
Marketing and Business Information Systems

Faculty and Fields of Interest

The Department of Marketing and Business Information Systems offers major programs leading to Bachelor of Science Degree.

The purpose of the Marketing Program is to prepare students for careers in domestic and international marketing with a focus on consumers and acquiring information for decision making.

The purpose of the Business Information Systems program is to prepare students for careers in the application of information technology that solve business problems and explore new business opportunities.

Nora Ganim Barnes marketing research, consumer behavior

John A. Chopoorian (chairperson) international marketing, marketing management

Fahri Karakaya consumer behavior, marketing research, marketing management

Omar E. M. Khalil (assistant dean for graduate programs) management information systems, database systems, information management

Sharon Ordoobadi Information Systems

Timothy Shea systems analysis, database systems, management information systems

Shouhong Wang systems analysis, programming, electronic commerce

D. Steven White services marketing, promotion and advertising, selling and sales management, international marketing

Business Information Systems Major
BS degree

Requirements

Credits

The Business Information Systems program of study is designed to prepare students for one of the most rapidly expanding professions in the business world.

BIS prepares the student both to analyze an organization's information systems structure and to design and implement appropriate systems. This major offers a broad educational experience in business, computer applications, the humanities, and social sciences.

The primary emphasis of the program is the application of the "systems approach" to business problem-solving and decision-making. Analysis of both on-campus and off-campus "real-life" business systems provides students with practical experience and increases their value in the professional career market.

Business Information Systems majors differ from computer science majors in emphasizing applications of computer systems over their development and analysis. The applications are focused on complex business needs in organizations. BIS majors conceptualize, design, and implement high quality business systems and build bridges between technical realities, organizational functions, and decision-making by managers.

General Requirements — Years One and Two 57

ENL 101, 102	Critical Writing and Reading I, II	6
MTH 107	Elements of College Math Enhanced	3
MGT 210, 211	Business Statistics I, II	6
GBA 101	The Business Organization	3
ENL 265	Business Communications	3
ECO 231, 232	Principles of Micro/Macroeconomics	6
ACT 211, 212	Principles of Accounting I, II	6
	Cult./artistic literacy	9
	Diversity course	3
	Natural science/technology	6
	Social science electives	6

Core Business Requirements 24

MKT 211	Principles of Marketing	3
MGT 311	Organizational Behavior	3
BIS 315	Business Information Systems	3
MGT 333	Quantitative Business Analysis	3
FIN 312	Financial Management	3
MGT 312	Legal Framework of Business	3
MGT 345	Operations Management	3
MGT 490	Strategic Management and Policy Formulation	3

Business Information Systems Core Courses 21

BIS 211	Information Technology Hardware and Software	3
BIS 212	Programming and Problem Solving	3
BIS 322	Systems Analysis and Design	3
BIS 341	Data Communication and Networks	3
BIS 432	Database Design and Implementation	3
BIS 461	Management of Information Systems	3
BIS 462	Advanced Information Systems Project	3

Business Information Systems Elective 3

Business Elective 3

Any 300- or 400- level course in College of Business except ACT 355

Non-Business Electives 12

Courses outside the College of Business

Total credits: 120

Business Information Systems Courses

BIS 211 three credits

Information Technology Hardware and Software

Prerequisite: Sophomore standing

Provides the hardware-software technological background to enable students to understand the tradeoffs in computer systems architecture for effective use in the business environment. Topics include hardware components (e.g., CPU architecture, memory, registers, addressing modes, busses, instruction sets, peripheral devices) and software components (e.g., software environment, system software evolution, and the types and functionalities of operating systems and system-user interfaces). BIS majors only, cannot be used to fulfill a Business Elective for non-BIS majors.

BIS 212 three credits

Problem Solving and Programming

Prerequisite: BIS 101; sophomore standing

Develops skills in business computing problem solving. Issues include business data processing, business software development, Web-page development, graphical user interface design, and decision support systems. The course provides an overview of multiple computer languages (COBOL, C++, HTML, JavaScript, Java, and Visual BASIC) that are commonly used in the business field. Students learn to use structured programming and object-oriented programming techniques for business computing. BIS majors only, cannot be used to fulfill a Business Elective for non-BIS majors.

BIS 312 three credits

Web-Based Application Development and Advanced Programing

Prerequisites: BIS 212 and junior standing

The use of computer programming to develop Web-based computing applications. Topics include physical design, programming, testing, and implementation of three-tier Web-based information systems. Emphasis is placed on programming on the server's side. Students learn advanced computer programming languages, including CGI Perl and Java, to implement Web-based business applications.

BIS 315 three credits **E** **Information Systems**

Prerequisite: At least junior standing; BIS 101, or ENL 102, or permission of Assistant Dean for Undergraduate Programs.

