



JESSE H. JONES SCHOOL OF BUSINESS

OVERVIEW

The Jesse H. Jones School of Business consists of two departments: (1) Accounting and Finance and (2) Business Administration. Through these two departments, **five undergraduate degrees and two graduate degrees are offered. The five undergraduate degrees are the Bachelor of Business Administration in Accounting, the Bachelor of Business Administration in Finance, the Bachelor of Business Administration in Management, the Bachelor of Business Administration in Management Information Systems, and the Bachelor of Business Administration in Marketing. The two graduate degrees are the Master of Business Administration in Business Administration and the Master of Science in Management Information Systems. The Bachelor of Business Administration in Accounting and the Bachelor of Business Administration in Finance are administered through the Department of Accounting and Finance, while the remaining three undergraduate degrees are administered through the Department of Business Administration.** Students should refer to the Graduate School Bulletin of Texas Southern University for information on the graduate degree programs.

The School is administratively organized with a Dean who is assisted by an Associate Dean for Academics, an Assistant Dean for Business Student Services, Assistant Dean for Accreditation and Assessment, two department chairpersons, and support staff. All administrative offices, including departmental offices, are located in the Jesse H. Jones School of Business building.

MISSION STATEMENT

Vision

The Jesse H. Jones School of Business at Texas Southern University aims to be recognized as the premier business school in providing a high quality, ethnically diverse workforce for businesses throughout the Houston Metropolitan area.

Mission

The mission of the School of Business, as a major HBCU located in a leading global business environment, is to provide quality education for employment in a globally diverse job market through innovative, active and experiential teaching and disciplined student learning.

Research, especially pedagogical and discipline-based, is seen as complementary to effective and innovative teaching, as well as appropriate faculty development.

The School, especially through its outreach centers, is also committed to cultivating partnerships with corporate executives and entrepreneurs, businesses, government and other institutions and organizations to foster economic development and address urban issues, especially diversity in employment.

Core Values

Our actions are guided by fundamental values and flow from a commitment to:

Academic Excellence
Business Professionalism

Diversity
Ethical Behavior

ADMISSION POLICIES

General Information

Admission to the Jesse H. Jones School of Business is governed by the policies established for the Office of Enrollment Management and the various guidelines established by the departments in the School.

Admission of Undergraduate Transfer Students

Students who have been enrolled in other colleges or universities, who are admitted to Texas Southern University, and who wish to enroll in the Jesse H. Jones School of Business, are subject to the regulations pertaining to transfer credit as established by the University and referenced in the section of this bulletin devoted to Admission Requirements, Enrollment Procedures, and Academic Regulations.

Students who wish to transfer credits from a two-year, regionally accredited institution should note the following conditions upon which such transfers are acceptable:

1. Only freshmen (100-level) and sophomore (200-level) business courses in which grades of “C” or better have been earned may be transferred.
2. The “first upper-level course” in each functional area (with associated credit) may be transferred if validated and if a grade of “C” or better has been earned. (Validation consists of passing a departmental examination).

Students who wish to transfer credits from four-year regionally accredited institutions may transfer courses equivalent to those offered through the Jesse H. Jones School of Business, provided grades of “C” or better have been earned and subject to departmental degree requirements.

Readmission of Former Students

Former students of Texas Southern University who wish to re-enroll in the Jesse H. Jones School of Business are subject to the regulations pertaining to readmission as established by the University and referenced in the section of this bulletin devoted to Admission Requirements, Enrollment Procedures, and Academic Regulations.

GENERAL SCHOOL POLICIES

1. All students enrolled in the Jesse H. Jones School of Business are required to follow the sequence of courses outlined in their respective degree plans.
2. All students enrolled in the School must earn grades of “C” or better in English 131, English 132, Mathematics 133, Mathematics 135, and all transfer credits.
3. At least 50 % of the business semester credit hours required for the various business degrees must be earned at Texas Southern University.
4. Students may not enroll in advanced courses without satisfactorily completing the prerequisites required for such courses.
5. Students earning undergraduate degrees from the School are not required to declare a minor in a second academic discipline offered through the University.
6. Students must complete a comprehensive exit examination prior to graduation.
7. Proper professional conduct is required of all students enrolled. This includes dress, language, honesty, personal integrity, and personal ethics.

GOOD ACADEMIC STANDING

To remain in good academic standing, students majoring in any area of business must maintain an overall grade point average (GPA) of 2.00.

ACCREDITATION

The University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. Additionally, the School of Business is accredited by AACSB International -- The Association to Advance Collegiate Schools of Business.

