Courses

834. Linear Optimization Models
Fall. 4(4-0) MGT 833; MTH 334 or EC 490.

835. Nonlinear Optimization Models

836. Applied Stochastic Processes for Business
Spring. 4(4-0) MGT 833, MTH 228, STT 423. The structure and analysis of stochastic models common to business and economics. Topics may include the Poisson process, renewal-reward processes, discrete Markov processes, with examples from queuing, reliability, maintenance and inventory.

837. Systems Simulation
937. Fall. 4(4-0) MGT 833. Interdepartmental with the Department of Statistics and Probability. The concept of a model, model building, characteristics of simulation models. Techniques of computer simulation. Simulation model's research and management planning/control. Validation and experimental design. Special purpose languages.

841. Materials and Logistics Management Policy
Spring, Summer. 4(4-0) MGT 830 plus 30 credits in the MBA Program. Interdepartmental with and administered by the Department of Marketing and Transportation Administration. Case course that integrates the materials and logistics management program. Emphasis on problem recognition, applying course materials and preparation of plans that improve total systems performance.

848. Management Science Applications
Summer. 4(4-0) MGT 833. Analysis of cases utilizing techniques of management science. Problem definition, data collection, and problem solving and implementation.

860. Corporation Management and Society
Spring. 4(4-0) MGT 866. Analysis of the emerging character of administrative structure of the large corporation. Administrative autocracy, corporate government, stockholders and director relationships. Examination of ethics of decision making, strategic values and priorities basic to resource allocation decisions.

880. Organisation and Control in the Political Economy: Institutions and Theory
Winter of even-numbered years. 4(4-0) Interdepartmental with and administered by the Department of Economics. Organization and technique in choice and implementation of economic, (especially planning, programming) functions of political authority.

881. Organization and Control in the Political Economy: Selected Problems
Winter of odd-numbered years. 4(4-0) Approval of instructors. Interdepartmental with and administered by the Department of Economics. Analysis of role and tasks, appropriate techniques and organizational structures of political agencies in planning and management of complex programs.

890. Special Problems
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

905. Behavioral Research: Organization
Winter. 3 credits. MTA 905. Concepts and methods of behavioral science research that are applicable to the study of organization as a strategic device in the development of tangible and intangible values and in the control of elements of business enterprise.

906. Seminar in Organizational Behavior
Fall. 4(4-0) MGT 806. Directed reading on the behavior of individuals within business organizations. Theory and research in motivation, leadership, and group dynamics are covered.

908. Seminar in Organization Theory
Winter. 4(4-0) MGT 806; doctoral candidates, master's candidates with approval of department Interdepartmental with the Department of Psychology. Directed reading and research on issues in contemporary organization theory.

911. Seminar in Personnel Research
Spring, 4(4-0) MGT 810; doctoral candidates, master's candidates with approval of department. Directed reading and research on issues in contemporary personnel administration theory and practice.

912. Special Topics Research Seminar
Fall, Winter, Spring. 3 to 4 credits. May reenroll for a maximum of 12 credits. Approval of department. Specialized topics in management.

949. Advanced Applied Stochastic Processes
Spring of odd-numbered years. 4(4-0) MGT 830. Interdepartmental with the Department of Statistics and Probability. Selected topics from the following areas: Semi-Markov, Markov-renewal and regenerative process models; Markov and semi-Markov decision processes; decision theory, applications from production, inventory, reliability, queuing, and gaming theory.

999. Doctoral Dissertation Research
Fall, Winter, Spring. Variable credit. Approval of department.

MARKETING AND TRANSPORTATION ADMINISTRATION

College of Business and Graduate School of Business Administration

292. Selected Topics
Fall, Winter, Spring. 3(3-0) or 4(4-0). May reenroll for a maximum of 8 credits when a different topic is taken. Selected subject matter of current interest in marketing social, institutional, and managerial, etc. topics. Subject varies by terms.

