knowledge-based assets.

7509 Oral History (3) Introduction to oral history methods and techniques, administration of archival projects; conducting interviews; preservation of interviews in archives and libraries.

7510 Information Design and Management (3) Design, produce, and manage effective web sites; understanding of the World Wide Web environment and related technologies.

7603 Analysis of Archival Materials (3) Prereq.: LIS 7408 or consent of instructor. Application of analytical processes to produce MARC records, Dublin Core records, and SGML/XML tagging; overview of electronic publishing and Web publications of archival materials and finding aids.

7604 Economics of Records Management (3) Application of systematic and scientific controls to recorded information; life-cycle concept, legal requirements, and implications of technology, as well as records inventory, appraisal, classification, retention, and protection.

7605 Information Science (3) History and philosophy of information science and information retrieval; survey of current research.

7606 Abstracting and Indexing (3) Principles of abstracting and indexing for print and electronic environments; controlled vocabulary and thesaurus development; manual and computerized abstracting and indexing techniques; effectiveness of abstracting and indexing methods.

7607 Information Retrieval (3) Prereq.: LIS 7002 or permission of instructor. Use of electronic information resources and systems; analysis and comparison of various types of retrieval systems.

7608 Cataloging and Classification (3) Principles underlying description, subject analysis, classification of library resources; authority control; current national and international cataloging rules. Library of Congress Subject Headings, Dewey Decimal Classification, Library of Congress Classification, MARC (machine-readable cataloging) formats are emphasized.

7609 Seminar on Cataloging and Classification (3) Prereq.: LIS 7408 or consent of instructor. Detailed analysis of cataloging and classification of special resources, including serials, electronic and cartographic resources, kits, music, manuscripts, relia, including formatting of bibliographic representations; intensive survey of conceptual foundations of descriptive and subject metadata.

7610 Information Systems (3) See CSC 7481.


7700 History of Books and Libraries (3) History and cultural relationships of the book and libraries; rise of the library as a formal institution within society.

7701 Seminar in History of Archives and Record Keeping (3) Origins, organization, and development of records, record keeping systems, and archival institutions, from the ancient world through the twentieth century.

7702 Seminar in Advanced Archival Appraisal (3) Appraisal and selection of archival materials from both a theoretical and practical perspective. Extensive reading in the archival literature to form familiarity with the evolution of appraisal theory and current practices in the field.

7703 Seminar in Archival Administration (3) History of archival arrangement and description, in-depth investigation of the issues arising around access to archival materials in the digital world.

7800 The Art and Practice of Library Storytelling (3) Role of storytelling as a form of communication; preparation and presentation of stories for all age groups; planning story programs.

7801 The Illustrator as Storyteller (3) Study of effectiveness of illustrators in telling stories from children's literature; evaluation of artistic media in review sources; survey of works of noted children's books illustrators.

7807 Information Literacy Instruction (3) Principles of library instruction in academic libraries.

7810 Sources of Music Study & Research (3) Foundations of descriptive and subject metadata.

7900 Field Experience in Library and Information Science (1) Prereq.: completion of 24 hrs. of LIS courses, including LIS 7101, 7102, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of academic libraries.

7902 Field Experience in School Media Centers (3) Prereq.: completion of 24 hrs. of LIS courses, including LIS 7401, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of special libraries.

7903 Field Experience in Special Libraries and Information Centers (3) Prereq.: completion of 24 hrs. of LIS courses, including LIS 7401, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of special libraries.

7904 Field Experience in Academic Libraries (3) Prereq.: completion of 24 hrs. of LIS courses, including LIS 7401, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of academic libraries.

7905 Field Experience in Public Libraries (3) Prereq.: completion of 24 hrs. of LIS courses, including LIS 7405, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of public libraries.

7906 Field Experience in Health Sciences Information Centers (3) Prereq.: completion 24 hrs. of LIS courses, including LIS 7404, and permission of instructor. Preparation for course begins semester prior to registration, 120 hrs. per semester at field site. Experience in administration and management of health sciences libraries.