THE BUSINESS LIBRARY

The Business Library is located on the fifth floor of the Robert J. Terry Library and combines resources for accounting, business, and economics. The Business Library has over 52,500 volumes and subscribes to more than 300 serials. Extensive files of corporate financial reports and business and financial services are available. Computerized inter-library loan services link the Library with others throughout the nation and world. Electronic resources are substantial including more than 300 databases that provide a comprehensive list of scholarly journals with access to more than 63,000 full text articles covering a broad scope of disciplines. Also included are e-books, videos, newspapers, graphics and some reference materials. Off campus access to electronic resources is available. For the faculty, students, and staff, the TexShare Consortium provides access to participating State university and college libraries, including the University of Houston, Rice University, Houston Public Library and several other Houston area libraries.

STUDENT ORGANIZATIONS

Student organizations operating in the Jesse H. Jones School of Business contribute significantly to the student's total educational experience. They are important vehicles for creative interaction among students, between students and faculty, and between students and their counterparts on other campuses. They also provide linkages between the School and the business and professional community.

School-Wide Organizations

The Mack H. Hannah Junior Chamber of Commerce was named for a black pioneer business leader in Houston who also served as a University regent and benefactor of the School. This school-wide club is a central focus of extra-curricular efforts and serves as the student government organization within the Jesse H. Jones School of Business. In the latter function, it assures students a voice in all aspects of college life and affords them the opportunity to experience leadership and participatory governance.

Students in Free Enterprise (SIFE) creates and presents a wide variety of innovative community outreach projects. This provides an opportunity for students to make a difference and to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise.

The Student Business Leadership Organization (SBLO) has as its mission the development of Jesse H. Jones School of Business students into community and corporate leaders by enhancing their skills, talents, and experiences. Membership qualifications include being an undergraduate major or minor in the Jesse H. Jones School of Business or pursuing the Master of Business Administration degree while having a grade point average of 2.70 or higher.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International -- The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business along with personal and professional excellence in the practice of business.

Accounting Organizations

Beta Alpha Psi is a national scholastic and professional accounting fraternity. The Delta Xi Chapter was established at Texas Southern University in 1975 for the purpose of encouraging and recognizing scholastic and professional excellence in the field of accounting. To achieve this purpose or objective, Beta Alpha Psi fosters the following: the promotion of the study and practice of accounting; the provision of opportunities for self-development and association among members and practicing accountants; and the encouragement of a sense of ethical, social, and public responsibilities. The minimum scholastic requirement for juniors and seniors to be members is a cumulative GPA of 3.00 in accounting courses. Also, students must have completed Accounting 231, 232, and 331 for admission.

The **National Association of Black Accountants (NABA)** is a national organization of accounting students. Its primary purpose is to promote professional development in accounting, to encourage and help members of minority groups entering the accounting profession, and to provide assistance in developing accounting education for members of minority groups. The student chapter at Texas Southern University was organized in 1975, and membership is open to all students majoring in accounting or those who have expressed a desire to enter the accounting profession.

Finance Organization

The **Urban Financial Services Coalition** plans and executes activities designed to reinforce the theoretical base provided in the classroom with knowledge and insights gained through real-world exposure in the field of finance. This organization further serves as a forum for social and other extra-curricular activities designed to enrich the academic experience of finance majors.

Marketing Organization

The **American Marketing Association (AMA)** is a national organization that serves to instill a desire in students to develop excellence in marketing and to provide them access to the professional enrichment activities provided by the national organization.

RIGHT TO MODIFY

The information contained in this bulletin is considered to be descriptive in nature and not contractual. The University reserves the right to change any policy or requirement at any time during the time that a student is enrolled. Courses are also subject to change.

DESCRIPTION OF DEPARTMENTS IN THE SCHOOL

The two departments housed in the Jesse H. Jones School of Business are described in detail on the pages that follow. They are described in the following order: Department of Accounting and Finance, and Department of Business Administration.

DEPARTMENT OF ACCOUNTING AND FINANCE

The Department of Accounting and Finance offers courses in Accounting (ACCT), Business Law, Finance (FIN), and Insurance (INS) at both the undergraduate and graduate levels. **The Department offers the Bachelor of Business Administration (B.B.A.) degree in Accounting and the Bachelor of Business Administration (B.B.A.) degree in Finance. Two minors are offered through the Department: Accounting and Finance. Three concentrations are offered through the Department: Accounting, Finance and Insurance. Members of the Department are located on the third floor of the Jesse H. Jones School of Business building in Suite 356.**

The Department seeks to fulfill a primary mission of delivering quality instruction that provides students with:

- A general education foundation,
- A comprehensive understanding of general business concepts and principles,
- The requisite conceptual and technical knowledge of accounting and finance, and
- The basis for multi-dimensional roles required of professional accountants and financial managers.