300. Marketing Management in Business and Society I
Fall, Winter, Spring. 4(4-0) EC 200, AFA 201 or AFA 330. Firm and consumer roles in the exchange system for goods and services. Competitive analysis of market strategies and marketing management. Fitting product-service offerings to various customer group needs.

301. Marketing Management in Business and Society II
Fall, Winter, Summer. 4(4-0) Juniors, MTA 300. Development of distribution, communication and pricing policies. Integration of product, distribution, communication and price policies into a marketing plan. Emphasis on financial aspects of marketing and impact on society.

303. Materials and Logistics Management
(MGT 300.) Fall, Winter, Spring. 4(4-0) Juniors in the College of Business or approval of department Interdepartmental with and administered by the Department of Management. Management concepts and techniques for purchasing, operations and distribution processes. Productivity and profit contributions. Planning, analysis and control of purchasing, production and transportation distribution.

304. Operations Planning and Control
(MGT 301.) Winter, Spring. 4(4-0) MGT 300 or approval of department. Interdepartmental with and administered by the Department of Management. Planning and control of production, product development, process selection, facilities location and layout; staffing; materials, cost and quality control.

305. Purchasing Management
Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department Interdepartmental with and administered by the Department of Management. Planning, organizing and controlling the purchasing function within organizations. Purchasing responsibilities, objectives and policies. Source selection and evaluation. Price, cost and value analysis. Negotiation. Managing purchase inventories.

311. Personal Selling
Fall, Winter, Spring. 3(3-0) MTA 300. Theories, principles, methods and techniques of personal selling with application to different buyer-seller situations. Development of interpersonal communication skill. Career opportunities in selling.

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313. Sales Management
Fall, Winter, Summer. 4(4-0)
MTA 300
Organization and administration of the firm's personal sales force. Topics include: recruitment, selection, training, compensation, evaluation, development, and motivation of the sales force; market assessment, territory alignment, and quotas; segmental analysis and budgeting.

316. Fundamentals of Statistical Inference
Fall, Winter, Spring, Summer. 4(4-0)
STT 315. Interdepartmental with the Department of Statistics and Probability.
Description of sample data, applications of probability theory, sampling, estimation, tests of hypotheses.

317. Quantitative Business Research Methods
Fall, Winter, Spring, Summer. 4(4-0)
STT 315. Interdepartmental with the Department of Statistics and Probability.
Application of statistical techniques to business decision making. Topics covered include applications of linear regression and correlation, analysis of variance, selected non-parametric devices, time series, and index numbers.

320. Consumer and Buyer Behavior
Fall, Spring, Summer. 4(4-0) MTA 300.
Consumer buyer behavior: characteristics, theories and research methods for marketing and strategies and problem solving. Emphasis on predicting and understanding purchase behavior for best firm/buyer needs match.

335. Food Processing and Distribution Management
Winter. 3(3-0) MTA 300 or FSM 300. Interdepartmental with Food Systems Economics and Management.
Analysis of problems faced in the food processing and distribution system. Includes functional interrelationships, consumer orientation and future development.

341. Transportation Distribution Systems
Fall, Winter, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Application of economic and business principles to transportation and distribution systems. Functional analysis of all major transport modes. Identification of major issues, analysis of alternatives and discussion of probable future outcomes.

342. Traffic Management
Winter, Spring, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Basic practices related to purchasing and operating transportation services for private and public enterprises.

351. Retail Management
Fall, Winter, Spring, Summer. 4(4-0) MTA 300, AFPR 321.
Management methods, locational analysis, store organization, personnel planning, merchandising, buying and pricing techniques and customer service policies for retail firms. Survey of retailing and its role in distribution.

400H. Honors Work
Fall, Winter, Spring. 1 to 15 credits. Approval of department.
Investigates special concepts and research findings of particular significance to effective decision making in administration of marketing and transportation systems.