7907 MLS Directed Independent Study (1-3) May be taken for a max. of 6 sem. hrs. credit.

7910 Thesis Research (1-9 per semester) "S"/"U" grading.

97000 Dissertation Research (1-9) "S"/"U" grading.

LOUISIANA STATE UNIVERSITY  •  LSU

1001 Freshman Seminar (1) Open to freshmen only. Introductions into the academic world; personal growth and awareness, and career exploration; instill a sense of community on campus and beyond.

MANAGEMENT  •  MGT

2000 Innovation and Creativity (3) Prereq.: Admission to the College of Business and Entrepreneurship Concentration or permission of instructor. The course focuses on the role of creativity and innovation in product, service, or idea generation that may eventually lead to business formation and commercialization; barriers to creativity and innovation; alternative problem-solving approaches.

3000 Petroleum Land Management Practice (1) V Open only to petroleum land management majors. Required of petroleum land management majors; waived only by consent of department. Pass-fail grading. A minimum of 6 weeks of full-time employment by a firm participating in the program.

3001 Petroleum Land Management (3) V Practical and evidentiary aspects of petroleum land management; principles, and techniques derived from a synthesis of legal and geographical sciences; legal effects of various procedures of boundary locations for petroleum properties; petroleum land practices have a real association, and environmental impacts of drilling activity; use of topographic and historical maps, map compilations, historical cartography, aerial photography, and field techniques; some focus on coastal Louisiana and the Gulf South.

4000 Family Business Management (3) Prereq.: ACCT 2001 and 2101 or 3001; ECON 2000, 2010; IDS 1100 or 1101 or 1102; MKT 3401. Family business culture; entrepreneurial influences; key issues and conflicts; career planning; counseling and consulting; professional support relationships; survival skills as a son or daughter in a family business.

4111 Entrepreneurship (3) S Prereq.: IDS 2000. FIN 3715 or 3716, MKT 3401 (credit or concurrent enrollment) or permission of instructor. Principles of entrepreneurship, including opportunity identification, market studies; financial and location analysis; marketing; promotion; management; venture capitalism; legal considerations.

4115 Financing and Legal Aspects of Entrepreneurship (3) See FIN 3151.

5200 Principles of Management (3) Management functions, including planning, organizing, staffing, and control; human resource management, leading/interpersonal influence, and controlling in both domestic and international spheres.

5203 Independent Study: Advanced Management Topics (1-6) Prereq.: consent of instructor. May be taken for a max. of 6 sem. hrs. credit. Independent research under the direction of a faculty member.

5311 Business and Society (3) Prereq.: senior standing. Open only to College of Business students; open to others with permission of department. Focus on the roles of organizations whose primary function is the accumulation of profits; emphasis on current issues; historical
3320 Human Resource Management (3) Prereq.: MGT 3200. Human resource management: staffing; evaluating recruitment, selection, development, maintenance, and reward of employees; relationships with environment and employment laws; labor unions; collective bargaining; and employee evaluation; wage level, wage structure, incentive plans; issues of employee compensation.

4240 Full-time Management (3) Prereq.: MGT 3200 or equivalent. Management concepts and philosophical bases for international management operations; environmental dynamics; multinational business organizations, cultural constraints, organizational structures and processes, and conceptual systems of international operations.

5432 Legal Factors in Management (3) Prereq.: MGT 3320. An examination of the most significant laws and court rulings influencing companies' employment practices; topics include: anti-discrimination statutes, affirmative action, commonly committed workplace torts, occupational safety and health laws, workers' compensation, and environmental laws.

4600 Crisis Management (3) See DSM 4600.

4620 Human Behavior in Organizations (3) Prereq.: MGT 3200. Open only to College of Business students; open to others with permission of department. Behavioral sciences applied to understanding human dynamics in organizations; focus on individual, interpersonal, group, and intergroup behavior; impact of organizational influence; effectiveness.

4701 Technological Entrepreneurship (3) See ISDS 4701.

4702 Managing Technology Transfer (3) V Models of technological transfer; mechanisms and barriers to technological transfer; technological transfer and industrial innovation; domestic and international aspects of technology transfer.

7111 Entrepreneurship Management (3) F Investigation, analysis, and development of entrepreneurial feasibility studies and business plans.