Provides an understanding of information technology and systems and how information is used in support of decisions and organiza-

tional processes. Emphasis is on how information systems relate to organizational systems and decision making, information systems components, implementation and evaluation of systems performance, and ethical issues related to information systems design and use. Cannot be used as a Business Elective by Accounting Majors.

BIS 322 three credits

Business Systems Analysis and Design

Prerequisites: BIS 315 and at least junior standing

Provides students with a basic understanding of the process and the techniques of analyzing and designing computer-based information systems. The entire spectrum of system analysis and design will be covered, beginning with the first request for a system study and continuing through with the feasibility, analysis, design, implementation, and maintenance phases of the system development life cycle.

BIS 341 three credits

Data Communication and Networks

Prerequisites: BIS 315 and at least junior standing

How individual computers and groups of computers can be linked together via telecommunication networks to form optimally performing, integrated computer networks. Emphasis is placed on how such networks make the best use of available computer resources while also providing computer system users with information of the highest value at the lowest cost. The course also examines the communications environment, regulatory issues, and network pricing and management.

BIS 371 three credits

End-User Software Applications

Prerequisite: At least junior standing; BIS 101

Emphasizes computer competency in the use of personal computers in the modern business environment. Personal productivity applications involving spreadsheet analysis, database construction, and advanced word-processing applications are studied.

BIS 372 three credits

Managing PC Workstations

Prerequisites: BIS 315 and junior standing; or permission of instructor

Introduction to basic skills and techniques required to manage and maintain PC workstations. Students are introduced to PC operations and maintenance, and are shown how to complete hardware and software installations, step-by-step, using laboratory computer systems.

BIS 375 three credits

Information Systems Applications for Manufacturing

Prerequisite: BIS 315 and junior standing; or permission of instructor

Provides a basic understanding of the potential benefits, dangers, and limitations of using information technology (IT) and systems in support of manufacturing. Topics covered include contemporary manufacturing systems, IT-enabled manufacturing, IS applications in manufacturing (e.g., computer integrated manufacturing, CAD/CAM, artificial intelligence, EDI).

BIS 381 three credits

Legal and Ethical Issues in Information Systems

Prerequisite: BIS 315 and junior standing

Legal and ethical issues relating to the use of information technology and systems in modern society. Topics to be covered include contracts for computer services such as sales and leasing; intellectual property areas such as software protection, licensing, copyrighting, etc.; tort and constitutional areas dealing with rights of privacy; criminal areas dealing with computer crime, and tax law issues of computer hardware/software.

BIS 399 three credits

Internship in Business Information Systems

Prerequisites: At least junior standing; permission of the instructor, department chairperson, and college dean; approved contract filed by end of the add/drop period of the semester

Work experience at a specialized level supervised for graded academic credit by a faculty member in the student's major field. Terms and hours to be arranged. Students must register in advance to receive credit for an internship in the Business College. Deadline for registration and approval for internship contracts is the end of the add/drop period; no late contracts or registrations will be accepted. For specific procedures and regulations, see section of catalogue on Other Learning Experiences.

BIS 432 three credits

Business Data Systems

Prerequisites: At least junior standing; BIS 322

Students demonstrate their mastery of the analysis and design processes acquired in earlier courses by designing and constructing databases to meet the information needs of users. Topics covered include data models and modeling techniques, information engineering, database design and imple-

mentation, data quality and security, and the client/server environment.

BIS 433 three credits

Advanced Database/E-Business Applications Development

Prerequisite: BIS 432 and senior standing
Focuses on advanced database techniques and issues for e-commerce applications including web-based database application development and data warehousing design. The course provides extensive opportunities for applying and extending database concepts learned in BIS 432 (Business Data Systems) through hands-on use of web-based database applications development tools that are commonly used in the business field. Students complete a major project.

BIS 451 three credits

Management of End-User Computing

Prerequisites: BIS 315 and senior standing
Theoretical and conceptual framework of end-user computing. The course emphasizes the development of management information systems skills to guide end users in applications, analysis, hardware configuration selection, software package selection, training, and applications development.

BIS 461 three credits

Management of Information Systems

Prerequisites: BIS 315 and senior standing
Technical tools and managerial approaches required in the administration of information systems functions and projects. Topics include budgeting and planning, the structure and management of computer operations, measurement of operating performance, project management techniques for systems development and implementation, human resource management, and the role of the information systems manager.

BIS 462 three credits

Advanced Business Information Systems Projects

Prerequisites: Senior standing
Capstone course in the Business Information Systems program. Project management techniques are utilized in the development of a functioning information system for an actual organization. Group work is emphasized in the implementation of technology-based solutions to real business problems.