403. Research and Negotiation for Purchasing Materials and Management
Winter. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Management.
Application and planning focusing on the purchasing and materials management functions in organizations. Preparation for and conducting purchase negotiations. Field research studies. Administration of the research and planning effort.

405. Operations Management Topics
Spring. 4(4-0) MGT 363 or approval of department. Interdepartmental with and administered by the Department of Management.
Consideration of current and controversial questions in operations management. Field experience to study operations and policies in business, industry studies, impact of new technology and government regulations.

407. Materials and Logistics Policy
Winter, Spring. 4(4-0) MGT 303 plus 12 credits in MML Program. Interdepartmental with the Department of Management.
Analysis of comprehensive cases incorporating topical coverage of the entire materials and logistics management program.

409. Field Studies in Business
Fall, Winter, Spring, Summer. Variable credit. May enroll for a maximum of 8 credits. Majors and approval of department.
Planned program of independent research or observation, study, and work in selected business firms. Designed to supplement classroom study in such a way as to make maximum contribution to student's total educational experience.

414. Marketing Research
Fall, Winter, Spring, Summer. 5(5-0) MTA 301, MTA 317.
Research process as an aid to decision making in marketing organizations. Specific attention to the planning of research and gathering analysis and interpretation of data.

415. International Market Systems
Fall, Winter. 4(4-0) MTA 300
Development of criteria for evaluating foreign markets. Design of international organization and marketing systems. Study of major markets, modes, and strategies of international trade and operations. Applications through reports and case decisions.

418. Marketing Development and Policies
Fall, Winter, Spring. Summer. 4(4-0) MTA 301, MTA 414 and at least 3 additional credits in MTA electives.
Study and integration of major tasks and decisions involved in developing and marketing products. Comprehensive discussion of cases involving different decisions for a variety of products.

439. Advanced Food Processing and Distribution Management
Fall. 3(3-0) MTA 335. Interdepartmental with Food Systems Economics and Management.
Managerial principles and techniques applied to food processing and distribution. Emphasizes adjustment to changing social, economic, and internal company environment. Student interaction with industry, labor and government representatives. Field trips, special projects.

445. Physical Distribution Management
Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Micro analysis of private and public physical distribution systems. Emphasis on component parts of the movement system; analytical tools used in planning, implementing and controlling the system.

452. Retail Policies and Problems
Spring. 4(4-0) MTA 351.
Analysis of retail problems with examination of selected current major problem areas. Critical review of budgetary and other controls, standards and techniques used to achieve management objectives.

500. Materials and Logistics Management
Fall, Winter, Spring, Summer. 4(4-0) MTA 300.
Graduate students. Interdepartmental with and administered by the Department of Management.
Management concepts and frameworks for acquisition, conversion and distribution processes. Impact on business and social systems, productivity and profits. Emphasis on planning, analysis and control of purchasing, production and physical distribution.

501. Operations Management
Winter. 4(4-0) MGT 300 or approval of department. Interdepartmental with and administered by the Department of Management.

502. Research Analysis for Marketing Decisions
Fall, Spring. 4(4-0)
Use of research techniques as an aid in marketing decision making. Research process involving research problem definition, hypothesis formulation, data collection, interpretation and presentation. Class projects may be used.

503. Purchasing Administration
Winter, Spring. 4(4-0) MGT 300. Interdepartmental with and administered by the Department of Management.

504. Marketing Concepts and Processes
Fall, Winter. 4(4-0)
The business is considered relative to its external environment. Institutions comprising the marketing system, the principal environmental opportunities and constraints facing the marketing manager, and the major marketing informational, control and coordination devices available to the firm will be studied.

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of Courses

805. Marketing: Models, Theories and Strategies
Fall, Winter, Spring, Summer. 4(4-0)
MTA 805.
Analysis of marketing functions, programming marketing effort, and control and coordination are considered within the context of industrial and consumer demand. Strategic and decision-making aspects of marketing are stressed.

