

**Description — Lyman Briggs School  
of  
Courses**

**378. Popular Culture and Technical Change**  
Winter. 4(4-0) Juniors or approval of school. Interdepartmental with American Studies.

Interrelationships among elements of mass culture and technical change. Introduction to relevant research methods.

**380. Energy Issues**  
Fall. 4(4-0) Juniors or approval of school.

History of development of American energy resources, history of American energy policy, and history of patterns of energy consumption. Energy resource forecasts. Environmental and social issues.

**409. History of Modern European and American Medicine**  
Spring of odd-numbered years. 4(4-0) Juniors. Interdepartmental with and administered by the Department of History.

Ancient and medieval background, socio-economic and intellectual historical contexts, the clinical perspective, sectarian competition, institutionalization of scientific medicine, and comparative health policies and systems.

**484. Philosophy of Biological Sciences**  
Winter, Spring. 4(4-0) Nine credits in science or approval of school. Interdepartmental with the Department of Philosophy.

Methodological notions and problems of the biological sciences such as: observation and measurement, classification, teleological and functional explanation, teleological systems, emergentism, vitalism, value neutrality.

**490. Directed Study**  
Fall, Winter, Spring. 1 to 6 credits. May reenroll for a maximum of 12 credits. Juniors and approval of school.

Faculty directed studies in curricular areas which are normally related to regular course offerings.

- A. Directed Study—General
- B. Directed Study—Biology
- C. Directed Study—Chemistry/Physics
- E. Directed Study—Science and Technology Studies

**491. Senior Seminar I**  
Fall, Winter, Spring. 4(4-0) Seniors or approval of school.

Selected problems in the study of science and technology as human activities, using philosophical, historical, literary, social science or interdisciplinary perspectives or methods. Thesis topic refined and outlined.

**492. Senior Seminar II**  
Fall, Winter, Spring. 4(4-0) LBS 491 or written approval of instructor.

Research, write, defend and evaluate a significant thesis paper in science and technology studies or related interdisciplinary science problems.

**493. Field Experience**  
Fall, Winter, Spring. 1 to 15 credits. May reenroll for a maximum of 16 credits. Approval of school.

Experiential learning related to the public or private practice of science and technology.

**495. Independent Study**  
Fall, Winter, Spring. 1 to 12 credits. May reenroll for a maximum of 12 credits. Juniors and approval of school.

Student conceived individual courses of study in curricular areas. Preliminary faculty approval and continuing guidance.

- A. Independent Study—General
- B. Independent Study—Biology
- E. Independent Study—Science and Technology Studies

**310. Fundamentals of Personnel Management**  
Fall, Winter, Spring, Summer. 4(4-0) Juniors.

Formulation and administration of employee relations policies in the business enterprise; human resource utilization; introduction to personnel staffing, training and development, performance appraisal, compensation, and labor relations.

**341. Transportation Distribution Systems**  
Fall, Winter, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

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 and administered by the Department of Marketing and Transportation Administration.

Basic practices related to purchasing and operating transportation services for private and public enterprises.

**403. Research and Negotiation for Purchasing Materials and Management**  
Fall, Winter, Spring. 4(4-0) MGT 305 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Applied research 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**  
Fall, Winter, Spring. 4(4-0) MGT 304 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

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 MLM Program. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Analysis of comprehensive cases incorporating topical coverage of the entire materials and logistics management program.

**409. Business Policy**  
Fall, Winter, Spring, Summer. 4(4-0) Seniors in business administration, MGT 302; F I 391; MTA 300.

Problems, methods, and analytical frameworks for building and maintaining consistent and effective policy frameworks in the business enterprise. Written and oral analyses are made of comprehensive cases cutting across the major functions within business organizations. Team and individual reports are required.

**MANAGEMENT MGT  
College of Business and Graduate  
School of Business  
Administration**

**302. Organization and Management**  
Fall, Winter, Spring, Summer. 4(4-0) Junior Business majors; EC 201, ACC 201.

Executive roles and functions in the business enterprise and other goal directed institutions; organization design; organization/environment interaction; analysis of internal organization structure; leadership, motivation, conflict, organization change and development.