7203 Development of Management Thought (3) F-O Origin and growth of conceptual concepts; contributions of leaders associated with major schools of management thought, including: scientific management, management process, empirical, human behavior, social system, decision theory, and quantitative methods.

7212 Seminar in Contemporary Management Topics (3) V Prereq.: MRKT 2300 or permission of qualified students. May be taken for a max. of 6 hrs. of credit when topics vary.

7301 Seminar in Human Resources (3) S Role of human resource managers; their relationships with employees, the external environment, and top management.

7302 Reward Systems in Organizations (3) V Theories of motivation, reward, performance, and behavior; their application to major issues regarding human resources allocation, development and utilization.

7401 International Business Management (3) F Theories and management of international operations; development of environmental, operational, strategic, and decision making perspectives.

7600 Organizational Behavior (3) F-E Behavior of people within organizations; the environment within which organizations function: the behavioral unit; processes, interactions, and outputs of organizational behavior.

7620 Strategic Management of Health Care Organizations (3) Cross-listed with PADM 7620.

7700 Organization Theory (3) S-O Macro aspects of organizations, by which organizations are formed, structures used in their elaboration; internal processes; environmental considerations; organizational viability and renewal.

7800 Current Issues in Strategic Management (3) S Contemporary issues in strategic management theory and practice; emphasis on field projects that provide top-management problem-solving experience.

7811 Research Issues in Strategic Management (3) F-E Prereq.: MGT 7800 or equivalent. Strategic planning; issues include: environmental scanning, formulation, strategic implementation, control, and evaluation in successful organizations.

8000 Thesis Research (1-12 per sem.) "S/U" grading.

9000 Dissertation Research (1-12 per sem.) "S/U" grading.

9201 Research Methods in Management (3) S-O Theory building; measurement reliability and validity; significance testing and statistical power; sampling strategies and missing data; multivariate analysis; research ethics.

9202 Pre-dissertation Research (1-9) May be repeated for a max. of 3 sem. hrs. of credit. Focus is on contemporary research and critical issues in management.

9800 Seminar in Advanced Business Problems (3) May be taken for a max. of 6 hrs. of credit when topics vary. Directed work in advanced topics.

MKT

3401 Principles of Marketing (3) Prereq.: ACCT 2000 and either ECON 2030 or ECON 2000 (2001 and 2010). An honors course, MGT 3402, is also available. Credit will not be given for both this course and MGT 3402. Lecture-discussion, case analysis, marketing-simulation game; the field of marketing; marketing environment, functional management, structural organization at a macro level; marketing strategy and policies at a macro level; problems of cost and productivity; view points of society, consumers, successful, and management. "S/U" grading.

3402 HONORS: Principles of Marketing (3) S Limited to MKT 3401, with special honors emphasis for qualified students. Credit will not be given for this course and MKT 3401.

3410 Sports Marketing (3) Application of marketing concepts to sports and leisure activities; emphasis on planning and strategy development.

3411 Consumer Analysis and Behavior (3) Prereq.: MKT 3401. Open only to marketing majors; open to others with permission of the department. Dynamics of consumer markets; their significance to marketing executives; identification and measurement of market segments; analysis of their behavioral patterns as a basis for marketing strategy.

3413 Marketing Research (3) Prereq.: MKT 3411 and ISDS 2201. Open only to College of Business students; open to others with permission of department. Formulation of marketing policies; theories, concepts, and methodology involved in applying research methods and techniques toward the solution of marketing problems.

3427 Buyer-Seller Communication: Promotion (3) Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm's problem of demand stimulation; concepts related to integration and organization of promotional effort to facilitate comprehensive programs for fulfilling individual and organizational needs; sales management expertise.

3830 Strategically Managing Organizations (3) Prereq.: FIN 3716, MKT 3372, and MKT 3401. Open only to E. J. Ourso College of Business students; open to others during the final semester of course work. An honors course, MGT 3831, is also available. Credit will not be given for both this course and MKT 3831. May be taken only during the final semester of course work. Analyzing strategic situations and decision making based on these analyses to ensure the success of for-profit and non-profit organizations.