808. Emerging Issues in the Business Environment
Winter. Spring. 4(4-0) May reenroll for a maximum of 12 credits if course content changes. Thirty credits of MBA core program, or approval of department. Selected significant current organization, social, political, economic and cultural issues are examined in relation to business policy and decision making. Discussions, readings and computer search reports. Topics selected may vary from term to term.

809. Transportation Distribution Strategies
Fall, Winter. 4(4-0) MGT 800. Interdepartmental with the Department of Management.
Planning and control of the enterprise's transportation and physical distribution system. Emphasis on detailed examination of component parts of the movement storage system.

811. Seminar in Marketing
Fall, Winter, Spring, Summer. Variable credit. May reenroll for a maximum of 15 credits.

812. Systems Design Modeling
Spring. 4(4-0) MGT 800. Interdepartmental with the Department of Management.
Research procedure and planning models for design of the firm's logistical system. Emphasis on situational analysis, research methodology, data analysis, analytical techniques and implementation.

815. Business and Material Forecasting
(MGT 807A) Fall. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management.
Causal and consequences of supply dynamics. Analyses and forecasts of national and international materials and purchasing business trends. Influences of material resource problems on policies, strategies and behaviors.

816. Transportation Policy and Plans
(810) Fall. Winter. 4(4-0) MGT 800 Interdepartmental with the Department of Management.
An operational model and theoretical perspective on national policies that are apt to shape the future of the transportation system. Interaction of government, carrier, and user logistics and distribution strategies.

821. Production and Inventory Planning and Control
Winter. Spring. 4(4-0) MGT 800 or approval of department, interdepartmental with and administered by the Department of Management.
Theory and practice of production and inventory planning and control. Focus on computer based planning systems for material requirements including aggregate planning, master scheduling, capacity planning, shop floor control and inventory planning.

823. Seminar in Retailing
Winter. 4(4-0)
Critical analysis of available generalizations concerning the economic, social, and commercial role of retailing. Special attention to concepts of retail competition and productivity. Emphasis on research in improving retail efficiency.

824. Marketing Channel Management
Spring. 4(4-0) MTA 805
Seminar in selected organizational, social, political, economic and cultural issues related to management in marketing channels.

831. Food Marketing Management
Fall. Spring. 4(4-0) May reenroll for a maximum of 8 credits. Interdepartmental with the Department of Agricultural Economics. Food industry adjustment to changing social, economic and intercountry environment. Managerial principles and techniques applied to food processing and distribution. Student interaction with industry, labor and government representatives.

841. Materials and Logistics Management Policy
Spring. Summer. 4(4-0) MGT 800 plus 30 credits in the MBA Program. Interdepartmental with the Department of Management.
Case course that integrates the materials and logistics management program. Emphasis on problem recognition, applying course materials and preparation of plans that improve total system performance.

851. Market Behavior and Competitive Strategy
Fall, Winter. Summer. 4(4-0) MTA 805.
Industrial and consumer market structure and behavior and their impact upon the firm's competitive operations and actions.

853. Market Programming
Winter, Spring. Summer. 4(4-0) MTA 805.
Planning processes leading to programming the various elements of market cultivation. Major emphasis is given to the development of a total marketing strategy for the firm. Case analysis.

854. Problem-Solving Processes in Marketing
Fall, Spring. 4(4-0) MTA 853.
The problem-solving process is approached through the investigation and solution of current marketing problems by research teams.

855. Market Cost-Revenue Analysis
Winter. 4(4-0) One course in accounting and one in marketing, interdepartmental with the Department of Finance and Insurance.
Analytical tools for use in planning and controlling marketing activities. Emphasis on the determination of factors causing marketing cost differences and the assignment of costs to those factors. Application of tools to determination of expenditure-revenue patterns and market potentials.

860. International Business
Fall, Summer. 4(4-0) MTA 803.
The economic environment within which the international firm operates is presented. Special emphasis on relating theories and policies, theory, regional analysis, and economic development to strategy formulation of the firm. Marketing financial, and organizational factors are considered.