**303. Materials and Logistics Management**  
Fall, Winter, Spring, Summer. 4(4-0) Juniors in the College of Business or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

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**  
Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Managing the production system. 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 the Department of Marketing and Transportation Administration.

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.

**306. Analysis of Processes and Systems**  
Fall, Winter, Spring. 4(4-0) CPS 115, MTA 317 or concurrently.

Analysis of some fundamental systems and process concepts which are basic to industrial management. The course is oriented toward computer model building, acquainting the student with the use of the computer as an instrument for analysis of complex problems in industry. Course includes consideration of criteria for efficiency and optimization, and program planning.

**411. Staffing the Organization**

Fall. 4(4-0) MGT 310; MTA 317.

Job design; job analysis; employment planning; recruitment, selection, and placement; employment interviewing and testing; validation of selection procedures; affirmative action constraints; EEOC guidelines; induction and orientation of employees.

**412. Appraisal, Compensation and Benefits**

Winter. 4(4-0) MGT 310.

Wage and salary administration; job evaluation; employee motivation; performance appraisal; relating pay to performance; financial and non-financial incentives; equity considerations; employee benefits.

**413. Occupational Safety and Health Administration**

Fall, Winter. 4(4-0) Juniors; MGT 302 for majors.

Programs and procedures for control of work accidents and maintenance of health in business and other organizations. Analysis of costs related to employee and product safety. Administration of a safety program in compliance with new Federal law.

**415. Managerial Approaches to Collective Bargaining**

Winter, Spring. 4(4-0) MGT 302 or Junior non-business majors.

Union-management problems and managerial strategy and tactics in collective bargaining—the union challenge, legal constraints, negotiations and operating under the contract, dimensions of cooperation and conflict.

**417. Minorities and Women in the World of Work**

Fall, Spring. 4(4-0) Senior majors or approval of department. Interdepartmental with the School of Social Work.

Racial, ethnic, sexual and other minority experiences and problems in the world of work. Awareness training approach (what it's like to be ...) featuring movies, guests, subgroup discussions and encounter-type exercises.

**419. Group Dynamics and Organization Development**

Spring. 4(4-0) MGT 302. Students may not receive credit in both MGT 419 and PSY 356.

Group dynamics and development; organizational diagnosis; assessment of work attitude and organization climate; organization development goals and methods; action research, survey feedback, team building, conflict management; evaluating organization development activities.

**426. Personnel Training and Individual Development**

Fall. 4(4-0) MGT 310.

The training and development function; career stages and career planning; needs analysis; training and individual development techniques; evaluation of training and employee development programs.

**445. Physical Distribution Management**

Fall, Winter, Spring. 4(4-0) MTA 303 or approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration. 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.

**468. Field Studies**

Fall, Winter, Spring, Summer. 1 to 4 credits. May reenroll for a maximum of 8 credits. Business administration majors and approval of department.

Planned program of observation, study, and work in selected business firms. Designed to supplement classroom study in such a way as to make maximum contribution to students' total educational experience. Field work may be arranged in finance, insurance, marketing, personnel management, production management, purchasing, real estate, retailing, transportation and banking.

**800. Materials and Logistics Management**

Fall, Winter, Spring, Summer. 4(4-0) Graduate students. Interdepartmental with the Department of Marketing and Transportation Administration.

Management concepts of 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.

**801. Operations Management**

Winter. 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Managing the production system. Strategies of product and process selection. Design of production facilities: location, layout and capacity. Organizing and staffing operations and work measurement. Controlling quality and costs.

**803. Purchasing Administration**

Winter, Spring. 4(4-0) MGT 800. Interdepartmental with the Department of Marketing and Transportation Administration.

Purchasing objectives, responsibilities, policies and organization. Source selection, evaluation and development. Negotiations. Purchase planning and evaluation.

**806. Organization and Management**

Fall, Winter, Spring, Summer. 4(4-0) Approval of department.

Macro and micro models of organizational behavior applied to organizational process and design. Topics include: organization planning and design, design strategies (product, function, matrix, other), organization-environment interface, motivation, leadership, group processes, conflict management, the managerial role.