Requirements for the Bachelor of Business Administration (B.B.A.) degree in Accounting and the Bachelor of Business Administration (B.B.A.) degree in Finance are summarized in this section, including exact course requirements (and their sequencing) and credits needed for graduation. In pursuing a degree in Accounting or Finance, a total of 120 semester credit hours are required; **students are not required to declare a minor in another academic discipline.** Students seeking either a major or a minor in Accounting or Finance must first gain admission to the Department of Accounting and Finance through the procedures outlined below.

Students wishing to pursue a major or minor in Accounting or Finance must petition for admission to the Department of Accounting and Finance. The appropriate forms are available in the Office of Business Student Services in the Jesse H. Jones School of Business building in Suite 117. Students must also meet prerequisite(s) for courses required as described in the course descriptions section. Transfer students must meet all admission requirements of the University, be in good standing at former institution(s) of attendance, and have met ASSET requirements or equivalents to be considered for admission to the Department. Grades below “C” in Accounting and Finance courses will not be accepted for transfer credit. Students applying for admission, who are not transfer students, are also responsible for verifying their ASSET status through the Office of Student Success Services (SSS). Transcripts of all college work must be forwarded to or presented to the Office of Business Student Services. Once admitted to the Department of Accounting and Finance, students are required to seek advisement through the Office of Business Student Services and to keep that office apprised of changes in address and telephone number.

For students majoring in other academic disciplines who wish to pursue a minor in Accounting or Finance, twenty-one (21) semester credit hours are required. See degree program schedule of courses in the Accounting or Finance area. **Students are cautioned that grades of “C-” are not accepted for the twenty-one (21) semester credit hours referenced.**

Graduation requirements include the following: (1) grades of “C” or better in all major courses (grades of “C-“ are not accepted); (2) no more than two grades of “D” in Business Core courses; (3) an overall GPA of 2.00 or better; and (4) an overall GPA of 2.50 or better in the major courses.

The Texas Legislature has passed a bill regarding the requirements to sit for the Certified Public Accountant (CPA) examination. In its present format, Texas candidates for the CPA examination must meet the 150-semester credit hour requirement before applying to sit for the CPA examination.

The Department of Accounting and Finance also offers a Five-Year Accounting Program that will enable students to meet the education requirements for CPA licensure, as well as prepare them to succeed in the profession. After completion of the program, students will be able to enhance their knowledge and skills in accounting and business, and develop analytical research and communication skills.

Students interested in the Five-Year Accounting Program should refer to the Graduate School Bulletin of Texas Southern University for electives offered through the Department of Business Administration.

The Department also offers two specialized programs in the area of Finance: (1) Investment Banking and Energy Finance Program which provides a challenging and rewarding experience for students who are interested in investment banking, investment management, energy company finance and energy trading; and (2) Insurance Program which provides career opportunities as risk manager, actuary, claims examiner, insurance adjuster, insurance broker, insurance agent, risk analyst, underwriter, claims investigator, marketing representative, appraiser, and loss control specialist.

Students should read all general policies and information related to the Jesse H. Jones School of Business prior to acceptance into this instructional unit as a major or degree seeker.

In summary, interested students must do the following: (1) gain admission to the University; (2) fulfill prerequisite requirements for a major or minor in Accounting or Finance as specified in this section; (3) satisfy ASSET requirements or equivalent through the Office of Student Success Services (SSS); and (4) apply for admission to the Department as either a major or minor. Once admission has been obtained, students must seek advisement from the Office of Business Student Services before attempting to complete degree requirements. Questions may be directed to the Departmental Office at (713) 313-7910 or (713) 313-7590.

