

## Management and Information Systems

### Business Systems Consulting *(petition for Honors credit)*

Course & Class Num: MIS 4379, 28140  
Time & Location: MW 11:30 – 1:00, TBA  
Instructor: Scott

**B**usiness Systems Consulting is a course that covers the practical aspects of solving Small Business Systems problems. The course operates as a business-consulting course. The students are consultants for small to medium size businesses in the Houston area. Students meet small business owners to find what the problem is and then create a satisfactory solution. Students are graded on billable hours, customer satisfaction, and service evaluations from their customers. The course lets students at Bauer College reach out to the Houston community and build strong relationships. Local small businesses have grown because of solutions provided by Bauer students. Students from all departments in the Bauer College of Business are encouraged to participate in this dynamic ever-changing course.

### Administration of Computer-Based Management Information Systems *(petition for Honors credit)*

Course & Class Num: MIS 4478, 28269  
Time & Location: M 1:00 – 4:00, TBA  
Instructor: Adams

**O**rganizations are spending millions of dollars on the installation, management and use of information systems. The effective management of this important resource is imperative. The purpose of this course is to discuss many of the fundamental issues associated with the management of information systems. Topics discussed will include: the current state of IS today, hiring and keeping IS personnel, acquiring hardware and software, and legal and financial concerns.

## Marketing

### Elements of Marketing Administration

Course & Class Num: MARK 3336H, 19122  
Time & Location: MW 2:30 – 4:00, 112 MH  
Instructor: Wyatt

**T**his course is a challenging examination of the theory and practice of marketing in which students learn how important concepts are applied in marketing management. Here the student will use marketing texts, cases and academic journals to become familiar with areas including: The Role of Marketing in the Organization, Marketing Segmentation and Positioning, Consumer and Industrial Buyer Behavior, Product Management and New Product Development, Integrated Marketing Communications, Pricing Strategy, Marketing Channels and Supply Chain Management, as well as Internet Marketing and Electronic Commerce.

Students will be expected to participate heavily in class discussions. Assignments will include case reports and a major team project.

### Marketing Research

*(petition for Honors credit)*  
*(two sections of this course are available)*

Course & Class Num: MARK 4338, 25258  
Time & Location: TTH 11:30 – 1:00, 138 MH  
Instructor: Hu

Lab Information: MARK 4338, 25260  
Time & Location: TTH 1:00 – 2:30, 128 MH  
Instructor: Hu

**T**his course is designed to introduce students to concepts, methods, and applications of marketing research by examining the collection and analysis of information applied to marketing decisions. It focuses on translating conceptual understanding of survey research and experimental design into specific skills developed through practical marketing research exercises and assignments. This course stresses quantitative methods of data analysis using SPSS.

## Database Marketing

*(petition for Honors credit)*

Course & Class Num: MARK 4339, 19132  
Time & Location: MW 1:00 – 2:30, 110 MH  
Instructor: Kacen

This course is designed to introduce students to concepts, methods, and applications of database marketing. Advances in information technology have created opportunities for firms to gather more detailed information on their customers and competitors. The enormous volume of information which companies now collect poses many new challenges. This course focuses on building marketing models and applying them in the areas of database/direct marketing. This is an applied course that involves PC-based analysis using Excel, Access, and SPSS.

## Business to Business Marketing

*(petition for Honors credit)*

Course & Class Num: MARK 4366, 19150  
Time & Location: TTH 1:00 – 2:30, 112 MH  
Instructor: Lam

Business Marketing encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. In the context of these business markets, value is “the worth in monetary terms of the economic, technical, service, and social benefits a customer firm receives in exchange for the price to pay for a market offering.” This course is designed to provide you with a basic understanding of the concepts of Business Marketing. It will help you develop critical analysis and problem-solving abilities with respect to business marketing management. The course and text are organized into four segments: Business Markets & Business Marketing, Foundations for Creating Value, Business Marketing Programming, and Managing Programs and Customers.

# Mathematics

## Accelerated Calculus II

Course & Class Num: MATH 1451H, 19406  
Time & Location: TTH 2:30 – 4:00, 212S L  
Lab Information: MATH 1451H, 19408  
MW 11:00 – 12:00, 212S L  
Instructor: Ott

This is part of a one year course in which we will cover the material of three traditional semesters of calculus. Vector calculus will form the backbone of the course, with single variable calculus weaved around it. Ample time will be devoted to a careful study of the theorems of Green, Stokes, and Gauss. The philosophy of the course is to cultivate skills in three areas: 1) The ability to carry out long computations accurately; 2) The aptitude of using calculus to solve problems with relevance to everyday life; 3) The development of critical thinking through the careful study of a number of crucial theorems and their proof. Emphasis will be placed on technical correctness, a sense of divine inspiration, and logical clarity. In addition to calculus proper, we will also learn how to typeset scientific documents professionally using LaTeX, how to draw with a software called Xfig, and how to use Maple to represent mathematics in both static and animated graphics.

## Abstract Algebra

*(petition for Honors credit)*

Course & Class Num: MATH 3330, 19464  
Time & Location: TTH 10:00 – 11:30, 121 SR1  
Instructor: Hardy

This course, sometimes called “rings and things,” is an introduction to algebraic structures (groups, rings, fields, etc.). One of the goals of this course is to bridge the gap between manipulative and theoretical mathematics. Students will be expected to learn to read and write proofs of mathematical statements.

Topics will include well-ordering and mathematical induction; equivalence relations; definitions and properties of groups, rings, integral domains and fields; permutation groups and the Symmetric Group; cyclic groups; normal subgroups and factor groups; polynomial rings; group & ring homo-morphisms and isomorphisms; ideals.