862. International Marketing
Winter. 4(4-0) MTA 860.
Models for headquarters planning and control of international marketing operations are developed. Social, cultural, institutional, and economic variables are considered in studying marketing operations in foreign environments.

863. Problems in International Business
Spring. 4(4-0) MTA 862.
Examination of strategies and organization for international business. In-depth consideration of headquarters and overseas personnel, marketing, financial, and legal issues.

890. Special Problems
Fall, Winter, Spring. 1 to 4 credits. May reenroll for a maximum of 8 credits. Approval of department.

905. Analysis of Business Enterprise Systems
Fall. 3 credits. MTA 805, MGT 806.
Research concepts and scientific methods for the study of business enterprise systems. The design of research, formulation of hypotheses, concepts of measurements and use of qualitative methods in the study of business systems.

908. Theory of Transportation-Distribution Systems
Fall. 4(4-0)
Examines the functions of transportation-distribution systems. Develops the relevant elements of networks, systems, and economic theory with empirical design. Applications to the design evaluation, and control of representative macro and micro systems.

910A. Advanced Research in Marketing I
Winter. 4(4-0) Second-year doctoral students in marketing.
Advanced concepts and quantitative methods in the scientific investigation of market phenomena and the tools of market cultivation.

910B. Advanced Research in Marketing II
Spring, Summer. 5(5-0) MTA 910A.
Continuation of MTA 910A.

911A. History of Market Thought
Fall. 4(4-0) May reenroll for a maximum of 15 credits. MTA 851.
Traces the evolution of marketing institutions, techniques, theories and criticisms. The influence of changing environmental and technological factors on marketing practice and thought. Readings in retrospective and original materials, discussion and research paper.

911B. Seminar in Macro Marketing
Winter. 4(4-0) May reenroll for a maximum of 15 credits. MTA 911A.
Examines the relationships between competition, marketing and corporate and economic growth. Emphasis is given to a functional examination of competition and the central role of innovation in the process.

912. Research Methodology in Transportation-Distribution Systems
Winter. 4(4-0) MTA 812, MTA 909.
Research methodology in the design and administration of transportation-distribution systems. Emphasis on technique and methodology for conducting system design studies and evaluation of common implementation problems.
MATH 108. College Algebra and Trigonometry I
Fall, Winter, Spring, Summer. 5(5-0) 1-1/2 high school units in algebra and satisfactory score on placement test, or MTH 0823. 1 high school unit in geometry. Not open to students with credit in MTH 111.

109. College Algebra and Trigonometry II
Fall, Winter, Spring, Summer. 5(5-0) MTH 108; not open to students with credit in MTH 111.

110. Finite Mathematics with Applications
Fall, Winter, Spring, Summer. 5(5-0) MTH 108 or MTH 111.

111. College Algebra with Trigonometry
Fall, Winter, Spring, Summer. 5(5-0) 1-1/2 years of high school algebra, 1 year of high school geometry, satisfactory score in algebra placement examination, trigonometry or MTH 102 or concurrently. Not open to students with credit in MTH 108 or MTH 106.

112. Calculus and Analytic Geometry I
Fall, Winter, Spring, Summer. 5(5-0) MTH 108 or MTH 111.

113. Calculus and Analytic Geometry II
Fall, Winter, Spring, Summer. 5(5-0) MTH 112.

122. Calculus I
Fall, Winter, Spring. 5(5-0) MTH 108 or MTH 111; not open to engineers, physical science or mathematics majors or to students with credit in MTH 112.

123. Calculus II
Fall, Winter, Spring. 5(5-0) MTH 122; not open to engineers, physical science or mathematics majors or to students with credit in MTH 112.

190. Freshman Mathematics Seminar
Winter, Spring. 3(3-0) Freshman Mathematics majors; prior or concurrent calculus enrollment.

Mathematics - Descriptions of Courses