**807. Administrative Policy**

Fall, Winter, Spring, Summer. 4(4-0) MGT 806, MTA 805, F I 889. Last term MBA students or approval of dean.

Application of administrative theory and techniques to business situations through cases cutting across major functions within business organization. Cases viewed from standpoint of general management with consideration of social and physical environmental forces surrounding the firm.

**808. Seminar in Management, Organization, and Administration**

Fall, Winter, Spring, Summer. 4(4-0) May reenroll for a maximum of 12 credits.

Philosophy, practice, research, and current problems in management, organization, and administration. Historical and current literature, lectures, discussion, individual research, cases and plant visits are methods of study used in various terms.

**History of Management Thought**

Fall.

Development of management concepts as evidenced in the writings of major contributors. Environment factors and relation of early ideas to current thought.

**Contemporary Issues in Administration**

Spring.

Recent and current developments in the administration of business enterprises. Examination of theory and practice.

**Organization Theory**

Winter, Summer.

Critical and comparative consideration of organization theory with special reference to industrial organizations. Problems of organization structure and administrative practice in the management of business concerns are analyzed in the light of objectives, environment, and current theories.

**809. Transportation Distribution Strategies**

Fall, Winter. 4(4-0) MGT 800. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Planning and control of the enterprise's transportation and physical distribution system. Emphasis on detailed examination of component parts of the movement storage system.

**810. Personnel Management**

Fall, Winter, Summer. 4(4-0) MGT

806.

Management of the personnel function; personnel policy formulation; the role of the personnel executive; personnel staffing, training and development, performance appraisal, compensation and benefits; labor relations; relevant legislation and judicial decisions.

**811. Organizational Staffing**

Fall. 4(4-0) MGT 810.

Job design and analysis, recruitment selection and placement; employment interviewing and testing; validation of employment criteria and selection procedures; induction and orientation of employees; equal opportunity and affirmative action requirements are stressed.

**812. Systems Design Modeling**

Spring. 4(4-0) MGT 800. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

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**

Fall. 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Causes 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.

**Description — Management  
of  
Courses**

- 816. Transportation Policy and Plans**  
Fall, Winter. 4(4-0) MGT 800. *Interdepartmental with and administered by the Department of Marketing and Transportation Administration.*  
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.
- 817. Women, Minorities and Management**  
Spring. 4(4-0) MGT 806.  
Women and minorities in the world of work; management issues specific to race and sex; entry, training, staff-line relationship, peer relationships; legal, environmental, behavioral aspects; marriage and dual careers; implications for the individual and the organization.
- 818. Supervisory and Executive Development**  
Fall, Spring, Summer. 4(4-0) MGT 806 or MGT 808.  
Theory and research of developmental stages of executive careers. Special emphasis on: impact of organization on executive potentiality; forces influencing development of executive skills and abilities; studies of antecedents of executive role performance; role of training programs.
- 821. Production and Inventory Planning and Control**  
Winter, Spring. 4(4-0) MGT 800 or approval of department. *Interdepartmental with the Department of Marketing and Transportation Administration.*  
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.
- 826. Personnel Training and Individual Development**  
Winter. 4(4-0) MGT 810.  
Training and development of personnel at all levels of the business enterprise; planning, implementing and evaluating training programs; career stages and career planning; matching individual and organizational development needs.
- 831. Computers and Systems Analysis for Business**  
Fall, Spring. 4(4-0) MTH 111, STT 315 or concurrently or 12 credits of college mathematics. *Open only to MBA candidates without background in computer usage and systems analysis.*  
Computer programming and systems analysis in business administration.
- 832. Statistical Methods for Business**  
Fall, Spring. 4(4-0) MTH 111, STT 315. *Open only to MBA candidates without background in statistics.*  
Statistics for analysis and research in business.
- 833. Decision-Making Models**  
Fall, Winter, Spring, Summer. 4(4-0) MGT 831, MGT 832; ACC 840 or concurrently. Normative decision analysis in business under different assumptions of information availability.
- 834. Linear Optimization Models**  
Fall. 4(4-0) MGT 833; MTH 334 or EC 480.  
Basic linear optimization techniques, linear programming techniques, sensitivity analysis, parametric procedures, duality theory, large scale programming procedures, special LP problems. The literature of linear models applications in production.
- 835. Advanced Optimization Models**  
Winter. 4(4-0) MGT 834. *Students may not receive credit for both SYS 835 and MGT 835.*  
Optimization models with emphasis on integer and dynamic programming, network models, heuristic methods.
- 836. Applied Stochastic Processes for Business**  
Spring. 4(4-0) MGT 833, MTH 113, 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. Operations Systems Simulation**  
Winter. 4(4-0) Approval of department.  
Simulation models in research and operations planning and control. Construction, validation and experimentation. Special purpose languages.
- 838. Design and Analysis of Statistical Experiments**  
Winter. 4(4-0) COM 905C or approval of department.  
Basic experimental design. Non-parametric and multivariate methods. Elementary sampling theory. Response surface methodology. Data analysis using BMD and SPSS.
- 841. Materials and Logistics Management Policy**  
Spring, Summer. 4(4-0) MGT 800 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 806.  
Analysis of the emerging character of administrative structure of the large corporation. Administrative autocracy, corporate government, stockholder and director relationships. Examination of ethics of decision making, strategic values and priorities basic to resource allocation decisions.
- 880. Organization 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 instructor. 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. 1 to 4 credits. *May reenroll for a maximum of 12 credits. Approval of department.*
- 906. 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.
- 907. 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. 2 to 4 credits. *May reenroll for a maximum of 12 credits. Approval of department.*  
Specialized topics in management.
- 920. Manufacturing Strategy**  
Winter. 4(4-0) MGT 801, MGT 821.  
Strategic planning in manufacturing. The corporate, national and international environments of operations management. Formulating and evaluating manufacturing strategy and policies vis-a-vis corporate and other functional strategies.
- 921. Inventory Theory**  
Spring. 4(4-0) MGT 920 or approval of department.  
Classical and neoclassical inventory models under various conditions of uncertainty and organizational complexity. Evaluation of large planning systems for manufacturing and distribution inventory.

