

3020 E-Commerce (4 sem. hours). Course will explore the e-commerce concept in the computer lab with focus on its business processes, opportunities, limitations, issues, and risks. Modules on creating web pages, working with XML, and web programming with Java will be included. Prerequisites: Computer Science 1010 or equivalent and at least junior standing.

3110 Business Networks and the Internet (4 sem. hours). Provides those responsible for technology management, strategic planning, and various aspects of organizational management with an understanding of networking, electronic communications, and the Internet. Topics will be covered from the management perspective and will include LAN, WAN, hubs, servers, various systems configurations, and Internet technologies with emphasis on implications for management. Prerequisites: junior standing.

Special Purpose Course Numbers

4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).

4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).

4850–4853 Internship (1, 2, 3, or 4 sem. hours).

Marketing

3000 Fundamentals of Marketing (4 sem. hours). Consideration of pricing, promoting, and distributing products and services to satisfy buyers' needs in an ethical and socially responsible manner, with particular attention to the impact of demographic, economic, social, environmental, political, legal, regulatory, and technological forces on domestic and global organizational marketing systems. Prerequisite: Econ 2000 and at least junior standing. This course is offered during the spring semester.

4010 Consumer Behavior (4 sem. hours). This course focuses on the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. To consider the scope of consumer behavior, the course emphasizes the complex and interdependent relationships between marketing stimuli and the day-to-day lives of consumers. Prerequisite: Marketing 3000.

4020 Marketing Research (4 sem. hours). The course imparts an understanding of and the skills to apply the methods and techniques required for gathering, recording, and analyzing information for making marketing decisions. Prerequisites: Marketing 3000.

Special Purpose Course Numbers

4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).

4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).

4850–4853 Internship (1, 2, 3, or 4 sem. hours).

Quantitative Management

3000 Operations Management (4 sem. hours). The course introduces managerial decision-making tools for manufacturing and service organizations from a managerial perspective. Suggested coverage includes decision making, quality management, statistical quality control. Product and service design, supply chain management, project management, forecasting, capacity and aggregate planning, inventory management, simulation, materials requirements planning, and application design.