3831 HONORS: Strategically Managing Organizations (3) Same as MGT 3830. S Open only to College of Business students; permission of instructor required. Credit will not be given for this course and MKT 3831.

4010 Special Topics in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be taken for a max. of 6 sem. hrs. of credit when topics vary. In-depth coverage of special topics.

4200 Internship in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. of credit when topics vary. In-depth coverage of special topics.

4210 Consulting Field Project (3) Prereq.: MGT 3111; Senior standing, or permission of instructor. Strategic focused for specific applications, experiences and opportunities in public and private organizations. Team-based approach to offering consulting advice to organizations with the goal of improving their performance. Emphasis on experiential approaches that provide a participative type of learning about the crucial issues faced by organizations.

4113 Small Business Management (3) F Prereq.: senior standing. A multidisciplinary approach to small business; business start-ups, accounting, finance, marketing, management, promotion, layout, retail management, location analysis, and international small business.

4114 Franchising Management (3) S Prereq.: senior standing for undergraduates or permission of instructor. Understanding the franchising process; becoming a franchiser or franchisee; franchiser start-up, venture capital, finance, legal compliance, franchise documents, franchisee franchise agreements, franchiser start-up, franchisee-franchisee relationships, anti-trust laws, and international franchising.

4120 Social Issues in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. The course provides a broad theoretical perspective and practical framework for understanding social entrepreneurship and an introduction to the entire social venture creation process and life cycle.

4322 Employee Selection and Placement (3) S-Prereq.: ISDS 2000; or equivalent and MGT 3200. Staffing requirements, recruitment strategies, development and validation of selection procedures, classification and placement of employees; problems associated with person-job matching; socialization of new employees.

4323 Compensation Administration (3) F Prereq.: MGT 3200. Distributing pay; methods of job evaluation; wage level, wage structure, incentive plans; issues of employee compensation.

4440 Marketing on the Internet (3) Prereq.: MKT 3372 and MRKT 3374. Marketing concepts and the Internet; availability of current market data; marketing-simulation game; the field of marketing; marketing environment, functional management, structural organization at a macro level; marketing strategy and policies at a macro level; problems of cost and productivity; view points of society, consumers, successful, and management. "S/U" grading.

4441 Marketing Research Field Project (3) Prereq.: MKT 3401 and permission of department. Coverage of current and emerging computer-based and other tools used by marketing practitioners; qualitative and quantitative data analysis; marketing strategies; communication in buyer-seller relationships.

4451 Retailing Management (Prereq.: MKT 3411) - \textit{Not offered during Fall 2000.}

4453 Sales Management (Prereq.: MKT 3401) - \textit{Not offered during Fall 2000.}

4454 Principles of Marketing (3) Prereq.: ACCT 2000 and either ECON 2030 or ECON 2000 (2001 and 2010). An honors course, MGT 3402, is also available. Credit will not be given for both this course and MGT 3402. Lecture-discussion, case analysis, marketing-simulation game; the field of marketing; marketing environment, functional management, structural organization at a macro level; marketing strategy and policies at a macro level; problems of cost and productivity; view points of society, consumers, successful, and management. "S/U" grading.

4456 Sales Management (Prereq.: MKT 3111; Senior standing, or permission of instructor) - \textit{Not offered during Fall 2000.}

4457 Marketing Research (3) Prereq.: MKT 3411 and ISDS 2201. Open only to College of Business students; open to others with permission of department. Formulation of marketing policies; theories, concepts, and methodology involved in applying research methods and techniques toward the solution of marketing problems.

4471 Consumer Analysis and Behavior (3) Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm's problem of demand stimulation; concepts related to integration and organization of promotional effort to facilitate comprehensive programs for fulfilling individual and organizational needs; sales management expertise.

4472 Buyer-Seller Communication: Promotion (3) Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm's problem of demand stimulation; concepts related to integration and organization of promotional effort to facilitate comprehensive programs for fulfilling individual and organizational needs; sales management expertise.

4473 Marketing Field Project (3) Prereq.: MKT 3401 and permission of department. Directed work in advanced topics.