LISTING OF FACULTY IN THE DEPARTMENT

<p>Ayadi, O. Felix Professor B.S., M.S., University of Lagos Ph.D., University of Mississippi</p>	<p>Perkins, Carlton Associate Professor B.S., Norfolk State College M.B.A., J.D., Texas Southern University CPA</p>
<p>Boyd, Joseph L. Distinguished Professor B.S., M.S., Ph.D. University of South Carolina CPA</p>	<p>Pitre, Richard Distinguished Professor B.S., Southern University M.B.A., Atlanta University Ph.D., University of Houston CPA</p>
<p>Chatterjee, Amitava Professor B.S., M.S., University of Calcutta Ph.D., University of Mississippi</p>	<p>Raghavan, Kamala Associate Professor B.Sc., Calcutta University M.S. Simmons College M.B.A. Northeastern University D.B.A., Cleveland State University CPA, CFP, CFF</p>
<p>Hyman, Ladelle M. Professor B.S., M.B.A., University of Arkansas M.A.S., University of Illinois Ph.D., North Texas State University CPA</p>	<p>Saunders, William Associate Professor B.S., Southwest Missouri State University J.D., University of Indiana</p>
<p>Iqbal, Zahid Professor Bachelor of Commerce, University of Dhaka M.B.A., East Tennessee State University Ph.D., University of North Texas</p>	<p>Tai, Chu-Sheng Associate Professor B.S., National Cheng Kung University M.S., Golden Gate University M.A., M.A.S., Ph.D., Ohio State University</p>
<p>Nal, Osman Assistant Professor B.Sc., Bilkent University M.A., Ph.D., Rice University</p>	<p>Wang, Kun Assistant Professor B.S., Shanxi Finance and Economics University M.S., New Mexico State University Ph.D., Texas A&M University</p>
<p>O, Sewon Associate Professor B.A., Yonsei University M.S., Ph.D., Mississippi State University CPA</p>	

ACCOUNTING COURSES

- ACCT 231 Principles of Accounting I (3)**
Fundamental concepts of double-entry theory, recording procedures, worksheet techniques, and financial statement preparation. Accounting for cash, receivables, inventories, plant assets, liabilities, and equity. Three hours of lecture per week. Prerequisites: MATH 133 and MATH 1
Listed as ACCT 2301 in the Texas Common Course Numbering System.
- ACCT 232 Principles of Accounting II (3)**
Emphasis on the preparation of reports and the use of accounting data for internal management. Three hours of lecture per week. Prerequisite: ACCT 231
Listed as ACCT 2302 in the Texas Common Course Numbering System.
- ACCT 300 Accounting Information Systems (3)**
Inquiry into the fundamental principles and concepts underlying accounting information systems. Three hours of lecture per week. Prerequisites: ACCT 231 with a grade of C or better and ACCT 232 with a grade of C or better.
- ACCT 331 Intermediate Accounting I (3)**
Techniques in adjusting, correcting, and revising accounting records and statements. Conventional standards and acceptable alternatives in accounting for cash, receivables, liabilities, and inventories. Three hours of lecture per week. Prerequisite: ACCT 231 with a grade of C or better.
- ACCT 332 Intermediate Accounting II (3)**
Accounting procedures for plant assets and intangible assets, liabilities and equity requirements peculiar to corporate accounting, analysis and interpretation of accounting data, and current trends in the application of basic concepts. Three hours of lecture per week.
Prerequisite: ACCT 331 with a grade of C or better.
- ACCT 334 Federal Income Tax Accounting (3)**
Interpretation of the Internal Revenue Code and related regulations and instructions. Concepts of income tax determination and reporting requirements for individuals, partnerships, and corporations; payroll tax requirements and reporting procedures. Three hours of lecture per week. Prerequisites: ACCT 231 with a grade of C or better and ACCT 232 with a grade of C or better.
- ACCT 335 Income Tax Practicum (3)**
Preparation of federal income tax returns for individuals as part of the Voluntary Income Tax Assistance program. Students provide tax compliance services and prepare tax returns primarily for individuals who cannot afford professional tax services. Prerequisites: ACCT 334 with grade of C or better and approval by the Accounting Coordinator.
- ACCT 336 Cost Accounting (3)**
Provision of a basis for using Accounting as a management tool through the development of knowledge of accounting techniques for planning, controlling, and product costing. Three hours of lecture per week. Prerequisites: ACCT 231 with a grade of C or better and ACCT 232 with a grade of C or better.
- ACCT 339 Business Law (3)**
Study of the basic legal concepts and principles pertaining to fundamental business transactions and of the Uniform Commercial Code. Three hours of lecture per week. Prerequisite: BADM 234.
- ACCT 400 Introduction to Energy Accounting (3)**
Financial reporting and tax practices of the energy industry. Accounting for cost activities relating to, acquisition of mineral interest in properties, exploration, development and production of oil and gas. Designed to enhance knowledge and skill level of accounting students in order to improve their accounting skills and marketability in the global energy market. Prerequisite: ACCT 331.

