principles of successful retail management, including managing retail operations, administration and control, location analysis, merchandising, promotion, and review of the retail environment with analytic and research methods applicable to retail problems. Prerequisite: MM 300.	
MM 321 (F)	3 hrs. cr.
<b>Salesmanship</b>	
Principles and methods of effective personal and industrial selling. Stresses practical aspects through actual sales presentation by the students who may be videotaped and critiqued according to basic selling principles. Prerequisite: MM 300.	
MM 337 (F, S)	3 hrs. cr.
<b>Management Information Systems</b>	
Familiarizes business students with management information systems, including proper selection of software and hardware components. Prerequisite: MM 237 or CIS 115 and 120.	
MM 340 (S)	3 hrs. cr.
<b>Principles of Transportation</b>	
Principles of Transportation examines forms of transportation and institutional factors that influence transportation decisions; regulation, public policy, and other governmental variables are reviewed in detail. An introduction to physical distribution's interaction with transportation is explored. Prerequisite: MM 300.	
MM 350 (F, S)	3 hrs. cr.
<b>Principles of Management</b>	<i>(Writing Intensive)</i>
A study of the planning, organizing, leading, and controlling functions of management including global, social responsibility, and ethical management challenges. Prerequisite: Junior standing, Eng 101/102 or equivalent.	
MM 352 (F, S)	3 hrs. cr.
<b>Human Resource Management</b>	
Principles and practices of management with emphasis on the human factors, including procurement, development, and maintenance of an effective work force. Prerequisite: MM 350 or consent of instructor.	
MM 354 (F, S)	3 hrs. cr.
<b>Quality Management</b>	
Quality Management (QM) is an overview of an evolving philosophy for continuous improvement of products, process, and services to enhance quality while reducing costs. It is a management/technical/cultural approach to the integration of all systems and processes of an enterprise to achieve "customer" satisfaction. Prerequisites: MM 350, GB 321, or consent of instructor.	

- MM 380 (Demand) 3 hrs. cr.  
**Database Marketing**  
This course will address database design, implementation, and the use of Database Management Systems to support Electronic Business. Emphasis will be placed on using database information in a marketing context. The topics covered include: database design and implementation, data modeling, data warehousing and data mining, online analytical processing, and database application and management. In addition, the course will give students hands-on experience with relevant software. Prerequisites: GB 321 (or equivalent), and MM 470 (or equivalent recommended).
- MM 401 (S) 3 hrs. cr.  
**Promotional Strategy**  
Description of fundamental advertising and promotional principles and their application in mass marketing. Analysis of advertising media, the preparation of advertising, and formulation of campaigns. Prerequisite: MM 300.
- MM 405 (F, S) 3 hrs. cr.  
**Internet Marketing**  
Addresses the new technological environment that marketers are facing by introducing strategic considerations related to technology and technology implementation. Explores the basics of marketing exchange utilizing the information highway, multimedia techniques, database marketing, and interactive telecommunications; also gives students hands-on experience with relevant software. Prerequisites: MM 300 and MM 237 (or equivalent).
- MM 407 (Demand) 3 hrs. cr.  
**Internet Promotion**  
Principles and methods of promoting a business over the Internet. Covers marketing concepts that apply to websites and other forms of promoting over the World Wide Web. Various methods of design are covered along with "customer friendly" approaches to website usage. Includes hands-on use of microcomputers. Prerequisites: MM 300 and MM 237.
- MM 410 (F, S) 3 hrs. cr.  
**Small Business Management Practicum**  
A practical course in solving real problems in an actual business environment. Students provide counseling to small business firms through cases referred by the Small Business Development Center. Course may be repeated for a total of six hours of credit. Prerequisite: Second semester junior or senior standing in business administration.
- MM 411 (Demand) 3 hrs. cr.  
**Labor and Employment Law**  
A primary emphasis on Fair Employment practices, Title VII of the Civil Rights Act and other major employer/employee legal relationship including, but not limited to, affirmative action, race, gender, age, disability, and affinity orientation discrimination. Additional topics include Fair Labor Standards Act, Immigration Reform and Control Act, worker's compensation, and privacy issues. A secondary emphasis on the Labor-Management Relations Act, as amended, the bargaining unit, and unfair labor practices. Prerequisite: Junior standing. Formerly GB 411.
- MM 412 (F) 3 hrs. cr.  
**Marketing Management**  
Managerial aspects of marketing: problems involved in goal setting, planning and strategies as they apply to product policy, pricing objectives, promotional objectives, distribution policy, and marketing intelligence. Prerequisites: MM 300 and MM 350.
- MM 431 (F) 3 hrs. cr.  
**Operations Management**  
Principles and decision analysis related to the effective utilization of the factors of production and operations in manufacturing activities for both intermittent and continuous systems. The study of operations management, analytical models and methods, facilities design, and the use of computer modeling for control systems for effective production operations. Prerequisite: GB 321.
- MM 432 (Demand) 3 hrs. cr.  
**Consumer Behavior**  
An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchase of goods and services. The purchaser's psychological, economic, and socio-cultural actions and reactions are stressed. Prerequisite: MM 300.
- MM 441 (F, S) 3 hrs. cr.  
**Organizational Behavior**  
A study of the organization, human behavior in organizational settings, and the interface between them. Prerequisite: MM 350, Senior standing.
- MM 450 (Demand) 3 hrs. cr.  
**The Psychology of Human Resource Management**  
Traditional areas of human resource management/organizational psychology are addressed, including group interaction, communication, attitudes, interviewing, compensation and benefits, and the legal environment. An interdisciplinary approach will be taken. The contents will be presented using both theory and experimental methods.
- MM 452 (F, S) 3 hrs. cr.  
**Strategic Management** *(Writing Intensive)*  
A capstone course integrating business disciplines with formal analyses of the organization's macro and industry environment; mission and goals; and strategy formulation, implementation, and control using the case approach method. Prerequisites: Senior standing, MM 300, MM 350, and Econ 350; must be taken during the last year of university work.
- MM 470 (S) 3 hrs. cr.  
**Marketing Research**  
The systematic gathering, recording, analyzing, and presentation of data relating to market analysis, sales analysis, consumer research, advertising research, and attitude research. Prerequisites: GB 321 and six hours of marketing.
- MM 490 (F, S) 1 hr. cr.  
**Career Portfolio Development**  
The Career Portfolio Development course is designed to have students develop hypertext portfolios. Students must prepare themselves for lifelong careers that cross over multiple jobs and duties. Electronic portfolios are becoming prevalent in business because they show individual skill and qualifications. This class will instruct students on how to organize their accomplishments in an electronic format. Prerequisite: Senior Status.
- MM 491 (F, S) 1-12 hrs. cr.  
**Internship in Marketing/Management**  
An internship for senior marketing/management students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours, and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA, and department approval.
- MM 498 (Demand) 1-3 hrs. cr.  
**Advanced Topics in Marketing and Management**  
For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.
- MM 499 (Demand) 1-3 hrs. cr.  
**Independent Study in Marketing and Management**  
Individually directed readings, research, and discussion in selected areas of Marketing/Management for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA.