



COLLEGE OF BUSINESS  
**LAMAR UNIVERSITY**  
MBA

# HANDBOOK

2019-2020

(Update: December 1, 2019)



**AACSB**  
ACCREDITED

**Lamar University MBA**

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## Introduction

Lamar University's MBA is fully accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB). AACSB accreditation represents the highest standard of achievement for business schools worldwide. Less than 5 percent of the more than 16,000 schools worldwide granting business degrees have earned AACSB accreditation.

MBA students with undergraduate business degrees can earn an MBA in just 16 months.

Applicants must meet the general university requirements for admission. In addition, applicants must take the GMAT (Graduate Management Admission Test) or the GRE (Graduate Record Examination).

The GMAT is the preferred examination for the Lamar University MBA. The Lamar University MBA Program will also accept the GRE in place of the GMAT. If a GRE score (Verbal and Quantitative) is submitted, it will be converted into an equivalent GMAT score following the guidelines given by ETS

Undergraduate grade point average and GMAT (or the GMAT equivalent of GRE) scores must equal 1,000 points based on the formula: 200 times the overall undergraduate GPA for the first baccalaureate degree (4.0 system) plus the GMAT (or the GMAT equivalent of GRE) score.

The GMAT or the GRE may be waived for applicants who have a Bachelor's degree from a regionally accredited university with a minimum 3.0 cumulative undergraduate GPA, OR 3 or more years of increasing professional/managerial experience (with a minimum of 2.5 cumulative GPA).

A student whose native language is not English is expected to take a TOEFL or IELTS exam. For university requirements for these exams, visit the university's page for international student admissions. Students who received degrees from outside the United States are required to have transcripts evaluated and translated.

Post Baccalaureate or Post Graduate students with a 2.5 undergraduate GPA may enroll in business courses for graduate credit with approval of the MBA Director. They may take up to 9 hours of MBA courses before having to submit GRE/GMAT scores for full admission to the MBA program.

Lamar University undergraduate students are welcome to take MBA courses provided they have a minimum 2.5 cumulative undergraduate GPA. Undergraduate students with a 3.5 cumulative undergraduate GPA will be invited to start the MBA program early and will be considered for MBA scholarship (\$2,000, half to be given during the senior year and the

remainder given throughout the MBA Program). Undergraduate students may take a maximum of 9 graduate credit hours before their undergraduate degree is conferred.

Application fees are \$25 (domestic) and \$75 (international). Domestic applications must be received 30 days before Fall, Spring or Summer registration. International applications deadlines are July 1 (Fall), December 1 (Spring), April 15 (Summer).

## Strategic Role

*The mission of the College of Business at Lamar University is to provide a quality education to a diverse student population from Southeast Texas and beyond, resulting in well-rounded business professionals who are prepared to meet the challenges of a dynamic global environment while upholding ethical values and encouraging civic and social responsibility. The faculty promotes an environment supportive of applications-oriented learning by engaging in a balance of discipline-based, business pedagogy, and practice-based intellectual contributions.*

The strategic role of the Lamar University MBA is to deliver a dynamic integrated management education to a variety of student groups. Our students range from those who are exploring their career goals, through students who want to advance their existing business knowledge, and to students who have a focused career path.

The Lamar University MBA places a heavy emphasis on an experiential-based approach to problem solving including the knowledge, skill and ability to incorporate ethical considerations, leadership, teamwork, and a global perspective into the decision-making process.

### *Learning Goals:*

Upon completion, MBA Program students should be able to:

- **Demonstrate** managerial understanding of business disciplines.
- **Integrate** the functional areas in the analysis of strategic management issues.
- **Incorporate** ethical considerations in decision making.
- **Incorporate** global perspectives in decision making.
- **Work** in a team-based environment that emphasizes skills including leadership, group problem solving, and consensus building.
- **Enhance** effective decision making with information technology.
- **Integrate** fundamental business processes.

## **MBA Program Office Services**

The MBA Office coordinates orientation, provides degree program advisement, maintains student records, interprets Business School and University policies and markets the MBA program.

### Services Provided:

- Information on course offerings and registration policies
- Registration problem solving
- Academic advising. MBA students meet with an advisor each semester to discuss progression of their degree and to choose course options for future semesters.
- Communication / coordination of program graduation requirements and academic issues.
- Communication / coordination of campus resources available to graduate students

## Course Requirements

For students without any previous undergraduate study in business, the Lamar University MBA consists of 48 semester hours (16 courses). The program consists of four leveling courses, a required core of eight courses and four elective courses that will allow a student to develop a concentration. One or more of the leveling courses may be waived based on previous academic credit. Students must have 6 hours of Economics with grades of B or better, 3 hours of financial accounting with a grade of B or better, 3 hours of upper level Finance with a grade of B or better, and 3 hours of Business Law with a C or better to waive the leveling requirements.

***The MBA office will review students' previous transcripts during the admission process and will notify students upon acceptance which leveling courses will be required.***

International students whose admission to Lamar University required a TOEFL or IELTS exam will be required to take Business Communication (BCOM 3350) as part of their leveling requirements.

The MBA program will then consist of [36 semester hours](#) (12 courses), including eight core courses and four elective (concentration) courses.

### Leveling Courses

The four leveling courses may be completed after admission to graduate study or before admission when registering as post baccalaureate student (Pre MBA). Undergraduate students are limited to nine semester hours of graduate work.

ACCT 5315	Financial & Managerial Accounting Foundation	3 hours
BULW 5300	Legal Environment of Business	3 hours
ECON 5300	Foundations of Microeconomics	3 hours
FINC 5300	Foundations of Finance	3 hours

\*BCOM 3350 Business Communications 3 hours

\*Students who needed a TOEFL or IELTS exam for admission will also be required to take Business Communications, BCOM 3500 as part of their leveling requirements.

In order to complete an MBA from Lamar University, students are required to successfully complete the capstone course in Strategic Management. Within this course, students complete projects in strategic analysis based on the knowledge they have gained during their study as an MBA student.

## Core Courses (24 hours)

### **ACCT 5370 Managerial Accounting**

Application of accounting data in decision making; cost analysis as applied in the development of budgets and standards; accounting as a tool for cost and pricing; case problems, using the microcomputer as a decision-making tool, which require students to interpret and discuss their analysis in the context of managerial decision-making. Prerequisite: Graduate standing and ACCT 5315 or equivalent.

### **BUAL 5380 Managerial Decision Making**

With [today's](#) technology, companies are able to collect tremendous amounts of data with relative ease. However, the data are usually meaningless until they are analyzed for trends, patterns, relationships, and other useful information. This course will provide you with a variety of methods to help you analyze data sets and uncover important information. But data analysis is often only the first step in solving a problem. Acting on the analysis to make good decisions is the critical next step. Prerequisite: Graduate standing and approval of advisor.

### **ECON 5370 Managerial Economics**

A study in the depth of the principles and techniques of economics analysis applicable to the problems of business management. Prerequisite: Graduate standing, ECON 5300.

### **FINC 5310 Financial Management**

A study of the financial policy of business firms along with the theory supporting that policy. Topics include capital budgeting, capital structure, cost of capital, dividend policy, and management of working capital, as well. Prerequisite: Graduate standing, FINC 5300 or equivalent.

### **MKTG 5310 Marketing Management**

An intensive study of specific marketing concepts and theories. Marketing strategies for the national and multinational firms are surveyed. Emphasis is placed on reading from current journals and other related publications. Prerequisite: Graduate standing.

### **MGMT 5340 International Business**

This course is an inter-disciplinary study of the international dimensions of organizational behavior. This course draws from different fields including psychology, sociology, economics and anthropology to create an understanding of human behavior in a global work environment. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making. The course will incorporate a variety of teaching and learning methods - short lectures, readings, research, discussions, cases, movies, student presentations. Student will demonstrate mastery of the material through class participation, group presentations, individual written assignments, and tests.

### **MISY 5340 ERP Overview**

This course will provide students an overview of the fundamental business processes and enterprise resource planning (ERP) systems used to run organizations. The course will begin with an overview of business processes across the supply chain, and then will show how integrated processes create value, and finally the last third of the semester will be spent to demonstrate how these integrated processes fit into ERP systems by assigning students to participate in an ERP simulation system (ERPsim) strategy game.

### **MGMT 5380 Strategic Management**

The capstone course for the MBA. Students are required to successfully complete this course to be eligible for graduation. The course assumes that the company success depends upon formulation of an astute "game plan" and the ability to implement and execute that game plan proficiently. The purpose of the class is to enable students to "think strategically," consider the total enterprise, and to make long-term decisions in a global market environment. **Prerequisite: Must be in last semester of course work and/or have approval of advisor.**

## Concentration Electives (12 hours)

Students will select four concentration electives from a list of available options. The four courses chosen must support the student's desired concentration.

### **Business Analytics (on campus and online)**

The U.S. has one-third of the world's data. The vast wealth of digital information harnessed through data analytics can raise productivity of US organizations and give them a sustainable competitive advantage.