BIS 471 three credits

Advanced Software Applications

Prerequisite: BIS 315 and senior standing

Emphasizes the necessity of computer competency in the use of personal computers in the modern business environment. Personal productivity applications involving spreadsheet analysis, data base construction, advanced word processing, and web page design/construction are studied.

BIS 475 three credits

Information Systems and Business Process Design

Prerequisites: BIS 315 and senior standing
Introduction to the role of information technology (IT) and systems in support of an organization seeking to improve the efficiency and effectiveness of its business processes. Topics covered include total quality management (TQM) and business process reengineering (BPR). BPR methodologies, enterprise modeling and modeling techniques, IT-enabled change, change management, IS role in BPR projects, and IS role in process management.

BIS 481 three credits

Electronic Commerce/Electronic Business

Prerequisites: BIS 315 and senior standing
Provides an understanding of what Electronic Commerce/Electronic Business (EC/EB) involves, how it is accomplished, and its impact on organizations. Both the Business-to-Business and the Business-to-Consumer sides of EC/EB are examined.

BIS 490 three credits

Special Topics in Information Systems

Prerequisite: Senior standing
Reserved for special topics in business information systems. May be repeated with change of content.

BIS 495 variable credit

Independent Study

Prerequisites: Upper-division standing; permission of instructor, department chairperson, and college dean
Study under the supervision of a faculty member in an area not otherwise part of the discipline's course offerings. Conditions and hours to be arranged.

BIS 396, 496 three credits

Directed Study

Prerequisites: Permission of the instructor, department chairperson, and college dean
Study under the supervision of a faculty member in an area covered in a regular course not currently being offered. Conditions and hours to be arranged.

Marketing Major
BS degree

Requirements

Credits

The marketing curriculum is designed to prepare students for successful careers in the many phases of marketing and distributing products and services throughout the economy. Graduates are prepared for career opportunities such as research analysts, sales managers, directors of marketing programs, or professional sales personnel.

Courses are oriented toward problem-solving and management decision-making. The total curriculum emphasizes knowledge and competence in marketing that will enable the program's graduates to progress well in the early stages of their careers; to develop the ability to analyze, plan, organize, coordinate, motivate and control; to think creatively; to communicate effectively; and to gain broad perspectives essential to the attainment of ownership or executive management responsibilities.

There are also opportunities for students to gain actual work experience through the International Business Association, which sponsors student-run trade missions to various overseas locations, conducts a special market research program in which students do marketing research projects for area business and organizations, and oversees a student-run advertising agency, OmniAd.

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Marketing Core Courses		21
MKT 331	Promotional Strategy	3
MKT 330	Marketing Intelligence and Information Technology	3
MKT 341	Consumer Behavior	3
MKT 420	International Marketing and Management	3
MKT 432	Sales Management	3
MKT 441	Marketing Management	3
MKT 442	Marketing Research	3
Marketing Elective		3
Business Elective		3
Any 300- or 400- level course in College of Business except ACT 355		
Non-Business Electives		12
Courses outside the College of Business		
Total credits:		120

Marketing Courses

MKT 211 three credits **E**
Principles of Marketing

Prerequisite: sophomore standing
A basic understanding of the role and scope of responsibilities facing contemporary marketing management. Emphasis is placed on the integration of marketing principles into an organized approach for decision making.

MKT 330 three credits
Marketing Intelligence and Information Technology

Prerequisite: Junior standing; MKT 211
Provides students a working knowledge of secondary data acquisition and analysis. This course places strong emphasis on written and oral communication skills.

MKT 331 three credits
Promotional Strategy

Prerequisites: MKT 211 and junior standing
Basic understanding of the factors affecting promotional decisions as well as the role of promotional effort in market strategy planning. The basic principles of advertising, sales promotion and personal selling are integrated.

MKT 370 three credits
Social and Ethical Issues in Marketing

Prerequisites: MKT 211 and junior standing
An examination and appraisal of contemporary thought on the extent to which marketing activities influence the ethical and social values of society.

MKT 360 three credits
Business-to-Business Marketing

Prerequisites: MKT 211 and junior standing
A study of contemporary market strategy techniques in industrial companies. Emphasis is placed on the case approach where students are provided an opportunity to develop strategies in response to given market opportunities and competitive behavior.

MKT 372 three credits
Retail Management and Fashion Merchandising

Prerequisites: MKT 211 and junior standing
Presents a strategic marketing-oriented framework within which the student can appreciate the interrelationships of the industries and forces that make up the businesses bringing "fashion" fiber to market. The course examines the basic concepts fundamental to understanding the retail environment and the operation of retail firms.

