

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. Sandra DeGrassi
Department Chair
Business and Library Hall

Programs

- 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/>)
- 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/>)

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	Special Topics in 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 3341	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	MGMT 4314	Global Logistics Management	3
FESA 3338	Community Risk Reduction	3	MGMT 4323	Total Quality & Lean Mgmt	3
FESA 3340	Disaster Planning and Control	3	MGMT 4326	Lbr Rltns & Collective Bargain	3
FESA 3342	Advanced Leadership for the Fire Officer	3	MGMT 4327	Org Theory and Human Behavior	3
FESA 3344	Management of Fire Department Training Programs	3	MGMT 4330	Global Purchasing/Supply Mgmt	3
FESA 3346	Adv Firefight Strategy/Tactics	3	MGMT 4331	Global Management	3
FESA 3348	Homeland Security/Homeland Def	3	MGMT 4333	Supply Chain Integration	3
FESA 3350	Intro-Fndmntl Homeland Securit	3	MGMT 4334	Currnt Topic-Supply Chain Mgmt	3
FESA 3352	Homeland Security/Emerg Mgmt	3	MGMT 4341	Compensation & Benefits	3
FESA 3356	Business Continuity: Understanding Disaster Response and Recovery	3	MGMT 4342	Training & Development	3
FESA 3358	Exer, Dsgn, Eval Fire/Emg Serv	3	MGMT 4343	Performance Management	3
FESA 4101	Critical Thinking for Public Safety	1	MGMT 4344	Organizational Leadership	3
FESA 4310	Fire/Emergency Serv Administra	3	MGMT 4345	Inter Human Resources Mgmt	3
FESA 4312	Applications of Fire Research	3	MGMT 4346	Seminar in Human Resources	3
FESA 4314	Public Safety Leadership/Ethic	3	MGMT 4347	HRIS & Data Analytics	3
FESA 4316	Dev Data Base Outcome/Fire/EMS	3	MGMT 4348	Talent Management	3
FESA 4318	Terrorism and WMD	3	MGMT 4360	Leadership in Non Profit Orgs	3
FESA 4320	Fin Mgmt Public Budget Fire/EMS	3	MGMT 4361	Negotiation in Bus Environment	3
FESA 4324	Adv Mgmt for Chief Fire Officr	3	MGMT 4370	Decision Making and Bus Policy	3
FESA 4360	Homelnd Secur Law/Policy/Pract	3	MGMT 4371	Entrp: The Business Plan	3
FESA 4362	Intro Crit Infrastruc/Key Resr	3	MGMT 4372	Entrp: Creativity & Innovation	3
FESA 4364	Introduction to Cybersecurity for Public Safety	3	MGMT 4373	Entrp: Experiential Start-Up	3
FESA 4366	Analyz Public Policy Rltn FESA	3	MGMT 4374	Great Books in Entrepreneurshi	3
FESA 4368	Intro Unman Aerial Dev (UAV)	3	MGMT 4379	Entrp: Spcl Topics Entrprnrshp	3
			MGMT 4381	Optimization Mthd-Bus Analytc	3
			MGMT 4392	Spec Problems in Management	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	Principles of Entrepreneurship	3
MGMT 3371	Entrp: Ideation to Launch	3
MGMT 4311	Project Management	3
MGMT 4312	Risk 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