In addition to the **MBA core**, students will choose 4 courses (12 hours) from the following concentration electives:

#### **MISY 5330 Healthcare Information Systems**

This course addresses issues in the development, integration, and management of health care information systems. Specifically, topics in patient care systems, health care delivery applications, advances in health informatics and telematics, and health information resources management will be discussed.

#### **MISY 5360 Business Intelligence**

This course will provide you with exposure to business intelligence, defined as the user-centered process of exploring data, data relationships and trends - thereby helping to improve overall decision making. This involves an iterative process of accessing data (ideally stored in the data warehouse) and analyzing it- thereby deriving insights, drawing conclusions and communicating findings - to effect change positively within the enterprise. BI comprises four major product

segments: interactive query tools, reporting tools, advanced Decision Support Systems, and Executive Support Systems. In this course, we will use SAP Business Information Warehouse (SAP BW), a major enterprise software application for Business Intelligence, analytical, reporting and Data Warehousing (DW) solution. We will also use reporting with SAP Business Objects Enterprise, and SAP Crystal Reports. Additionally, Data Visualization software such as SAS Visual Analytics and Tableau will be used in this course.

### **MISY 5370 Data Mining and Predictive Analysis**

This course introduces students to the concepts of business analytics. Business Analytics helps professionals make informed decisions based on data. Students will use data visualization and data mining techniques such as clustering, classification, association, forecasting, and sequencing to discover hidden trends in data sets. Students will also use predictive analytics to anticipate future behavior to help make decisions that lead to desired goals. Students will gain hands-on experience with the latest predictive analytical tools from SAP.

### **MKTG 5370 Marketing Research**

This course prepares students in data analytical skills pertaining to market research. Students are expected to develop skills in the JMP software program which will encompass the preparation of data for analysis along with various analytical techniques related to multivariate data analysis, such as multiple regressions, cluster, factor and discriminant analysis. Practical hands-on software exercises will be completed by theoretical knowledge based on course materials and the required textbook.

### **ACCT 5355 Data Analytics in Accounting**

This course will provide the student the opportunity to learn about data analytics as it applies to the accounting profession. Data Analytics is a topic of increasing importance for many organizations as the need for data-driven insights and recommendations grows throughout the business industry. This course provides in-depth coverage of data analytics, giving students hands-on experience working with different types of data and the tools use to analyze it. The topics covered in this course include but not limited to: Critical Thinking, Data Preparation and Cleaning, Data Modeling and Evaluation, Data Presentation, Audit Analytics, Generating Key Performance Indicators, and Financial Statement Analysis. Various software tools will be introduced to enhance students' hands-on capabilities.

## **Construction Project Management (on campus and online)**

Level up to in-demand leadership roles on major construction projects by adding applied business strategy to your field experience.

Equip yourself with the knowledge, models and tools to manage time, cost, quality, sustainability, risk, safety and human resources involved in complex projects in the building industry. In addition to construction-specific legal and safety practices, budgeting and sustainable design, you'll explore critical marketing concepts, strategic management and international business.

Students who graduated from Lamar University with a Bachelor of Science in Construction Management are not eligible for either the certificate or the concentration.

In addition to the **MBA core**, students will choose 4 courses (12 hours) from the following concentration electives:

**CMGT 5310 Construction Planning and Scheduling**

Basic construction project management and scheduling procedures. Work breakdown structure, critical path method, and scheduling logic. Activity durations, status reports, resource allocation, and control. Covers elements of construction ethics. *This course teaches you to use software compatible with the Microsoft Windows operating system only and is not compatible with Mac OS.*

**CMGT 5320 Construction Cost Estimating and Analysis**

Estimation of construction project costs, direct and indirect, labor, depreciation, material and equipment. Overhead and profit. Topics in cost management include: financial statements, job cost accounting systems, equipment depreciation, forecasting and time value of money, and cost control procedures, bidding and computer-based estimating. *This course teaches you to use software compatible with the Microsoft Windows operating system only and is not compatible with Mac OS.*

**CMGT 5325 Construction Project Management**

Study of the concepts and tools used for the management and control of the construction jobsite, including topics of safety, equipment management, quality control. Covers elements of construction ethics.

**CMGT 5350 Legal Practices in Construction**

Construction contracts for commercial projects. Contract procedures, bidding, changes, substitutions, specifications, insurance, bonding, claims, disputes, and payments. Responsibilities of owners and contractors. Covers national and local labor law and labor relations.

**CMGT 5370 Construction Safety Management**

The study of safety standards, procedures and tools used in the construction industry. Emphasis on applicable safety codes, OSHA safety requirements, job safety analysis, and the history and impact of construction safety. Covers elements of construction ethics.

**CMGT 5380 Sustainable Built Environment**

Introduction to the concept of sustainability and understanding of its impact on the environment and society. Covers fundamentals of sustainable technologies and practices for development and operation of built environment, including buildings and infrastructure. It addresses energy-efficient design and construction, as well as sustainable use of natural resources and renewable energy. It also introduces the USGBC LEED Certificate Program and economic analysis of sustainable practices.

**Criminal Justice Management (online)**

The Lamar University MBA with a concentration in Criminal Justice Management offers students an extensive business management background while preparing them to apply management principles in a

criminal justice setting. Students gain insight on how business management can be applied to the highest ranking positions in the field of criminal justice.

This is an excellent degree for those who are already employed in the field of law enforcement, correctional administration, or security management and would like to reach new levels of management and leadership within their current organizations.

In addition to the **MBA core**, students will take the following concentration electives:

**CRIJ 5310 Criminal Justice System and Policy**

A critical review and analysis of the role of governmental and nongovernmental organizations in the prevention, control and punishment of crime and delinquency. An emphasis is placed on policy analysis and recommendations for change.

**CRIJ 5320 Theoretical Foundations of Crime Control**

A comprehensive overview of various theoretical approaches to the understanding of crime and delinquency, including selected biological, psychological, sociological, legal and/or political theories.

**CRIJ 5340 Special Studies Applied Criminology Law**

Includes an analysis of contemporary issues in the understanding, prevention, and control of crime and delinquency both domestically and globally. A student may repeat the course for credit as an elective when the area of study varies.

**CRIJ 5345 Criminal Justice Leadership**

Application of leadership theory and development of management skills important to criminal justice agencies. Personnel practices, organizational behavior, and decision-making models will be reviewed in context with positive leadership traits.

***The Criminal Justice Program also offers many special topics courses. These are appropriate to use as concentration electives for the MBA Program.***

**Enterprise Resource Planning (on campus and online)**

Students completing this concentration will be well prepared for professional positions involving enterprise application responsibilities. Enterprise Resource Planning (ERP) is a business process technology platform used by organizations to integrate all facets of their operation. These include procurement, product planning, development, manufacturing, sales, marketing, and data analytics. ERP is an essential part of contemporary business strategy.

Our ERP concentration gives students hands-on experience with SAP, a market leader in business process technology. SAP has led all Enterprise Systems vendors with the most market share for the last several years. Today, more than 404,000 companies in more than 180 countries run SAP applications. SAP customers include 87% of the Forbes Global 2000 companies, 98% of the 100 most valued brands,

and 100% of the Dow Jones top-scoring sustainability companies. Seventy-six percent of the world's transaction revenue touches an SAP system. The ERP concentration is also laden with commercial, in-demand software such as Tableau, Advanced Excel, MS Access, SAS Visual Analytics, and Salesforce, which are highly sought after in the global market. MBAs with ERP concentration will work as Business Analysts, ERP Consultants, Business Intelligence Designers, Systems Analysts, Data Analysts, etc. Students who complete 3 or more ERP courses are encouraged to take the "SAP TS/410 - Integrated Business Process" in SAP S/4HANA certification. The "SAP Certification Application Associate - Business Process Integration with SAP S/4HANA" certification exam verifies that the candidate has the core knowledge about business processes and their integration in SAP S/4HANA. This certification exam is recommended as an entry level qualification to allow consultants and application users to get acquainted with SAP S/4HANA end-to-end business process fundamentals.

***Courses in this concentration teaches you to use software compatible with the Microsoft Windows operating system only and is not compatible with Mac OS.***

In addition to the MBA core, students will take 4 courses (12 hours) from the following concentration electives:

#### **MISY 5350 - ERP E-Commerce**

This course describes what Electronic Commerce is and how it is being conducted and managed. The course also assesses the major opportunities, limitations, issues, and risks associated with E-Commerce. Organizations find the need to develop custom "front end" web-based applications to add functionality to their ERP systems and make them more user friendly. This course will provide students with the conceptual foundation as well as hands on experience in developing these web-based applications.

#### **MISY 5360 - Business Intelligence**

This course will provide you with exposure to business intelligence, defined as the user-centered process of exploring data, data relationships and trends - thereby helping to improve overall decision making. This involves an iterative process of accessing data (ideally stored in the data warehouse) and analyzing it- thereby deriving insights, drawing conclusions and communicating findings - to effect change positively within the enterprise. BI comprises four major product segments: interactive query tools, reporting tools, advanced Decision Support Systems, and Executive Support Systems. In this course, we will use SAP Business Information Warehouse (SAP BW), a major enterprise software application for Business Intelligence, analytical, reporting and Data Warehousing (DW) solution. We will also use reporting with SAP Business Objects Enterprise, and SAP Crystal Reports. Additionally, Data Visualization software such as SAS Visual Analytics and Tableau will be used in this course.

#### **MISY 5370 - Data Mining and Predictive Analysis**

This course introduces students to the concepts of business analytics. Business Analytics helps professionals make informed decisions based on data. Students will use data visualization and data mining techniques such as clustering, classification, association, forecasting, and sequencing to discover hidden trends in data sets. Students will also use predictive analytics to anticipate future behavior to help make decisions that lead to desired goals. Students will gain hands-on experience with the latest predictive analytical tools from SAP.

**MISY 5380 - Enterprise Systems/CRM**

This course will provide exposure to the concepts, capabilities, and benefits of Customer Relationship Management (CRM), how CRM can be used by companies for customer acquisition, retention, and development, and how CRM can be implemented using the most recent technologies. The course will cover various aspects of Operational, Strategic, and Analytical CRM. In this course we will use SAP's CRM Web client UI and Cloud4Customer, both major SAP Customer Relationship Management software solutions, to enact Marketing, Sales, and Service transactions related to CRM processes. We will also review CRM transactions performed using FIORI Launchpad. Additionally, we will use Salesforce, the technology designed to help sell, service, market, analyze, and connect with customers. The Salesforce technology allows to customize and personalize the experience for customers, partners, and employees and easily extends beyond out-of-the-box functionality.

**MGMT 5370 - Supply Chain Management**

The primary objective of this course is to provide students with an integrative view of the purchasing and logistic functions and the role they play in the overall operations of the organization. The use and applications of information systems (SAP ECC) in the purchasing and logistic functions is included in the course.

**Experiential Business & Entrepreneurship (on campus)**

This concentration contains curriculum designed to take Graduate Students through the process of idea generation to business concept, and from business concept to sustainable value. Program participants are taught how to perform an opportunity analysis and develop a business plan to help them launch a new venture. In addition, this concentration prepares students with hands-on application of practical business skills to use in the workforce.

In addition to the **MBA core**, students will take the following concentration electives:

**MGMT 5310 Entrepreneurial Strategy**

Entrepreneurial Strategy exposes upper and graduate level business students to the principles of launching a new business. The course combines case analysis, profiling real entrepreneurs, and guest lectures from business owners and advisors in the region. The course will drive them to explore emerging opportunities in new existing markets in which a new venture could be launched. It will also expose students to feasibility analysis to determine success as well as the process of writing a business plan to execute the start-up venture in the market. While prior business background is not completely necessary, the course will help the student who has taken a variety of business courses coalesce the knowledge into a comprehensive plan to launch their own business.

**MGMT 5311 Concepts and Application for New Ventures**

The course is designed to provide an introduction to entrepreneurship including an overview of the tools and theories involved in starting and growing a business

**BULW 5320 Leadership and Negotiation**

This course focuses on the development of negotiation and versatile leadership skills important in the effective management of change. Through role playing exercises, tapes, diagnostic tools, seminar discussion, selected reading, and cases students will learn theory and build skills necessary for meeting objectives and providing leadership in diverse groups and organizations.

**Students will also take one of the following:**

**BULW 5330 Employment Law**

Historical interpretations and present provisions of regulations governing labor. Common law; state and federal statutes; Fair Labor Standards Act; Worker’s Compensation; Social Security; liability; United State Department of Labor; social legislation; fair employment practices.

**MGMT 5360 Human Resource Management**

Review of the basic elements of employed performance, with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

With prior approval from the MBA director, you may pick one of the four projects below to apply management principles and theory in a practical setting. (This will replace one course from the two above.)

**BUSI 5360 Internship**

Using an outside organization or one of the learning institutes within the College, the student must submit a paper with an analysis of their experiential learning, prepare an industry bibliography and write a paper summarizing the tasks and accomplishments encountered within the organization

**BUSI 5370 Business Case Writing**

Write a case study with critical evaluation of an organization in action

**BUSI 5380 Global Enrichment (if not taken in the MBA core)**

The global enrichment program allows students to increase their interest in other cultures, become less ethnocentric as they become aware of cultural differences, develop language skills within a cultural context and become more culturally sensitive and accepting. Students can make professional contacts, gain a sense of direction for their future career and gain a sense of responsibility in working on a project.

**Financial Management (on campus and online)**

The Financial Management specialization provides the student with advanced skills in corporate finance and investments. Students study how to select different instruments for investments, financing business activities, and managing financial risk.

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

**FINC 5330 International Finance**

Theory, practice and problems involving international commerce between nations.

**FINC 5340 Investments**

A study of investment alternatives, financial markets, securities, and methods of analysis.

**FINC 5350 Cases in Corporate Finance**

A study of business cases which focus on a variety of financial issues and solutions.

**FINC 5360 Money and Capital Markets**

This course provides an understanding of the global financial system through a study of financial markets, major types of financial institutions, and financial regulation. A conceptual and analytical framework is developed and used to understand historical and current developments and to evaluate and proposed changes to the system with an emphasis on their effects on business. The effects of changes in key economic variables on business are also explored.

**FINC 5370 Derivatives & Risk Management**

Nature and functions of the various futures and options markets; hedging for risk reduction, speculative trading for profit; the role of futures and options in overall portfolio strategy, along with fundamental concepts such as basis, spreading, normal and inverted markets, and money management

**General (online)**

Students who seek a personalized approach to their education often want to choose courses that are applicable to their career aspirations. The General concentration allows this.

In addition to the MBA core, students choose 4 courses (12 hours) that support their current and/or future career aspirations from the following options:

**MGMT 5360 Human Resource Management**

Review of the basic elements of employee performance, with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

**BULW 5330 Employment Law**

Historical interpretations and present provisions of regulations governing: labor and common law; state and federal statutes; Fair Labor Standards Act; Worker's Compensation; Social Security liability; United States Department of Labor; social legislation and fair employment practices.

**MISY 5360 Business Intelligence**

This course will expose students to business intelligence which is defined as the user-centered process of exploring data, data relationships and trends - thereby helping to improve overall decision making. This involves an iterative process of accessing data (ideally stored in the data warehouse) and analyzing it- thereby deriving insights, drawing conclusions and communicating findings - to effect change positively within the enterprise. BI is comprised of four major product segments: interactive query tools, reporting tools, advanced Decision Support Systems, and Executive Support Systems. In this course, we will use SAP Business Information Warehouse (SAP BW), a major enterprise software applications for Business Intelligence, analytical, reporting and Data Warehousing (DW) solution.

**MGMT 5370 Supply Chain Management**

The primary objective of this course is to provide students with an integrative view of the purchasing

and logistic functions and the role they play in the overall operations of the organization. The use and applications of information systems (SAP ECC) in the purchasing and logistic functions is included in the course. The information system will provide a foundation for the understanding of the integrative nature of the business organization today.

### **MKTG 5350 Digital Marketing**

This course is a comprehensive review of marketing strategies that are enabled and enhanced by rapidly-evolving electronic and interactive media and communication methods. Analysis of current events and business cases involving online marketers is an integral part of the course.

### **MGMT 5311- Concepts & Applications for New Ventures**

The course is designed to provide an introduction to entrepreneurship including an overview of the tools and theories involved in starting and growing a business

### **MGMT 5312 – Personal Leadership**

Stephen Covey's book, *The 7 Habits of Highly Effective People*, serves as the foundation for this highly interactive course. Participants are provided a strong understanding of the 7 Habits content. The course fosters personal and professional growth, empowers more meaningful relationships and productive collaboration, increases productivity, and results in a healthy work/life balance.

### **MGMT 5313 – Team Leadership**

This course teaches FranklinCovey® *Leadership: Great Leaders, Great Teams, and Great Results*. Unleash the talent and capability of your teams by carrying out the 4 imperatives of Great Leaders. This course will help students learn how to build credibility and trust with others, define their team's purpose and align it with the organizations goals, and encourage growth and responsibility of the unique talents of their team.

## **Healthcare Administration (on campus and online)**

The Lamar University MBA Healthcare Concentration Program is uniquely suited to graduate students planning a career in Healthcare Administration, Management, or Entrepreneurial Investment. The program augments general MBA graduate courses in strategic planning, finance, management, information technology and economics, by concentrating the specific on the Healthcare Market Structure.

The program consists of lecture courses in Healthcare Economics, Strategy, Entrepreneurship, and Medical Information Technology. Lamar University School of Business has developed a working relationship with the American College of Healthcare Executives (ACHE) so that qualified graduate students may apply for internships at healthcare systems and institutions.

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

### **ECON 5360 Health Care Economics**

This course is designed to familiarize the Future Healthcare Entrepreneur with the economic theories

and policies that will drive public and business decisions in regards to the provisions of and payment for Healthcare and Health Services. The Future Healthcare Entrepreneur will learn how healthcare economic theory differs from standard commodities of consumer goods and services and how this difference must be addressed when assessing business ventures in healthcare.