ACCT 430	Ethics for Accountants	(3)
	Philosophical understanding of ethical complexities of the modern business enterprise and a fundamental base of ethical knowledge necessary for a career in Accounting and Finance. Prerequisite: Senior standing.	
ACCT 431	Advanced Accounting	(3)
	Accounting for mergers and acquisitions, partnership formation and liquidation, and multinational accounting. Three hours of lecture per week. Prerequisites: ACCT 331 with a grade of C or better and ACCT 332 with a grade of C or better.	
ACCT 433	Auditing	(3)
	Introduction to general auditing objectives and study of auditing principles, techniques, and internal controls. Prerequisites: ACCT 331 with a grade of C or better, ACCT 332 with a grade of C or better and ACCT 300 with a grade of C or better.	
ACCT 436	Federal Income Tax Accounting II	(3)
	Continuation of ACCT 334 with emphasis on research in taxation; accounting methods; payment of taxes; guides for partnerships, estates, trusts, and corporations; preparation and filing of required returns. Three hours of lecture per week. Prerequisite: ACCT 334 with a grade of C or better.	
ACCT 438	Governmental and Not-For-Profit Accounting	(3)
	An introduction to budgeting, accounting, and financial reporting of governmental entities as well as private and public not-for-profit organizations. Prerequisite: ACCT 331 with a grade of C or better.	
ACCT 445	Contemporary Topics in Accounting	(3)
	Applied study and research on emerging issues in the field of Accounting and Information Systems. Three hours of lecture per week. Prerequisites: Junior or senior status and consent of the instructor.	
ACCT 446	Accounting Internship	(3)
	Faculty supervised work experience where written reports are required. Students may be allowed to receive up to nine (9) hours of credit for this course with the approval of the instructor. Prerequisites: Junior or senior status and consent of the instructor	

FINANCE COURSES

FIN 300	Personal Finance	(3)
	Various aspects of personal and family finances including financial goal setting, budgeting, use of credit, investments, insurance, estate planning, retirement planning, taxation and housing. Prerequisites: ACCT 231 and ACCT 232.	
FIN 301	Basic Financial Management	(3)
	Introduction to financial markets, mathematics of finance, capital budgeting, valuation, and international finance. Three hours of lecture per week. Prerequisites: ACCT 231, ACCT 232, and ECON 231.	
FIN 302	Management of Financial Institutions	(3)
	Asset and liability management in the context of risk, liquidity, and profitability in the Financial Services Industry. Three hours of lecture per week. Prerequisite: FIN 301.	
FIN 303	Treasury Management	(3)
	Issues and current developments in cash and treasury management as a part of the CTM (Corporate Treasury Management) program. Successful completion of this course with a grade of "B" or higher will satisfy the eligibility criteria for students to sit for the CTP (Certified Treasury Professional) exam offered by the Association for Finance Professionals (AFP). Prerequisite: FIN 301.	

FIN 304	Finance Boot Camp This course is designed for students to develop an understanding of investment banking and the role played by financial analysts in the valuation of corporations.	(3)
FIN 312	Investments Types of investments; securities exchanges; market indexes; quotations; practices, procedures, and evaluations relating to stocks, bonds, and mutual fund trading; the international financial environment. Three hours of lecture per week. Prerequisite: FIN 301.	(3)
FIN 338	International Finance Introduction to the international financial environment and international financial tools and techniques, including the foreign exchange markets, exchange rates, financing international operations, and foreign investments. Three hours of lecture per week. Prerequisite: FIN 301.	(3)
FIN 403	Corporate Financial Management In-depth study of capital budgeting, financing, dividends, and related issues in the context of risk, return, and creation of value. Three hours of lecture per week. Prerequisite: FIN 301.	(3)
FIN 405	Real-World Financial Training This course provides training on financial statement analysis, corporate finance, excel, financial modeling, valuation modeling and mergers and acquisition modeling. Prerequisite: FIN 301.	(3)
FIN 411	Introduction to Derivatives Introduction to derivative instruments such as forwards, futures, options, and swaps. Emphasis is placed on the framework for pricing derivatives and strategies used to achieve various hedging and risk management objectives. Prerequisite: FIN 301.	(3)
FIN 412	Finance: Cases and Readings Analysis of case problems in finance utilizing the tools and techniques developed in prior courses. Also includes readings on current financial events. Three hours of lecture per week. Prerequisites: FIN 301, FIN 312, and FIN 403.	(3)
FIN 413	Risk Management and Insurance Fundamentals of risk management and insurance including the nature of potential loss exposures and alternative methods of managing them. Prerequisite: FIN 301.	(3)
FIN 414	Real Estate Finance Knowledge of basic real estate theory and practice. Emphasis is placed on applying this knowledge to different areas of modern day real estate business and to issues in real estate practice. Prerequisite: FIN 301.	(3)
FIN 415	Small Business and Entrepreneurial Finance Application of the theories and concepts of financial issues within the framework of small business and entrepreneurship. Topics include financial analysis and forecasting, valuations, investment and growth strategies. Prerequisite: FIN 301.	(3)
FIN 417	Understanding Global Energy Markets This course provides a review of natural gas, oil and petroleum products, coal, liquefied natural gas and electricity including energy forecasting and supply and cost curves. Prerequisite: FIN 301.	(3)
FIN 418	Financial Derivatives for Energy Markets The course provides comprehensive coverage of a wide range of financial derivative products including oil, natural gas, foreign exchange and interest rate markets. Prerequisite: FIN 301.	(3)

**CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN ACCOUNTING
TOTAL CREDITS REQUIRED: 120**

CORE CURRICULUM (STANDARD)	MAJOR (ACCOUNTING)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of	ECON 231 (3)
ENG 132 (3)	Business Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSI 239 (3)	BADM 234 (3)	General Ed Elective (3) ⁴
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major	
	Requirements (27)	
	ACCT 300 (3)	
	ACCT 331 (3)	
	ACCT 332 (3)	
	ACCT 334 (3)	
	ACCT 336 (3)	
	ACCT 433 (3)	
	ACCT Electives (9) ³	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³ACCT Electives must be 300- or 400-level accounting courses.

⁴General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN ACCOUNTING
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	PSY 131 Introduction to Psychology	3	SOC 157 Introduction to Sociology	3
	FS 102 Freshman Seminar	1		
	16 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	HIST 231 Social & Political History I	3	HIST 232 Social & Political History II	3
	POLS 231 American Political Systems I	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	ACCT 331 Intermediate Accounting I	3	ACCT 300 Information Systems	3
	FIN 301 Basic Financial Management	3	ACCT 332 Intermediate Accounting II	3
	MGMT 300 Principles of Management	3	ACCT 334 Federal Income Tax	3
	MGSC 239 Business Statistics I	3	ENG 2xx Literature	3
	Natural Science	4	POLS 232 American Political Systems II	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	ACCT 336 Cost Accounting	3	ACCT (Elective)	3
	ACCT 433 Auditing	3	ACCT (Elective)	3
	ACCT (Elective)	3	BADM 450 Organizational Policy & Strategy	3
	MKTG 306 Principles of Marketing	3	General Ed Elective	3
	MGSC 302 Operations Management I	3		
	15 hrs.		12 hrs.	

<p style="text-align: center;">ACCOUNTING MINOR FOR NON-BUSINESS MAJORS TOTAL CREDITS REQUIRED: 21</p>
21 credits
ACCT 231 (3)
ACCT 232 (3)
ACCT 331 (3)
BADM 234 (3)
MGMT 300 (3)
Accounting Electives (6)*

*300- or 400-level accounting courses

CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN FINANCE
TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (FINANCE)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of	ECON 231 (3)
ENG 132 (3)	Business Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSI 239 (3)	BADM 234 (3)	General Ed Elective (3) ⁴
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major	
	Requirements (27)	
	FIN 302 (3)	
	FIN 312 (3)	
	FIN 338 (3)	
	FIN 403 (3)	
	MGSC 304 (3)	
	MGSC 331 (3)	
	Restricted Electives (9) ³	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³Restricted Electives should be selected from the following finance and accounting courses: FIN 300, FIN 303, FIN 411, FIN 412, FIN 413, FIN 414, FIN 415, ACCT 331, ACCT 332, and ACCT 336.

⁴General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN FINANCE
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	PSY 131 Introduction to Psychology	3	SOC 157 Introduction to Sociology	3
	FS 102 Freshman Seminar	1		
	16 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	HIST 231 Social & Political History I	3	HIST 232 Social & Political History II	3
	POLS 231 American Political Systems I	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	FIN 301 Basic Financial Management	3	ENG 2xx Literature	3
	General Ed Elective	3	MGSC 331 Business Statistics II	3
	MGSC 239 Business Statistics I	3	MGSC 302 Operations Management I	3
	Natural Science	4	MGSC 304 Information Technology	3
	POLS 232 American Political Systems II	3	MKTG 306 Principles of Marketing	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	FIN 302 Management of Financial Institutions	3	BADM 450 Organizational Policy & Strategy	3
	FIN 312 Investments	3	FIN 338 International Finance	3
	FIN 403 Corporate Financial Management	3	FIN (Elective)	3
	FIN (Elective)	3	FIN (Elective)	3
	MGMT 300 Principles of Management	3		
	15 hrs.		12 hrs.	

CURRICULUM SUMMARY FOR
 BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN FINANCE
 WITH INSURANCE CONCENTRATION
 TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (FINANCE)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of	ECON 231 (3)
ENG 132 (3)	Business Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSI 239 (3)	BADM 234 (3)	General Ed Elective (3) ³
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major	
	Requirements (27)	
	FIN 302 (3)	
	FIN 312 (3)	
	FIN 338 (3)	
	FIN 403 (3)	
	MGSC 304 (3)	
	MGSC 331 (3)	
	FIN 413 (3)	
	INS 400 (3)	
	INS 402 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³General Ed Electives must be non-business courses.

FINANCE MINOR FOR NON-BUSINESS MAJORS TOTAL CREDITS REQUIRED: 21
21 credits
FIN 301 (3)
ACCT 231 (3)
ACCT 232 (3)
FIN 312 (3)
FIN 403 (3)
Finance Electives (6)*

*300- or 400-level finance courses

DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration offers courses in Business Administration (BADM) and the following functional business disciplines: Management (MGMT), Management Information Systems (MIS), Management Science (MGSC), and Marketing (MKTG) at both the undergraduate and graduate levels. **The Department offers the Bachelor of Business Administration (B.B.A.) degree in Management, Management Information Systems, and Marketing at the undergraduate level; and the Master of Business Administration (M.B.A.) degree in Business Administration and Master of Science (M.S.) degree in Management Information Systems at the graduate level. Two minors are offered in Business Administration and Entrepreneurship at the undergraduate level. Also, one concentration is offered in Human Resource Management in the Management major. Members of the Department are located on the third floor of the Jesse H. Jones School of Business building in Suites 315 and 340.**

Students interested in the Master of Business Administration (M.B.A.) degree in Business Administration or Master of Science (M.S.) degree in Management Information Systems should refer to the Graduate School Bulletin of Texas Southern University for details.

The mission of the Department of Business Administration is to prepare students for positions of leadership, trust, and responsibility in business, government, and community service organizations. The Department offers the foundation business courses (except Accounting, Business Law, and Finance) and provides the curriculum of study for Management, Management Information Systems, and Marketing majors.

Requirements for the Bachelor of Business Administration (B.B.A.) degree in Management, the Bachelor of Business Administration (B.B.A.) degree in Management Information Systems, and the Bachelor of Business Administration (B.B.A.) degree in Marketing are summarized in this section, including exact course requirements (and their sequencing) and credits needed for graduation. In pursuing a degree in Management, Management Information Systems or Marketing, a total of 120 semester credit hours are required; **students are not required to declare a minor in another academic discipline.** Students seeking a major in Management, Management Information Systems, or Marketing or a minor in Business Administration or Entrepreneurship must first gain admission to the Department of Business Administration through the procedures outlined below.

Students wishing to pursue a major in Management, Management Information Systems, or Marketing or a minor in Business Administration or Entrepreneurship must petition for admission to the Department of Business Administration. The appropriate forms are available in the Office of Business Student Services in the Jesse H. Jones School of Business building in Suite 117. Students must also meet prerequisite(s) for courses required as described in the course descriptions section. Transfer students must meet all admission requirements of the University, be in good standing at former institution(s) of attendance, and have met ASSET and or equivalent requirements to be considered for admission to the Department. Grades below “C” in business courses will not be accepted for transfer credit. Students applying for admission, who are not transfer students, are also responsible for verifying their ASSET or equivalent status through Academic Advisement Services in the Office of Student Success Services (SSS). Transcripts of all college work must be forwarded to or presented to the Office of Business Student Services. Once admitted to the Department of Business Administration, students are required to seek advisement through the Office of Business Student Services and to keep that office apprised of changes in address and telephone number.

For students majoring in other academic disciplines who wish to pursue a minor in Business Administration or Entrepreneurship, twenty-seven (27) semester credit hours are required. See degree program schedule of courses in this section of the catalog. **Students are cautioned that grades of “C-” are not accepted for the twenty-seven (27) semester credit hours referenced.**

Graduation requirements include the following: (1) grades of “C” or better in the major courses (grades of “C-” are not accepted); (2) no more than two grades of “D” in Business Core courses; (3) an overall GPA of 2.00 or better; and (4) an overall GPA of 2.50 or better in the major courses.

Students should read all general policies and information related to the Jesse H. Jones School of Business prior to acceptance into this instructional unit as a major or degree seeker.