MKT 399 three credits
Internship in Marketing

Prerequisites: At least junior standing; permission of the instructor, department chairperson, and college dean; approved contract filed by end of the add/drop period of the semester
Work experience at a specialized level supervised for graded academic credit by a faculty member in the student's major field. Terms and hours to be arranged. Students must register in advance to receive credit for an internship in the Business College. Deadline for registration and approval for internship contracts is the end of the add/drop period; no late contracts or registrations will be accepted. For specific procedures and regulations, see section of catalogue on Other Learning Experiences.

MKT 420 three credits
International Marketing

Prerequisites: MKT 211 and senior standing
A systematic treatment of marketing and management on a global scale. Emphasis is placed on the study of the dimensions of foreign market environments, marketing across national boundaries and management and marketing simultaneously in two or more national environments.

MKT 421 three credits
Advertising

Prerequisites: MKT 211, 331 and senior standing
Principal form and applications of advertising alternatives as a part of overall market strategy planning. Considerable emphasis is placed on applied problems which allow for student planning of advertising campaigns.

MKT 425 three credits
Product Strategy

Prerequisites: MKT 211 and senior standing
The decision steps of the product development process: innovation strategy, opportunity identification, designing new products, testing and improving products, product introduction and profit management, and implementing the new product development process.

MKT 431 three credits
Consumer Behavior

Prerequisites: MKT 211 and senior standing
A study of consumer decision processes as a series of activities related to the purchase and consumption of goods. Emphasis is given to contemporary thought on the consumer problem-solving process, namely problem recognition, search, evaluation, commitment and post-purchase behavior.

MKT 432 three credits
Sales Management

Prerequisites: MKT 211 and senior standing
Sales programs are formulated and then implemented. This course deals with understanding the importance of these major responsibilities in an age of accelerating product complexity.

MKT 441 three credits
Marketing Management

Prerequisites: MKT 211 and senior standing
A capstone course that integrates marketing and business principles learned in prior courses. Being decision-oriented and analytical it sets forth a definite way of surveying current developments in marketing practice, with the advantage of allowing the student freedom, via the case approach, in his or her choice of executive action. Students are required to complete a marketing plan.

MKT 442 three credits
Marketing Research

Prerequisites: MKT 211; MGT 210, 211; MKT 330; and senior standing
An examination of the market research process as used in approaching contemporary marketing problems. Emphasis is placed on the current status of research techniques and their application.

MKT 490 three credits
Special Topics in Marketing

Prerequisite: Junior standing and MKT 211
Reserved for special topics in Marketing. May be repeated with change of content.

MKT 495

Independent Study variable credit
Prerequisites: Upper-division standing; permission of instructor, department chairperson, and college dean
Study under the supervision of a faculty member in an area not otherwise part of the discipline's course offerings. Conditions and hours to be arranged.

MKT 396, 496

Directed Study three credits
Prerequisites: Permission of the instructor, department chairperson, and college dean
Study under the supervision of a faculty member in an area covered in a regular course not currently being offered. Conditions and hours to be arranged.

Graduate MBA Courses

MBA graduate courses are not open to undergraduates. See the *Graduate Catalogue* for general and program requirements and for the descriptions for these courses.

Foundation Courses

MGT 500 three credits
Statistical Analysis

FIN 500 three credits
Economic Concepts for Managers

ACT 500 three credits
Managerial Accounting

Required MBA Core Courses

ACT 650 three credits
Accounting for Decision Making

BIS 650 three credits
Information Technology Management

FIN 650 three credits
Finance for Decision Making

MGT 650 three credits
Management of Organizational Behavior

MGT 651 three credits
Operations Analysis

MKT 650 three credits
Marketing Strategy

MGT 659 three credits
Strategic Management

Elective MBA Courses

ACT 670 three credits
Financial Statements Analysis

ACT 671 three credits
Management Control and Business Improvement

ACT 672 three credits
Taxes and Business Decisions

BIS 670 three credits
Managing Information

BIS 671 three credits
Managing Systems

BIS 672 three credits
Digital Economy and Commerce

FIN 670 three credits
Investment Analysis

FIN 671 three credits
Personal Financial Planning

FIN 672 three credits
International Financial Management

MGT 670 three credits
Regulatory and Administrative Law

MGT 671 three credits
Management of Organizational Change

MGT 672 three credits
Designing Team-Based Organizations

MGT 675 three credits
International Supply Chain Management

MGT 676 three credits
Business Process Design

MGT 677 three credits
Leading, Motivating, and Empowering Others

MKT 670 three credits
Interactive Marketing

MKT 671 three credits
Marketing Research

MKT 672 three credits
International Business and Multinational Enterprises

Common, Variable Courses

ACT 690, BIS 690, FIN 690, MGT 690, MKT 690 three credits
Special Topics

ACT 695, BIS 695, FIN 695, MGT 695, MKT 695 variable credits
Independent Study

ACT 696, BIS 696, FIN 696, MGT 696, MKT 696 three credits
Directed Study