### **MGMT 5320 Healthcare Entrepreneurship**

This course will present to the future healthcare entrepreneur the different organizations and professions involved in the business and practice of healthcare, that is, the providers and payers for health care services. The course begins with an in depth look at Agency and Stewardship Theory of Man and how each theory is part of the present organizations and players in the health service business. The course will involve an in depth discussion of the organization of healthcare insurance markets, managed care organizations and economics, not- for-profit healthcare firm models and efficiencies versus for profit organizations, hospital and long term care facility (nursing home/long term care/hospice) organization and various business models of the physician's practice, pharmaceutical and biotech industry, and the makeup of the health services salaried and hourly wage work force.

### **MGMT 5330 Healthcare Strategy**

This course will concentrate on the social issues concerning the Healthcare industry. Is healthcare a right or a privilege? The answer to this question will define how health services will be compensated, how capital for healthcare facilities and technologies will be acquired, and who will be responsible for the cost of healthcare. Students will familiarize themselves with the differences concerning the efficiencies, costs, and values of fee for service versus managed care and private insurance versus government controlled single payer (universal) health care. A significant portion of this course will be directed towards the present model of healthcare process outcomes and the value chain model of patient satisfaction.

### **MISY 5330 Healthcare Information Systems**

This course addresses issues in the development, integration, and management of health care information systems. Specifically, topics in patient care systems, health care delivery applications, advances in health informatics and telematics, and health information resources management will be discussed.

### **MNSC 5312 Healthcare Policy & Finance**

Utilize theoretical models to analyze healthcare policy and finance, and political processes and strategies, which influence the policy process and results in improved healthcare for a diverse society.

Students may choose one of the following (if three are chosen from the above list):

### **MGMT 5360 Human Resource Management**

Review of the basic elements of employed performance with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning

### **MGMT 5312 Personal Leadership**

Stephen Covey's book, *The 7 Habits of Highly Effective People*, serves as the foundation for this highly interactive course. Participants are provided a strong understanding of the 7 Habits content. The course fosters personal and professional growth, empowers more meaningful relationships and productive collaboration, increases productivity, and results in a healthy work/life balance

### **BULW 5330 Employment Law**

Historical interpretations and present provisions of regulations governing: labor and common law; state and federal statutes; Fair Labor Standards Act; Worker's Compensation; Social Security liability; United States Department of Labor; social legislation and fair employment practices.

### **MGMT 5313 Team Leadership**

This course teaches Franklin/Covey's Leadership: Great Leaders, Great Teams, and Great Results. Unleash the talent and capability of your teams by carrying out the 4 imperatives of Great Leaders. This course will help students learn how to build credibility and trust with others, define their team's purpose and align it with the organizations goals, and encourage growth and responsibility of the unique talents of their team.

### **MSNA 5321 Planning and Organizing Healthcare Delivery**

Use midlevel change and systems theory as the foundation for planning and organizing healthcare delivery. Emphasis is placed on analysis of the mission, philosophy, strategic planning and organizational structures.

### **MSNA 5331 Direct and Control Healthcare Delivery**

Use quality improvement models as the foundation for directing and controlling healthcare delivery. Emphasis is placed on the analysis of human resources and budgeting processes.

## **Leadership (on campus)**

Can you create a climate of organizational trust? Develop a shared organizational purpose? Align systems to support your organizational purpose? Unleash the full potential of organizational human capital? Lamar's MBA Leadership Concentration will help you develop leadership qualities that are essential for success.

Through these courses, taught in a workshop environment, you will:

- Gain understanding and learn how to apply the 7 Habits of Highly Effective People.
- Learn how to unleash the talent of teams through the 4 imperatives of Great Leaders.
- Identify and learn how to close trust gaps within organizations.
- Create managerial work plans using FranklinCovey® 4 Disciplines of Execution.
- Use The 5 Choices to Extraordinary Productivity to achieve extraordinary results.

- Develop negotiation skills important in the effective management of change.

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

**MGMT 5312 – Personal Leadership**

Stephen Covey's book, *The 7 Habits of Highly Effective People*, serves as the foundation for this highly interactive course. Participants are provided a strong understanding of the 7 Habits content. The course fosters personal and professional growth, empowers more meaningful relationships and productive collaboration, increases productivity, and results in a healthy work/life balance.

**MGMT 5313 – Team Leadership**

This course teaches FranklinCovey® *Leadership: Great Leaders, Great Teams, and Great Results*. Unleash the talent and capability of your teams by carrying out the 4 imperatives of Great Leaders. This course will help students learn how to build credibility and trust with others, define their team's purpose and align it with the organizations goals, and encourage growth and responsibility of the unique talents of their team.

**MGMT 5314 – Tactical Leadership**

Using FranklinCovey® *Leading at the Speed of Trust* students will participate in this interactive course that engages leaders in identifying and closing the trust gaps that exist in their organizations. Instead of paying outrageous "trust taxes," participants can begin to realize "trust dividends," which are the benefits that come from trusting relationships.

**MGMT 5315 - Strategic Leadership**

Using FranklinCovey® *4 Disciplines of Execution*, students will act as managers creating actual work plans. The outcome of this course is to identify the most important goals for each manager and team to pursue, then to create measures and identify the key activities that will predict goal achievement.

**MGMT 5316 – Performance Leadership**

FranklinCovey® *The 5 Choices to Extraordinary Productivity* participants will learn how to achieve extraordinary results. This solution will empower the participant to achieve outcomes that have previously been outside their reach.

**BULW 5320 – Leadership & Negotiation**

This course focuses on the development of negotiation and versatile leadership skills important in the effective management of change. Through role playing exercises, tapes, diagnostic tools, seminar discussion, selected readings, and cases students will learn theory and build skills necessary for meeting objectives and providing leadership in diverse groups and organizations.

**MGMT 5360 Human Resource Management**

Review of the basic elements of employed performance, with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

## **Marketing (on campus and online)**

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

### **MKTG 5340 International Marketing**

Analysis and planning of marketing mix on an international scale. The course focuses on the aspects of international marketing such as the international market, the identification of global opportunities and threats, the formulation of international marketing strategy, and the organizations and control of global marketing.

### **MKTG 5350 Digital Marketing**

This course is a comprehensive review of marketing strategies that are enabled and enhanced by rapidly-evolving electronic and interactive media and communication methods. Topics include online business models, social media marketing, search engine marketing, content and e-mail marketing, mobile marketing, digital customer relationship management and measuring/evaluating digital marketing programs.

### **MKTG 5360 Consumer Behavior**

The purpose of this course is to introduce MBA students to the behavioral concepts and strategic implications of consumer behavior. The perspectives of both the marketing manager, who must understand consumers in order to develop, evaluate, and implement effective marketing strategies and the consumers, who must utilize marketing information to make decisions will be considered. In this course, concepts and theories from various behavioral sciences as well as business will be examined to determine how they can help marketers better understand and shape consumers' behaviors such that strategic decision making can be improved.

### **MKTG 5370 Marketing Research**

This course prepares students in data analytical skills pertaining to market research. Students are expected to develop skills in the JMP software program which will encompass the preparation of data for analysis along with various analytical techniques related to multivariate data analysis, such as multiple regressions, cluster, factor and discriminant analysis. Practical hands-on software exercises will be completed by theoretical knowledge based on course materials and the required textbook.

### **MGMT 5311, Concepts and Applications for New Ventures**

This course is designed to provide students an overview of entrepreneurship, particularly in the development of new products and services. The course reviews the various challenges facing the aspiring entrepreneur through a combination of course materials, case study analysis and discussions on topics related to entrepreneurship. In addition, students will be introduced to various techniques which help an aspiring entrepreneur fine tune their products as well as recognize promising market segments they could target.

### **MGMT 5350 Strategic Cases In Services Marketing and Management**

The course focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service(s) are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence

for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.). Classroom sessions may consist of a mixture of short lectures, student discussions of material and assignments, case discussions, media presentations, active learning exercises, and guest speakers.

### **MISY 5380 Enterprise Systems/CRM**

This course will expose students to the concepts, capabilities, and the benefits of CRM (Customer Relationship Management Systems), how CRM can be used by companies for customer acquisition, retention, and development, and how to implement CRM using the recent-most technologies. The course will cover various aspects of Operational, Strategic, and Analytics CRM. In this course we will use SAP's CRM Web client UI and Cloud4Customer, both major SAP Customer Relationship Management software solutions, to enact Marketing, Sales, and Service transactions relation to CRM processes. We will also review CRM transactions performed using FIORI Launchpad. Additionally, we will use Salesforce, the technology designed to help sell, service, market, analyze, and connect with the customers.

### **Management (on campus and online)**

The landscape of business has shifted from leaders who exercised formal authority and faced low conflict to leaders who are required to achieve results through influence in the face greater conflict.

According BIZ ED magazine, a leading publication on programs in higher education, "Most MBA programs give scant attention to soft skill development, generally confining it to electives on writing and presentations. MBAs need enhanced interpersonal skills. These include the ability to serve a wider range of audiences – such as customers, employees, and stockholders – while tolerating intense scrutiny and relinquishing command and control leadership approaches. Most MBA programs do not understand or know how to teach the relationship-building skills required for contemporary business leadership."

The focus of the Lamar MBA's management concentration is personal and organizational development. This concentration emphasizes the values, integrity, and emotional intelligence necessary for students to become successful organizational leaders. It features proven world-class organizational leadership training delivered by passionate instructors that realize that emotional and social intelligence are as important to a student's leadership role as their knowledge of finance and marketing. Graduates of our program understand what it takes to motivate people and lead an organization.

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

#### **MGMT 5312 Personal Leadership**

Stephen Covey's book, *The 7 Habits of Highly Effective People*, serves as the foundation for this highly interactive course. Participants are provided a strong understanding of the 7 Habits content. The course fosters personal and professional growth, empowers more meaningful relationships and productive collaboration, increases productivity, and results in a healthy work/life balance.

#### **MGMT 5313 Team Leadership**

This course teaches FranklinCovey® *Leadership: Great Leaders, Great Teams, and Great Results*. Unleash the talent and capability of your teams by carrying out the 4 imperatives of Great Leaders. This course will help students learn how to build credibility and trust with others, define their team's purpose and

align it with the organizations goals, and encourage growth and responsibility of the unique talents of their team.

### **MGMT 5360 Human Resource Management**

Review of the basic elements of employed performance with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

### **BULW 5330 Employment Law**

Historical interpretations and present provisions of regulations governing: labor and common law; state and federal statutes; Fair Labor Standards Act; Worker's Compensation; Social Security liability; United States Department of Labor; social legislation and fair employment practices.

## **Management Information Systems (on campus and online)**

In addition to the **MBA core**, students choose 4 courses (12 hours) of concentration electives from the following:

### **MISY 5300 Database Management Systems**

This course covers design, implementation, and management of database systems. First, the students will learn the database design concepts which are vital to building an error-free database. Then, the students will learn the physical implementation of a database design with software such as MS Access, Oracle and SQL (Structured Query Language). Finally, students will learn database management issues such as transaction management and concurrency control, database performance tuning and query optimization, and database administration and security.

### **MISY 5310 IT Project Management**

This course covers the genesis of project management and its importance in improving the success of information technology projects. Students will acquire knowledge of project management terms and techniques such as: the triple constraint of project management, project management knowledge areas and process groups, project life cycle, tools and techniques of project management (for example: project selection methods, work breakdown structures, network diagrams and critical path analysis, cost estimates, and earned value analysis). Students will learn to use the current version of Primavera P6 Professional Project Management software to help plan and manage an IT project.

### **MISY 5315 Introduction to Programming for Business Solutions**

This course introduces students to programming logic and syntax as well as computational thinking and problem solving. Students will be able to apply elementary programming concepts including the use of variables, loops, decision logic, functions, data types, and simple object-oriented concepts. The course deals with introductory concepts in object-oriented/event driven computer programming by developing Windows applications using Visual Basic within the Visual Studio Integrated Development Environment

(IDE). The course also introduces students to the development platform within SAP, Advanced Business Application Programming (ABAP) and its built-in IDE- the ABAP Workbench. Students will develop solutions and create programs to solve business problems. No prior programming experience is required for this class.

### **MISY 5320 Information Assurance and Security**

In this course, students will learn about the elements that constitute Information Assurance and Security. Information Assurance and Security is a topic of increasing importance for many organizations as threats to computer and network systems continue to increase and evolve. It is imperative that the information organizations store in their systems be protected from unauthorized disclosure, modification, or destruction. This course provides an in-depth presentation of information assurance concepts, terminologies, models and practices. The topics covered in this course include but are not limited to: Organizational Security Management, Cryptography, Physical Security, Infrastructure Security, Intrusion Detection Systems, Network Security and Risk Management. Various software tools will be introduced to enhance students' hands-on capabilities. This course can effectively help the students prepare for the CompTIA Security+ certificate exam.

### **MISY 5325 Cybersecurity Management**

In this course, students will examine the security functions in a system and describe relevant strengths and weaknesses. They will acquire knowledge necessary to define and implement a security program for the protection of an organization's systems and data, assess the effectiveness of a security program, and analyze potential security risks. Students will be exposed to business cases from the healthcare industry that discuss security vulnerabilities emanating from outside as well as from within healthcare organizations such as hospitals, physician networks, pharmaceutical firms, and insurance companies. Students will learn to use SAS security analytics programs to conduct data-driven analysis of metrics associated with security risks and prediction of future risk events.

### **MISY 5330 Healthcare Information Systems**

This course addresses issues in the development, integration, and management of health care information systems. Specifically, topics in patient care systems, health care delivery applications, advances in health informatics and telematics, and health information resources management will be discussed.

### **Port Management (online and on campus)**

*Students choosing to take the Port Management concentration will use a modified set of core classes to better suit their needs. In place of MGMT 5340, students will take BULW 5333, Legal Framework of Ports and Trade. In place of ECON 5370, students will take ECON 5333 Economics of Ports and Trade. See course descriptions below.*

### **BULW 5333 Legal Framework of Ports and Trade**

An introduction to international business law, with primary emphasis on the impact of laws on maritime trade and port management. International law is generally understood to be comprised of a) public international law - which concerns the relationships between subjects of international law, including

sovereign nations and international organizations, b) private international law - which concerns the questions of which jurisdiction should be permitted to hear a legal dispute between private parties, and which jurisdiction's law should be applied; and c) supranational law - which is based on the limitation of the rights of sovereign nations between one another, such as European Union law, which is considered to be the first example of a supranational legal framework.

### **ECON 5333 Economics of Ports and Trade**

This course will give students a thorough understanding of what drives trade, the importance of trade as well as the fundamental principles of economics that drives port management and the shipping industry.

### **INEN 5302 Introduction to Port Management**

An introductory course covering the strategic role of global seaports, port strategies and structure, legal and regulatory framework, port and terminal operations, safety and regulations, and planning in this rapidly waterfront community

### **INEN 5310 Marine Terminal Operations**

Port and maritime terminals will be analyzed and new requirements for terminal operating. This course will cover operations across the wide array of marine terminal facilities and equipment and will address current and emerging technologies, processes and procedures, with a special focus on safety. Analytical models and simulation will be employed for the purpose of optimizing marine terminal operations.

### **INEN 5309 Managing the Port Estate**

To provide the student with the knowledge of how to manage the port estate.

### **INEN 5308 Safety, Health, Security & Environment in Ports & Terminals**

Principles of industrial accident prevention, accident statistics and costs, accident causation, appraising safety performance, recognizing port/terminal health, safety, environmental and security hazards and recommending safeguards. Includes a study of mandatory, recommended and voluntary standards.

### **MGMT 5333 Port Property and Asset Management**

Ports are an asset intensive industry that are increasingly capital constrained and large investments needed to increase port capacity, productivity, and maximize cargo throughput. This course develops the tools needed to understand and manage the port's true infrastructure investment value. With the significant increase in global shipping, new forms of ownership and financing port investment as well as reliable "fair market" asset valuations of port resources will be covered in this course.

### **INEN 5308 Port Security and Resiliency Planning**

Principles of industrial accident prevention, accident statistics and costs, accident causation, appraising safety performance, recognizing port/terminal health, safety, environmental and security hazards and recommending safeguards. Includes a study of mandatory, recommended and voluntary standards.

**INEN 5304 Risk Analysis and Decision Making**

The course provides an overall decision analysis paradigm and a set of tools – primarily decision-tree analysis and Monte Carlo simulation – to construct and facilitate decision making. A variety of exercises, problems, and case studies, analytical modeling, data analysis and optimization will be utilized to facilitate logical, strategic and tactical choices in data- and time-constrained management environments.

**Students can also take 1 course (3 hours) from the following:**

**MGMT 5313 Team Leadership**

This course teaches FranklinCovey® Leadership: Great Leaders, Great Teams, and Great Results. Unleash the talent and capability of your teams by carrying out the 4 imperatives of Great Leaders. This course will help students learn how to build credibility and trust with others, define their team's purpose and align it with the organizations goals, and encourage growth and responsibility of the unique talents of their team. *For students in the PM concentration, this course will use examples specific to Ports and Trade.*

**MGMT 5360 Human Resource Management**

Review of the basic elements of employed performance with analysis of the factors involved in employment, placement and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

**BULW 5320 – Leadership & Negotiation**

This course focuses on the development of negotiation and versatile leadership skills important in the effective management of change. Through role playing exercises, tapes, diagnostic tools, seminar discussion, selected readings, and cases students will learn theory and build skills necessary for meeting objectives and providing leadership in diverse groups and organizations.

**Service Marketing and Management (on campus)**

This concentration prepares MBA students for careers in which they will establish customer relationships, build loyalty, and increase profits through effective service delivery. This will include the unique challenges involved in marketing and managing services. Students will consider the sources of competitive advantage in service businesses such as managing supply and demand, relationship management, customer satisfaction and loyalty, and the overlap in marketing/operations/human resource systems.

In addition to the **MBA core**, students will enroll in the following concentration electives:

**MKTG 5340 International Marketing**

Analysis and planning of marketing mix on an international scale. The course focuses on the aspects of international marketing such as the international market, the identification of global opportunities and

threats, the formulation of international marketing strategy, and the organization and control of global markets.

