

Department of Management, Marketing and Political Science

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Mission

The Department of Management, Marketing, and Political Science mission supports the missions of The University of Tennessee at Martin and of the College of Business and Public Affairs. With a primary focus on teaching, the department's mission is to provide outstanding teaching at the undergraduate and graduate levels. The educational programs of the department are to be delivered in an academic environment that promotes the development of professional skills and an understanding of global social, political, technological, and economic forces affecting society. The faculty are to perform research and service consistent with the teaching emphasis of the department, and the mission of the College of Business and Public Affairs.

B.A. or B.S. Political Science Major (4642, 4644)

The general education requirements for the B.A. and B.S. degrees are outlined in an earlier section of the catalog. The Political Science major is offered in support of those general requirements. A minimum score of 134 on the Educational Testing Service Political Science Major Field Examination is required to complete the major.

Course Requirements for Major	Hours
Prerequisites	
Political Science 210-220 American Government and Politics.....	6
Political Science 303 Scope and Methods of Political Science.....	3
Concentration Requirements (see below)	

General Political Science Concentration (4642-BA, 4642-BS)

Concentration Requirements	Hours
Upper-division (300-400) Political Science courses	24
A minor is required for B.S. as well as B.A. degree.	

Public Administration Concentration (4644-BA, 4644-BS)

Concentration Requirements	Hours
Political Science 314, 353, 361, 362, 363, 420, 432	21
In lieu of a minor, complete the following:	
Accounting 201-202 Fundamentals of Accounting I, II	
Business Law 201 Legal Environment of Business	
Economics 201-202 Principles of Macroeconomics, Microeconomics	
Management 301 Organization and Management	
Management 350 Human Resource Management	

Preparation for Legal Study

The Official Guide to U.S. Law Schools, 1999 Edition, published by the Law School Admission Council, lists 179 American Bar Association-approved law schools in this country. Three of these are in Tennessee: the Cecil C. Humphreys School of Law at the University of Memphis, the University of Tennessee College of Law, and the Vanderbilt University School of Law.

All law schools require an undergraduate degree and place major emphasis on two factors for admission: undergraduate grade point average and the score on the Law School Admission Test (LSAT). Each law school will vary on the specific grade average and the test score. Generally, it is assumed that a 3.00 (B) average is the minimum. The LSAT scores range from 120-180 with 163 about the 90th percentile in recent administrations. The LSAT is a standard three-hour examination with focus on reading comprehension, reasoning, and analytic skills. There is also a writing sample. The test is given four times a year; seniors are advised to take the examination in June, October or December. The undergraduate grade point average and the LSAT score remain the most important determinants for law school admission. Many schools will also consider significant experiences, including overseas study and internships. Admission to law school continues to be very competitive. Most law schools admit students only at the beginning of the fall semester. Prospective law school students need to start the process early in their senior year to meet the admission deadlines.

Some schools require letters of recommendation. Select endorsers who have had you in class and can specifically comment on skills such as writing and analytic ability which will be beneficial in law. Be sure to give references adequate lead time to meet deadlines.

There is no specified pre-law program according to law schools. Law students come from a variety of backgrounds. Law schools do recommend all students have well-developed communicative skills, analytical ability and background on human institutions and values. Students should keep this in mind when deciding on majors and also in selecting electives.

B.S.B.A. Management Major **(4612, 4611, 4614, 4616)**

The management curriculum is designed to prepare graduates to assume entry level management positions and progress in the management profession. The general management concentration is designed for those students who desire a broad introduction to the field of management. Those students wishing a more directed study in a specific area of management may choose one of the other concentrations listed below.

Entrepreneurship Concentration (4612)

Entrepreneurship is one of the few remaining opportunities for personal wealth and career fulfillment available in business today. These opportunities come from starting a business, being part of an emerging business or by participating in an entrepreneurial venture in a mature organization. The concentration in entrepreneurship prepares graduates to recognize and take advantage of such opportunities.

Concentration Requirements	Hours
Accounting 321 Strategic Cost Management.....	3
Management 303 Organizational Behavior and Theory	3
Management 305 Creativity and Innovation.....	3
Management 306 Entrepreneurship	3
Electives (Chosen from Management 320 Advanced Statistics for Managers or Management 330 Quality Design and Control.....)	3
Marketing 302 Personal Selling	3
Technical Electives*	6
Upper-Division Business Electives**	6
Total	30

*The technical electives, when combined with the business courses, present an opportunity for students in the entrepreneurship concentration to develop the depth of knowledge in a technical area. The students will be expected to work in teams of business and non-business students in these courses. The work will be directed toward developing products, services, and detailed business plans for products. The eventual outcome of these courses will be to explore the viability of using the results to start a business or improve a process. The technical electives are selected with the advice, guidance, and approval of each student's business adviser.

