



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
Two Year Associate Degree	
Core Curriculum (p. 34) 51*	48
Required Business Classes:	36
Acct 201 Principles of Financial Accounting	3
Acct 202 Principles of Managerial Accounting.	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 Fundamentals of Organizational Management (WI)	3
Econ 350 Financial Management	3
MM 452 Strategic Management (WI)	3
Five additional courses selected from:	15
Acct 350 Financial Statement Analysis	
Acct 309 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	
Electives (Associate degree hours)	25
Total Hours	124

*Required course in economics satisfies major requirement and three 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
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 Phone: 417.625.9319
 Email: kleindl-b@mssu.edu

Course Descriptions

MM 237 (F, S) 3 hrs. cr.
Using Information Systems

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 Introduction to Microcomputer Use.

MM 300 (F, S) 3 hrs. cr.
Principles of Marketing

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 180, or Econ 201, or Econ 202.

MM 312 (F) 3 hrs. cr.
Retailing

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.
Professional Strategic Selling

Principles, methods and techniques of effective professional strategic and consultative selling. Expertise in sales for business-to-business services and products is the focus. The course stresses practical aspects through application, simulation, role-play, and presentation. Prerequisite: MM 300.

MM 337 (F, S) 3 hrs. cr.
Management Information Systems

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.
Principles of Transportation

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 345 (F) 3 hrs. cr.
Business Logistics

A survey of the management of logistic functions in the firm including physical supply and distribution activities such as transportation, storage facilities, inventory control, materials handling, warehousing, financing, and organization. Prerequisite: MM 300.

MM 350 (F, S) Fundamentals of Organizational Management <i>(Writing Intensive)</i> A study of the fundamentals and functions of organizational management including planning, decision making, organization, leading, and controlling from individual and group behavior perspectives. Prerequisite: Junior standing, Eng 101/102 or equivalent.	3 hrs. cr.	MM 410 (F, S) 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.	3 hrs. cr.
MM 352 (F, S) Human Resource Management 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.	3 hrs. cr.	MM 411 (Demand) 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.	3 hrs. cr.
MM 354 (F, S) Quality Management 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.	3 hrs. cr.	MM 412 (F) 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.	3 hrs. cr.
MM 360 Supply Chain Management A survey of basic supply chain management among focal organizations and their tiered business partners. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs. Information and communication technology as an enabler of supply chain management strategies is also discussed. Prerequisite: MM300 Principles of Marketing.	3 hrs. cr.	MM 431 (F) 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.	3 hrs. cr.
MM 380 (Demand) 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).	3 hrs. cr.	MM 432 (Demand) 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.	3 hrs. cr.
MM 401 (S) 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.	3 hrs. cr.	MM 436 (F, S) Service Marketing The course focuses on the knowledge needed to implement quality service and service strategies for competitive advantage within the service sector. Service quality and recovery, the linking of measurement to performance, service mapping, and cross functional treatment of issues are covered in this course. Prerequisite: MM300.	3 hrs. cr.
MM 405 (F, S) 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).	3 hrs. cr.	MM 441 (F, S) Organizational Behavior A study of the organization, human behavior in organizational settings, and the interface between them. Prerequisite: MM 350, Senior standing.	3 hrs. cr.
MM 407 (Demand) 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.	3 hrs. cr.	MM 450 (Demand) 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.	3 hrs. cr.
		MM 452 (F, S) Strategic Management <i>(Writing Intensive)</i> 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.	3 hrs. cr.

180 / Marketing

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 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.



Faculty Blades - Head, Cragin, Huntington, Johnson, Kleindl

Mission

Our mission is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with practical and theoretical business competencies. These competencies prepare students for leadership positions and service in a diverse, global, and competitive economy.

The B.S.B.A. marketing major course of study is intended to prepare graduates for positions in retailing, sales management, promotion, research and general administration.

Bachelor of Science in Business Administration with an Emphasis in Marketing

	Semester Hours
Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41
Marketing Emphasis	9
MM 412 Marketing Management	3
MM 432 Consumer Behavior	3
MM 470 Marketing Research	3

Choose Three [Optional Classes]	9
MM 312 Retailing	3
MM 321 Professional Strategic Selling	3
MM 340 Principles of Transportation	3
MM 345 Business Logistics	3
MM 401 Promotional Strategy	3
MM 405 Internet Marketing	3
MM 436 Service Marketing	3
IB 400 International Marketing	3
Electives	17
Total	124

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

Minor in Marketing

(Non-B.S.B.A. degree candidates)

Required:

Econ 180 American Economic System	3
Choose one:	3

Acct 201 Principles of Financial Accounting	
GB 320 Business Communication (WI)	
GB 321 Business Statistics I	
MM 350 Fundamentals of Organizational Management (WI)	

Required:

MM 300 Principles of Marketing	3
Choose four:	12

MM 312 Retailing	
MM 321 Professional Strategic Selling	
MM 340 Principles of Transportation	
MM 345 Business Logistics	
MM 401 Promotional Strategy	
MM 405 Internet Marketing	
MM 412 Marketing Management	
MM 432 Consumer Behavior	
MM 436 Service Marketing	
MM 470 Marketing Research	
IB 400 International Marketing	
Total for Minor (Marketing)	21

Minor in E-Business

(B.S.B.A. degree candidate)

Required:

CIS 315 Computer Networks I	3
MM 380 Database Marketing	3
MM 405 Internet Marketing	3
MM 498 Advanced Topics in Marketing/Management	3
Choose two:	6

MM 337 Management Information Systems	
MM 340 Principles of Transportation	
MM 345 Business Logistics	
MM 401 Promotional Strategy	
MM 407 Internet Promotion	
MM 470 Marketing Research	
Acct 309 Accounting Information Systems	
Total for Minor (E-Business)	18