### **MKTG 5350 Digital Marketing**

This course is a comprehensive review of marketing strategies that are enabled and enhanced by rapidly-evolving electronic and interactive media and communication methods. Analysis of current events and business cases involving online marketers is an integral part of the course.

### **MGMT 5360 Human Resource Management**

Review of basic elements of employed performance, with analysis of the factors involved in employment, placement, and personnel planning. This course blends theory and practice so the student may better understand the policies and procedures required for recruitment selection and personnel planning.

### **MGMT 5350 Strategic Cases in Services Marketing and Management**

The course focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service (and services) are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.). Classroom sessions may consist of a mixture of short lectures, student discussions of material and assignments, case discussions, media presentations, active learning exercises, and guest speakers.

## **Thematic General Business (on campus)**

For students who seek a tailored approach, the Thematic concentration allows them to choose their elective courses. To pursue a Thematic concentration, students develop a plan of study. The purpose of this flexibility is to provide a concentration that can be tailored more closely to the personal and professional goals of the student.

The thematic concentration allows students to choose their four elective courses (12 hours) from a list of elective courses offered in the MBA program to add to the **MBA Core**.

## **Dual MSN/MBA (online)**

This dual degree allows students to pursue both their Master of Science in Nursing and MBA simultaneously. The MBA core courses for MSN/MBA students were chosen by MSN/MBA administrators in order to provide students the most relevant content for application as a Nursing administrator. To see a complete degree plan, consisting of sixty one hours, visit [www.lamar.edu/mba](http://www.lamar.edu/mba).

### **Dual MSA/MBA (on campus)**

Students must meet the admission and prerequisite requirements for both the MBA Program and Master of Science in Accounting Program. The MBA/MSA student must meet the graduation requirements of each program individually including minimum grade point average and time limit policies. Grade point averages in both programs are computed separately. The MSA/MBA student will be enrolled as a student in the dual degree program as long as the student meets minimum standards for continuation in each program. In the rare case that a student is dismissed or withdraws from one program, the student may continue and complete the other program as long as the student meets the minimum standards in that program. However, the student must fulfill all requirements for regularly admitted students in the remaining program. Students must complete this degree within 6 years

Students already earning an MSA with at least 6 hours of electives from the MBA (34 Hours)  
+ An additional 18 Hours of MBA Core Courses (Must take MGMT 5380). Total: 52 Hours

### **Dual MS-MIS/MBA with ERP Concentration (on campus and online)**

Students must meet the admission and prerequisite requirements for both the MBA Program and Master of Science in Management Information Systems Program. The MBA/MS-MIS student must meet the graduation requirements of each program individually including minimum grade point average and time limit policies. Grade point averages in both programs are computed separately. The MBA/MS-MIS student will be enrolled as a student in the dual degree program as long as the student meets minimum standards for continuation in each program. In the rare case that a student is dismissed or withdraws from one program, the student may continue and complete the other program as long as the student meets the minimum standards in that program. However, the student must fulfill all requirements for regularly admitted students in the remaining program. Students must complete this degree within 6 years.

Students already earning an MS-MIS which includes 6 hours of MBA core courses (MISY 5340 and BUAL 5380) will need to complete an additional 18 hours (6 courses) of MBA core courses to earn the dual degree (MBA with ERP concentration and MS-MIS). Students already earning an MBA with ERP concentration will need to complete an additional 12 hours (4 courses) of MS-MIS courses to earn the dual degree. Total requirement for the dual degree: 48 hours. MS-MIS students who do not have an undergraduate business degree and add the MBA to their degree may need to take up to 12 hours of MBA leveling courses.

## **Academic Policies**

**Academic Advising:** MBA students receive personalized academic advising each semester. Students are expected to schedule this appointment in advance to discuss progress and to plan future coursework.

To schedule an appointment:

On campus students- 409-880-8604 or [cob-mba@lamar.edu](mailto:cob-mba@lamar.edu)  
Online students -409-880-8872 or [luap-mba@lamar.edu](mailto:luap-mba@lamar.edu)

**Academic Dishonesty, Misconduct, and Discipline Code:** These regulations include policies relating to academic dishonesty, plagiarism, University disciplinary code, and student rights and responsibilities. It is the responsibility of all graduate students to read the *Student Handbook* and to abide by all University regulations.

Lamar University expects all students to engage in academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in their academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion, and the abuse of resource materials.

Cheating includes:

- a) copying, without authorization from the instructor, another student's test paper, laboratory report, other report or computer files, data listings, and/or program;
- b) using, during a test, materials not authorized by the person giving the test;
- c) collaborating, without authorization, with another person during an examination or in preparing academic work;
- d) knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of test or assignment that has not been administered or assigned;
- e) substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit;
- f) bribing another person to obtain a test not yet administered or information about such; and
- g) purchasing, or otherwise acquiring and submitting as one's own work any research paper or other written assignment prepared by an individual or firm

**Plagiarism** shall mean the appropriation of another's work or idea and the unacknowledged incorporation of that work or idea into one's own work offered for credit.

**Collusion** shall mean the unauthorized collaboration with another person in preparing work offered for credit.

***Abuse of resource materials*** shall mean the mutilation, destruction, concealment, theft, or alteration of materials provided to assist students in the mastery of course materials.

***Academic work*** shall mean the preparation of an essay, dissertation, thesis, report, problem, assignment, creative work or other project that the student submits as a course requirement or for a grade.

Procedures for discipline due to academic dishonesty shall be the same as in other violations of the Student Code of Conduct, except that all academic dishonesty cases shall be considered and reviewed by the faculty member, and if necessary, the Department Chair, Dean and Provost.

The faculty member shall conduct a complete, thorough, and impartial investigation of the charge of academic dishonesty and determine whether or not the student was responsible for the violation. If the faculty member determines that the student was responsible for the violation, the faculty member may assess an appropriate and reasonable sanction. The student shall be entitled to a written notice from the faculty member of the violation, the penalty, and the student's right to appeal the determination of dishonesty and/or the sanction imposed. A copy of the faculty member's notice to the student shall be forwarded to the Provost.

If the student does not accept the decision of the faculty member concerning the determination of dishonesty and/or the penalty imposed, the student may appeal to the faculty member's Department Chair for review of the case. To do so, the student must submit, in writing, a request for an appeal to the Chair within five working days of notification of the right to appeal. The student shall be entitled to a written notice of Chair's decision and the student's right to further appeal.

If the student does not accept the decision of the Chair concerning the determination of dishonesty and/or the sanction imposed, the student may appeal to the Dean for review of the case. To do so, the student must submit, in writing, a request for an appeal to the Dean within five working days of notification of the Chair's decision. Prior to rendering a decision about an appeal, the Dean may request a review of the case and recommendation from the College's Student-Faculty Relations Committee. The student shall be entitled to a written notice of the dean's decision and the right to further appeal.

If the student does not accept the decision of the Dean, the student may then appeal to the Provost for review of the case. To do so, the student must submit, in writing, a request for an appeal to the Provost within five working days of notification of the dean's decision. Before rendering a decision, the Provost shall convene an ad hoc Student-Faculty Relations Committee composed of members from the standing Student-Faculty Relations Committees from the other Colleges to review the case and offer a recommendation. The student shall be entitled to a written notice of the Provost's decision. The decision of the Provost shall be final.

No disciplinary action against the student shall become effective until the student has received substantive and procedural due process as described above. A copy of the record pertaining to

each case shall be forwarded to, reside in, and considered by the Office of the Vice President for Student Affairs where it shall be treated as a disciplinary record as described in the Student Handbook. If additional judicial action is necessary, as in the case of flagrant or repeated violations, the Student Affairs Office shall initiate further action in accordance with the procedures for student discipline as described in the Student Handbook.

Instructors shall take reasonable and necessary precautions, including the careful administration and monitoring of examinations and assignments, to prevent acts of academic dishonesty.

*For more information, please visit the Lamar University Student Handbook at <https://lamar.edu/student-handbook>*

**Class Attendance and Punctuality:** Due to the accelerated format of the MBA program, class attendance and participation is a crucial factor to the success of a student's degree program. Students are responsible for attending all scheduled class meetings, arriving for class in a timely manner, and completing required work. Each faculty member sets his or her policy with respect to class attendance. If a student is absent, it is the student's responsibility to inform the professor of the reason as early as possible. Make-up exams or homework is assigned upon the discretion of the instructor. In all cases, communication with the faculty is essential. Please refer to the individual course syllabus for class policy.

**Adding/Dropping Courses:** Students should refer to the Current MBA students section of the MBA website ([lamar.edu/mba](http://lamar.edu/mba)) for specific drop dates for each semester. Students may drop a course and receive a grade of "Q" during the penalty-free period of the semester or session. For drops after this penalty-free period, grades are recorded as "Q" or "F," indicating the student was passing or failing at the time of the drop. A grade of "Q" may not be assigned unless an official drop has been processed through the Records Office. Students may drop a course online up to the census day by logging into Self-Service Banner. After the census day, courses must be dropped through the Records Office. For additional help, contact your academic advisor or the Records Office at [records@lamar.edu](mailto:records@lamar.edu). Students may not drop a course during the last 20 percent of the term.

Students requesting a refund of tuition and/or fees resulting from dropped courses or from withdrawing from the university should direct questions to the Cashiers' Office.

Due to the expedited schedule in eight week courses, students will be unable to register for additional courses after the first week of an eight week session has expired. Students are welcome to add courses during this first week with the approval of the MBA office.

### **Emergency Preparedness**

Lamar University is a very safe campus and there is a low probability that a serious incident will occur here. However, we want to emphasize our emergency procedures for evacuation and shelter in place incidents. Our preparedness will be critical IF an unexpected event occurs!

Instructions for specific emergencies, such as severe weather, chemical release, active shooter, or fire can be found at: <http://www.lamar.edu/about-lu/administration/risk-management/index.html>

Here are some simple things you should do in the event an emergency occurs during our class.

- Always follow the directions of the instructor or emergency personnel
- If told to evacuate, do so immediately.
- If told to shelter-in-place, find a room, in the center of the building with few windows, on the lowest level of the building.
- If told to lockdown, lock and barricade the door if possible. Turn off the lights and wait for police to arrive.

**Severe Weather:** In the event of severe weather, here are simple things you should do.

- Follow the directions of the instructor or emergency personnel.
- Seek shelter in an interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside.
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building.
- Stay in the center of the room, away from exterior walls, windows, and doors.

**In the event of an announced campus closure in excess of four days due to a hurricane or other disaster, students are expected to login to Lamar University's website's homepage ([www.Lamar.edu](http://www.Lamar.edu)) for instructions about continuing courses remotely.**

**Violence/Active Shooter (CADD):**

- CALL - 8-3-1-1 from a campus phone (880-8311 from a cell phone). Note: Calling 9-1-1 from either a campus phone or cell phone will contact Beaumont City Police Dispatch rather than University Police.
- AVOID- If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- DENY- Barricade the door with desks, chairs, bookcases or any other items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it is safe.
- DEFEND- Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

**Evaluation of Instruction and Services:** Students are given an opportunity to evaluate the educational services and their instructors every semester towards the conclusion of the semester. This evaluation is completely confidential, voluntary, and anonymous. The feedback is used to improve the instruction and services provided through the college. Students are strongly encouraged to participate in these evaluations.

**Final Examinations:** Final exams are scheduled during the University scheduled “final week” for the semester. Upon the discretion of the instructor, approved alternate exam dates can be scheduled outside of the scheduled time. Check each course syllabus for individual instructor policies.

**Grades:** The grading system for graduate students is “A” (superior), “B” (good), “C” (marginal), “D” (poor), “F” (fail), “I” (incomplete), “S” (satisfactory), “U” (unsatisfactory), Drop, and Withdrawal. Credits applicable to graduate degrees are given only for the grades A, B, C, and S.

In computing grade-point averages, an “A” is valued at four grade points per credit hour, a “B” three, a “C” two, a “D” one and an “F” zero. An overall grade point average (GPA) of “B” (3.0) on all graduate work attempted is required for graduation.

Incomplete work that is not finished during the next long semester (Spring and Fall) will be credited with an “F.” International students must receive a “NG” for courses (such as Graduate Projects) that have not been completed, and should not receive an “I” in any course. With compelling justification, the MBA Program Director may grant an extension of the time limit for the completion of incomplete work.

### **Lamar University’s Graduate Course Grade Replacement Policy:**

Students may replace a graduate course grade by repeating a course for up to three graduate-level courses (nine semester hours). If a student repeats a course, the last grade recorded will be considered the official grade and used in calculating the GPA, although all grades remain on the student's transcript. A grade, once earned and entered on a student's transcript, cannot be removed. Special topics courses that have the same course number are not considered to be the same course if the topics differ. The repetition of a course taken at another institution will not replace a grade in the GPA calculation of the Lamar University course. This policy does not apply to classes repeated before the fall of 2014. If a student earns a D or F in a course required for his/her graduate degree, the course must be repeated and a passing grade of A, B or C must be earned. Once a degree has been conferred, a student may not use the Grade Replacement Policy for any courses used to award the degree or to recalculate GPA.

### **Quality of Work Required: Probation/Suspension Regulations :**

The MBA student must maintain a 3.0 grade point average on all courses that receive graduate credit, whether or not they are to be applied toward a graduate degree. Leveling and elective courses taken for graduate credit are included in the computation of the grade point average. A student whose GPA in graduate work falls below 3.0 must make up the deficit, either by repeating courses in which the grades are low or by completing other graduate courses with grades high enough to bring the GPA up to 3.0.

MBA students who do not meet the academic standards of the Graduate College will be placed on probation or suspended. Students on probation may enroll in graduate courses but may not apply for graduation. Suspended students may be temporarily or permanently denied permission to enroll in graduate courses. In computing graduate academic status, all graduate work taken during the previous six years, except thesis and field study courses, applies. Graduate work taken at another institution will be included in the computation of semester hours toward a degree only when that work is applied toward a degree in progress at Lamar University. Transferred credits will not be used in the computation of the graduate grade point average at LU.

1. *Minimum Academic Performance.* A graduate student with a cumulative grade point average (CGPA) of 3.0 or higher is in good standing. A student with a CGPA below 3.0 will be placed on probation, suspended, or expelled.
2. *Probation.* Students with full graduate admission status who fail to achieve and maintain a CGPA of 3.0 at the completion of nine semester hours of graduate enrollment will be placed on academic probation (P1). A P1 student who earns a grade point average (GPA) of at least 3.25 on all graduate courses in the next enrolled semester and whose CGPA is below 3.0 will be placed on (P2) probation. A P1 student who fails to earn a 3.25 GPA in the next enrolled semester and whose CGPA is less than 3.0 will be suspended. Students on probation may enroll in courses but may not apply for admission to candidacy or for graduation. The probationary status applies whether or not the student receives a letter of notification from the Graduate Office.
3. *Suspension.* A graduate student who has been placed on (P2) probation and who fails to raise his/her CGPA to at least 3.0 in the next enrolled semester will be suspended. Suspended students may enroll in graduate courses in the summer and undergraduate courses during spring, fall, or summer semesters; however, students must receive recommendation from their department chair, college dean, and approval from the graduate dean in order to enroll. Undergraduate grades are not used in the computation of the graduate CGPA. Suspension for the fall semester may be removed if the student raises the graduate CGPA to at least 3.0 during the summer term. The first academic suspension (S1) shall be for one long semester (fall or spring). A graduate student who has been suspended (S1) and who fails to raise his/her CGPA to at least 3.0 in the next enrolled semester will be suspended again (S2), and the second suspension (S2) will be for two long semesters. An S2 student who fails to raise the CGPA to 3.0 or higher in the next enrolled semester will be expelled.

**Scholarship Requirements:** Students who are receiving the graduate studies scholarship or other named scholarships from the College of Business are required to participate in MBA events. These include MBA socials, speaker series, career development events and open houses for prospective students.

**Study Abroad:** Students are encouraged to participate in study abroad activities to enhance the knowledge gained by traditional course delivery methods. The MBA Program offers three study abroad options:

### **1. Argentina**

This trip is typically offered over Spring Break and the preceding weekend. The trip is eight days long and includes:

- International seminars about Argentina’s emerging market, economic growth, and its impact on the global economy
- Meeting with entrepreneurs of Buenos Aires’s growing startup community
- Talking with representatives of major multinational companies
- Engaging with Argentina’s rich cultural tradition and exploring historical sites

### **2. China**

This trip is offered in the time between Spring and Summer when courses do not run. The trip is eleven days long and includes:

- Travel to Hong Kong, Guangzhou and Beijing
- Business visit to Crocs Shoe Factory
- Business visit to Hyundai Motors
- Business visit to Oracle Software Systems
- Business visit to Lenovo Computer Company
- Meeting with the representatives of the Chinese Ministry of Commerce
- Business visit to Shanghai Futures exchange

### **3. Spain**

This trip is typically offered twice a year—in early January and early June, and is two weeks long. This trip includes:

- Attending international seminars in Finance, Management, Marketing, and Tourism at the campus of the University of Alicante
- Visits to Spanish multinational companies
- Exploring major Spanish cities in the Valencia region of Spain
- Awareness of cultural differences, development of language skills within a cultural context, and becoming more culturally sensitive and accepting.

**Study Abroad Scholarships:** Graduate students (MBA/MSA/MS-MIS) participating in one of the above trips are encouraged to apply to become a Janie Nelson and Mark Steinhagen Global Fellow. Steinhagen Global Fellows will be awarded on a competitive basis to outstanding scholars who complete an application and essay describing how being a global fellow will enhance their educational experience and help them achieve their career goals. For a Steinhagen Global Fellows application, please visit the MBA website at [lamar.edu/mba](http://lamar.edu/mba)

**Study Abroad Eligibility:** Graduate level students in the College of Business are eligible to participate in the study abroad options offered by the college. 5 year BBA/MBA and BBA/MSA students are also eligible to participate. Undergraduate students majoring or minoring in Business with Junior and/or Senior level standing and a 3.0 cumulative GPA are eligible to apply. Undergraduate student applications will be reviewed by College of Business administration for approval to participate.

**Study Abroad Course Requirement:** Students participating in the trip must enroll in BUSI 5380: Global Enrichment. Students will have assignments to complete during and after their study abroad experience and will receive a course grade based on these assignments.

Students who have previously enrolled in BUSI 5380 for one study abroad excursion and want to take a second trip may do so under a 'Special Topics' course number (MGMT 5390). This option requires the approval of the MBA Office. Students choosing to participate in a second study abroad are not eligible for scholarship money toward the expense of the trip.

**MBA/MSA/MS-MIS Alumni** are welcome to participate in study abroad trips, provided there is room. Networking is key for business students and interactions between current business students and alumni are mutually beneficial, especially in the global setting. Alumni will not be required to complete the assignments during the study abroad experience, but are encouraged to participate in all planned activities with students.

**Transfer Credits:** Students can transfer up to six credit hours of classes from another AACSB accredited institution into their MBA program at Lamar University. Grades on transfer courses must be A or B. A G6 form must be completed.

Students who wish to transfer up to six credits from a regionally accredited university that is not AACSB accredited will be required to submit a course syllabus for review by the academic department under which that course resides.

If the coursework to be transferred is older than six years, by agreeing to accept the course as transfer credit, the academic department indicates the course is approved for recertification. The usual recertification process (see below) will apply. Courses older than six years that are denied transfer are also denied recertification.

**Recertification of Out-of-Date Graduate Credit:** At the discretion of the program faculty, academic credit granted outside the six-year time limit established for master's degrees must be recertified by

examination or other appropriate means before the work can be applied toward the requirements of the MBA degree. Course(s) to be recertified must have been completed at Lamar University or be acceptable as transfer credit in lieu of Lamar University courses. In order to recertify out-of-date course(s), the student must receive the permission of his/her graduate committee, the chair of the department, and the dean of the college. The form "Request to Recertify Out of Date Course(s)" (G-20) shall be used to record student and course(s) information, means of recertification, and approvals. This form along with a memorandum from the department chair describing the method of recertification must be submitted to the College of Graduate Studies for final approval by the graduate dean.

**Application of Credits from One Master's Degree toward a Second Degree:** A maximum of six semester hours taken for one master's degree may be counted toward a second master's degree with the approval of the department in which the second degree is sought. Coursework must be not be more than six years old.

Students may also transfer hours beyond the six hours (as mentioned above) from another program at Lamar University to fulfill concentration elective requirements if these courses were not used toward another degree. These courses transferred from another program at Lamar University must be additional courses taken above and beyond what was required by the student's initial graduate degree.

**Textbooks/Course Materials:** In addition to the textbook, some courses may require ancillary course materials that may range up to \$150 each. Use of additional resources are at the discretion of each professor.

**Withdrawal from the University:** Students wishing to withdraw entirely from the university and drop all Lamar University courses should contact an academic advisor or the Records Office at [records@lamar.edu](mailto:records@lamar.edu). Students must clear all financial obligations and return all university property. If, however, the student is unable at the time of withdrawal to clear financial obligations to the university, the student will be permitted to withdraw with the understanding that transcripts will be withheld and re-entry to Lamar University will not be permitted until all financial obligations are cleared.

If a withdrawal is made before the end of the penalty-free period or if the student is passing at the time of withdrawal during the penalty period, a grade of "W" will be issued for each course affected. A grade of "F" may be issued for all courses not being passed at the time of withdrawal after the penalty-free period. A student may not withdraw within the last 20 percent of the term. A student who leaves without withdrawing officially will receive a grade of "F" in all courses and forfeit all returnable fees. Students should check the academic calendar for specific dates. Students wishing to withdraw after the official withdrawal date should contact their dean.

## Campus Services

**Bookstore:** Lamar University's on campus bookstore, a Barnes and Noble affiliate, is located in the Setzer Center or online at <http://lamar.bncollege.com/>. Through this website, students can search for courses and find the required materials. The bookstore provides new, used, rental and electronic options.

**Cardinal One Card:** Lamar University ID card is known as the Cardinal OneCard. The Cardinal OneCard provides numerous new benefits. Some of these new benefits include:

- A FREE, no minimum balance, FDIC insured checking/debit account that can easily be activated.
- The ability to add money electronically to students One Account from any U.S. bank account in a friendly manner.
- New options for students to receive financial aid refunds, including the option to receive funds quickly and easily to the Cardinal One Account.

The Lamar Student ID card is used for more than just identification. It is used for library usage, entrance to all athletic events and university-sponsored functions, recreational facilities, receiving care at the Health Center, securing university payroll checks, and use of individual student facilities at the Student Center. Students on a university meal plan also use their ID card in the dining rooms for meals. This ID is a debit card, **NOT A CREDIT CARD**.

All students should receive a Cardinal One card. On campus students should visit Wimberly Bldg Room 116. Online students not in the immediate area, please contact [cardinalone@lamar.edu](mailto:cardinalone@lamar.edu) or call (409) 880-2236 to request your Cardinal One card.

*For more about Lamar University's Cardinal OneCard, visit:*  
<https://lucardinalone.higheroneaccount.com/>

**Career Center:** The Career Center is located in the Galloway Business Building room 102. The Lamar Career Center provides career support for all students and alumni. By registering with the Career Center students become eligible to participate in a variety of career related activities and events including the Career Expo, Recruiting, On Campus Interviews, Company Presentations, Special Workshops and Seminars.

*For more about Lamar University's Career & Testing Center, visit:*  
<http://www.lamar.edu/career-and-testing-services/>

**Computer Labs:** For the convenience of our students, we have a computer lab in room 109. Students can log into these computers using their user name Hours of operations depends on the current semester. 7:30 am – 8:30 pm during long semesters and 7:30 am – 5:00 pm during summer. The John Gray Library also has computer labs on the first and seventh floors.

**Disability Resource Center:** The Disability Resource Center (DRC) is committed to supporting students with disabilities at Lamar University through the appropriate use of advocacy, accommodations, and supportive services to ensure access to campus courses, services, and activities. The DRC is the university-designated office that determines and facilitates reasonable accommodations in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. The DRC is located in the Communication Building room 105.

*For more about Lamar University's Disability Resource Center, visit:*

<http://www.lamar.edu/disability-resource-center>

**Financial Aid:** Different types of financial aid are available to most resident and non-resident graduate students through the Financial Aid Office in the Wimberly Building room 216.

For more about Lamar University's Financial Aid process, visit: <https://lamar.edu/financialaid>

**Food Services:** Locations of food services include the Brooks-Shivers Dining Hall, Cardinal Nest Mirabeau's, and Juice bar in the Recreational Sports Center.

*For more about Lamar University's Food options, visit: <http://www.dineoncampus.com/bigred/>*

**International Student Services:** For questions regarding immigration, admissions and grades, please contact the International Student Programs and Services Office. The office is located in the Wimberly building, room 117.

*For more about Lamar University's International Student Services, visit:*

<http://international.lamar.edu/>

**Library:** The Mary and John Gray Library of Lamar University facilitates access to scholarly information in all forms, within the overall framework of the University's stated mission. To this end, the Library is committed to the following initiatives:

- Teaching information literacy skills that promote academic success and continuous learning.
- Developing appropriate collections and making them discoverable.
- Designing and delivering efficient services within a collegial educational environment.
- Providing leadership in the creation of campus information policy

**Hours of operation:**

Sunday 2:00pm - 1:45am

Monday – Thursday 7:30am - 11:45pm (during finals 7:00 am – 1:45 am)

Friday 7:30am - 5:45pm

Saturday 10:00am - 6:45pm

*For more about Lamar University's Mary and John Gray Library, visit: <https://library.lamar.edu>*

**Police Department:** Lamar University maintains a full-service police department with full-time officers to respond to reports of criminal acts and emergencies on campus. These officers are state certified and hold police commissions with the State of Texas.

*For more about Lamar University's Police Department, visit: <http://universitypolice.lamar.edu/>*

**Student Health Center:** The Student Health Center of Lamar University is dedicated to promoting the health and wellness of the university population by offering quality medical and psychological services to the students of Lamar University. The Student Health Center houses a medical clinic staffed by a physician and several nurse practitioners, a clinic pharmacy with discounted prescriptions and over-the-counter items, licensed psychological counselors, and a health education department. Services are available to currently enrolled Lamar University students. Students are charged only for medications, lab tests or supplies, not for the office visit.

*For more about Lamar University's Student Health Center visit, <http://lamar.orgsync.com/org/studenthealthcenter67959/home>*

**Veterans Affairs:** The Veterans Affairs Office is maintained to aid veterans in obtaining their educational benefits. Veterans are encouraged to complete admissions and testing requirements 90 to 120 days prior to the period for which they wish to enroll.

*For more about Lamar University's Veteran's Affairs Office visit, <http://www.lamar.edu/veterans-affairs>*