**Up to 3 hours of UD Business Electives may be satisfied by courses from Information Systems 211-249.

General Management Concentration (4611)

The General Management Concentration is designed for those who want a broad background in business administration and management. Graduates are prepared for operating in diverse business environments, including government, retail, manufacturing, and service organizations.

Concentration Requirements	Hours
Management 303 Organizational Behavior and Theory	3
Electives (Chosen from Management 312 Introduction to Management Science, Management 330 Quality Design and Control, Management 412 Applied Operations Management	3
Management 320 Advanced Statistics for Managers	3
Management Human Resource Management	3
Upper-Division Management Electives.....	6

Upper-Division Business Electives*	12
Total	30

**Up to 3 hours of UD Business Electives may be satisfied by courses from Information Systems 211-249.

Human Resource Management Concentration (4614)

Human Resource Management includes the management of activities undertaken to recruit, enhance, motivate, and maintain a high-performance work force within an organization. The activities include: recruitment, selection, compensation and benefits, job analysis, organizational development, adherence to employment laws, and labor-management relations.

Concentration Requirements	Hours
Business Law 311 Employment and Labor Law	3
Management 303 Organizational Behavior and Theory	3
Management 340 Labor-Relations Management	3
Management 350 Human Resource Management	3
Management 440 Staffing and Performance Appraisal	3
Management 450 Compensation Management	3
Management 470 Training and Development	3
Management 491 Current Issues in Human Resource Management	3
Upper-Division Business Electives*	3
Total	30

**Up to 3 hours of UD Business Electives may be satisfied by courses from Information Systems 211-249.

Operations Management Concentration (4616)

Operations Management prepares students for the activities involved in producing an organization’s goods and services. The area emphasizes cross-functional integrated approaches to designing, developing, and producing high-quality goods or services, on time, to meet customer expectations.

Students may not use INEG 310, INEG 312, INEG 330, or INEG 412 toward completion of the operations management concentration.

Concentration Requirements	Hours
Management 306 Entrepreneurship	3
Management 312 Introduction to Management Science	3
Management 320 Advanced Statistics for Managers	3
Management 330 Quality Design and Control	3
Management 340 Logistics	3
Management 350 Personnel Administration	3
Management 412 Applied Operations Management	3
Electives (Chosen from Accounting 321, Finance 313, Marketing 450, Marketing 465)	3
Upper-Division Management Electives	3
Upper-Division Business Electives*	3
Total	30

**Up to 3 hours of UD Business Electives may be satisfied by courses from Information Systems 211-213.

Certificate Program in Entrepreneurship

Students majoring in technical studies, such as engineering and agriculture, are encouraged to participate in entrepreneurial studies by completing the requirements for the Certificate of Entrepreneurship. This program is designed to help students develop an entrepreneurial attitude of being open to change, developing new ideas, and going beyond the limitation of existing paradigms. The blend of tools, skills and attitude equips the graduates to organize and manage new ventures. The Certificate in Entrepreneurship can be earned by any students who complete the following 15 hours of course work:

Course Requirements for the Certificate	Hours
Marketing 302 Personal Selling or Agricultural Economics 345 Agribusiness and Scientific Sales	3
Management 305 Creativity and Innovation	3
Management 306 Entrepreneurship	3
Technical Electives*	6
Total	15

*The technical electives, when combined with the business courses, present an opportunity for students in the entrepreneurship concentration to develop the depth of knowledge in a technical area. The students will be expected to work in teams of business and non-business students in these courses. The work will be directed toward developing products, services, and detailed business plans for products. The eventual outcome of these courses will be to explore the viability of using the results to start a business or improve a process. The technical electives are selected with the advice, guidance, and approval of each student's business adviser.

B.S.B.A. Marketing Major (4620)

The marketing major provides special training for students interested in positions in sales, sales planning, merchandising, marketing management, and research techniques.

Course Requirements for Major	Hours
Marketing 105 Introduction to Marketing*	1
Marketing 320 Consumer Behavior	3
Marketing 360 Marketing Research	3
Marketing 410 International Marketing	3
Marketing 465 Marketing Management	3
Marketing 340 Logistics or Marketing 450 Business to Business Marketing	3
Upper-Division Marketing Electives	9
Upper-Division Business Electives**	5
Total	30

*Students cannot take Marketing 105 for credit after having had Marketing 301. Students who have completed Marketing 301 may substitute 1 credit hour of upper division business elective for Marketing 105..