**922. Production Planning and Scheduling**  
Fall, 4(4-0) MGT 921 or approval of department.

The hierarchy of strategic and operational production planning and scheduling.

**923. Topics in Operations Management**  
Spring, 4(4-0) MGT 922 or approval of department.

Current research in Operations Management. Research methods and strategies. Preparation and presentation of student papers.

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

## **MARKETING AND TRANSPORTATION ADMINISTRATION MTA**

### **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, Summer, 4(4-0)  
EC 202, ACC 201 or ACC 230.

Firm and consumer roles in the exchange system for goods and services. Competitive analysis of market structures and marketing management. Fitting product-service offerings to various customer group needs.

**301. Marketing Management in Business and Society II**  
Fall, Winter, Spring, Summer, 4(4-0)  
Juniors, MTA 300.

Market planning and control within the context of international and domestic environments with an emphasis on industrial applications. Includes market selection, competitive analysis, distribution strategy and market information systems.

**303. Materials and Logistics Management**  
(MGT 300.) Fall, Winter, Spring, Summer, 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 303 or approval of department. Interdepartmental with and administered by the Department of Management.

Managing the production system. 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, Summer, 3(3-0)  
MTA 300.

Theories, principles, methods and techniques of personal selling with application to different buyer-seller situations. Development of inter-personal communication skill. Career opportunities in selling.

**313. Sales Management**  
Fall, Winter, Spring, Summer, 4(4-0)  
MTA 300.

Organization and administration of the firm's personal selling. Topics include: recruitment, selection, training, compensation, evaluation, development, and motivation of the sales force; market assessment, territory alignment, and quotas; segmental analysis and budgeting.

**317. Quantitative Business Research Methods**  
Fall, Winter, Spring, Summer, 4(5-0)  
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 tests, 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 200.  
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, ACC 201 or concurrently.

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 models, 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**

Fall, Winter, Spring, 4(4-0) MGT 305 or approval of department. Interdepartmental with and administered by the Department of Management.

Applied research 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**  
Fall, Winter, Spring, 4(4-0) MGT 304 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 MLM 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, 1 to 4 credits. May reenroll 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 managements. 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 methods, modes, and strategies of international trade and operations. Applications through reports and case decisions.