**Up to three of these hours may be satisfied by courses from Information Systems 211-249.

Courses Offered by Department of Management, Marketing and Political Science

Business Administration 444 Practicum in Business (as needed)
Business Administration 495 Executive Seminar (as needed)
Business Administration 710 International Study (as needed)
Business Administration 790-798 Special Topics in Business (as needed)
Business Administration 799 Independent Study in Business Administration (as needed)
Management 301 Organization and Management (F, Sp, Su)
Management 303 Organizational Behavior and Theory (F, Sp, Su)
Management 305 Creativity and Innovation (as needed)
Management 306 Entrepreneurship (as needed)
Management 310 Operations Management (F, Sp, Su)
Management 312 Introduction to Management Science (Sp--odd)
Management 320 Advanced Statistics for Managers (F, Sp, Su)
Management 330 Process Control and Improvement (F)
Management 340 Labor Relations Management (F)
Management 350 Human Resource Management (F, Sp, Su)
Management 412 Applied Operations Management (Sp--even)
Management 430 Quality Management in Business (as needed)
Management 440 Staffing and Performance Appraisal (F)
Management 450 Compensation Management (F)
Management 470 Training and Development (Sp)
Management 471-479 Topics in Management (as needed)
Management 480 Internship in Management (as needed)
Management 481-482 Independent Study in Management (as needed)
Management 490 Business Policy (F, Sp, Su)
Management 491 Current Issues in Human Resource Management (Sp)
Management 710 Organizational Theory and Design (Sp, Su)
Management 720 Statistical Tools in Quantitative Analysis (Sp, Su)
Management 730 Operations Management (F)
Management 740 Management of Innovation and Technology (Sp)
Management 750 Human Resource Management (F)
Management 790 Strategic Management and Business Policy (F, Sp, Su)
Marketing 105 Introduction to Marketing (F, Sp)
Marketing 301 Principles of Marketing (F, Sp)
Marketing 302 Personal Selling (F--odd, Sp, Su--even)
Marketing 310 Retailing (Sp)
Marketing 320 Consumer Behavior (F, Sp, Su)
Marketing 330 Advertising and Promotion Management (F, Sp)
Marketing 340 Logistics (Sp, Su)

Marketing 350 Service Marketing (Su--odd)
Marketing 360 Marketing Research (F, Sp)
Marketing 371 Forensic Marketing (Su)
Marketing 372 Sports Marketing I (F)
Marketing 373 Sports Marketing II (F)
Marketing 374 Marketing and Society (Su)
Marketing 375 Travel and Tourism Marketing (Su)
Marketing 376 Executive in Residence Seminar (Su)
Marketing 410 International Marketing (F, Sp)
Marketing 430 E-Commerce Marketing (Sp)
Marketing 440 Marketing, Business, and Environmental Ethics (Sp)
Marketing 450 Business to Business Marketing (F)
Marketing 460 Direct Marketing Management (Sp--even, Su--odd)
Marketing 465 Marketing Management (F, Sp)
Marketing 471-476 Current Topics in Marketing (as needed)
Marketing 480 Internship in Marketing (as needed)
Marketing 481-482 Independent Study in Marketing (as needed)
Marketing 710 Marketing Strategy (F, Su)
Marketing 720 Services Marketing Management (Sp)
Marketing 730 Channel Strategy and Business Market Management (Sp)
Political Science 210-220 American Government and Politics (F, Sp, Su)
Political Science 303 Scope and Methods of Political Science (Sp--odd)
Political Science 312 Politics and Government of Tennessee (F--odd)
Political Science 314 Intergovernmental Relations (Sp--odd)
Political Science 321 International Relations (F--odd)
Political Science 322 International Relations (Sp--even)
Political Science 333 The President and Congress (F--even)
Political Science 341 Comparative European Government and Politics (Sp--odd)
Political Science 353 Administrative Law (F--even)
Political Science 361 Introduction to Public Administration (F--even)
Political Science 362 Introduction to Public Policy (Sp--odd)
Political Science 363 Financing Public Policy (Sp--odd)
Political Science 381 Political Parties and Elections (F--even)
Political Science 382 Public Opinion and Interest Groups (Sp--odd)
Political Science 390 Paralegal Studies: Jurisprudence (Sp)
Political Science 391 Paralegal Studies: Legal Terminology and Writing (Sp)
Political Science 392 Paralegal Studies: Legal Research (F)
Political Science 393 Paralegal Studies Internship in Paralegalism (as needed)
Political Science 400 (600) Independent Study (F, Sp, Su)
Political Science 401 (601) Political Theory (F--odd)
Political Science 410 Political Science Internship (as needed)

- Political Science 420 Public Administration Internship (as needed)
- Political Science 431 American Constitutional Law (F--odd)
- Political Science 432 American Constitutional Law (Sp--even)
- Political Science 451 (651) The Judicial Process (F)
- Political Science 467 (667) Travel-Study [Selected Topics] (as needed)
- Political Science 480 (680) Topics in U.S. Political Science: [Topic Title] (as needed)
- Political Science 490 (690) Topics in Non U.S. Political Science: [Topic Title] (as needed)

Complete course descriptions can be found in the Course Description section of the catalog.