In summary, interested students must do the following: (1) gain admission to the University; (2) fulfill prerequisite requirements for a major in Management, Management Information Systems or Marketing, or a minor in Business Administration or Entrepreneurship; (3) satisfy ASSET requirements or equivalent through Academic Advisement Services in the Office of Student Success Services (SSS); and (4) apply for admission to the Department as either a major or minor. Once admission has been obtained, students must seek advisement from the Office of Business Student Services before attempting to complete degree requirements. Questions may be directed to the Department Office at (713) 313-7309 or (713) 313-7590.

LISTING OF FACULTY IN THE DEPARTMENT

<p>Brice, Jeff Associate Professor B.S., Tuskegee University M.B.A., Clark Atlanta University Ph.D., Mississippi State University</p>	<p>Sherif, Karma Associate Professor B.A., American University in Cairo M.S., Texas A&M University, College Station Ph.D., Texas A&M University, College Station</p>
<p>Claiborne, Claudius B. Professor B.S., Duke University M.E., Dartmouth College M.B.A., Washington University Ph.D., Virginia Polytechnic Institute and State University</p>	<p>Smith, Marion Associate Professor B.S., Rensselaer Polytechnic Institute M.B.A., Rensselaer Polytechnic Institute Ph.D., University of Houston</p>
<p>Cooley, Delonia Assistant Professor B.S., M.S., M.B.A., University of Arkansas Fayetteville Ph.D., University of Memphis</p>	<p>Superville, Claude Professor B.B.A., Florida International University M.S., Ph.D., University of Alabama</p>
<p>Desai, Mayur Professor B.S., University of Bombay M.S., Texas A&M University, Kingsville, TX M.B.A., Harding Simmons University Ph.D., University of North Texas</p>	<p>Thomas, Esther R. Assistant Professor B.B.A., New Mexico State University M.B.A., New Mexico State University Ph.D., New Mexico State University</p>
<p>Hansen, David E. Professor B.A., San Diego State University M.B.A., University of California at Los Angeles Ph.D., Duke University</p>	<p>Vanjani, Mahesh Professor B.Com., University of Calcutta M.B.A., M.A., , University of Mississippi Ph.D., University of Mississippi</p>
<p>Ofori-Brobby, Kwadwo Assistant Professor B.A., University of Cape Coast M.B.A., M.P.A., Texas Southern University M.Tax, University of Mississippi Ph.D., University of Texas at Dallas</p>	<p>Wiley, Clara A. Instructor B.S., Texas Southern University M.B.A., Texas Southern University</p>
<p>Ojode, Lucy Associate Professor B. Com., University of Nairobi M.B.A., University of Nairobi Ph.D., University of Illinois, Urbana Champaign</p>	<p>Williams, John H. Associate Professor B.S., Prairie View A & M University M.B.A., University of Texas at Austin Ph.D., University of Texas at Austin</p>
<p>Parks-Yancy, Rochelle Associate Professor B.S., Central State University M.B.A., Howard University Ph.D., Rutgers University</p>	<p>Williams, Johnnie Associate Professor B.A., Rollins College M.S., University of Tennessee Ph.D., University of Tennessee</p>
<p>Ramaswamy, K. V. Professor B.E., University of Madras M.S., Texas Tech University Ph.D., Texas Tech University</p>	<p>Woldie, Mammo Professor B.A., Haile Selassie University M.S., Western Michigan University Ph.D., Oklahoma State University</p>
<p>Robinson, Sammie L. Assistant Professor B.B.A., Southwestern University M.B.A., Southern Methodist University Ph.D., The University of Kansas</p>	<p>Yorke, George G. Professor B.A., Howard University M.S., Howard University Ph.D., University of Virginia</p>

BUSINESS ADMINISTRATION COURSES

BADM 101	Introduction to Business and Entrepreneurship (3) Overview of the nature of business and its environment with focus on social responsibility, environmental/ecological issues, and ethics. Three hours of lecture per week.
BADM 111	Leadership Development I (1) Emphasizes the development of communication skills necessary for receiving and transmitting information and concepts. One hour of lecture per week.
BADM 112	Leadership Development II (1) Development of research skills necessary to locate, obtain, and organize information to solve unstructured problems in unfamiliar settings. One hour of lecture per week.
BADM 230	Advanced Communication Skills (3) Development of written communication, oral communication, and presentation skills in the context of critical issues for business. Three hours of lecture per week. Prerequisites: ENG 131, ENG 132, and SC 135.
BADM 234	Legal and Regulatory Environment of Business (3) Legal systems of government, business, and society, including coverage of ethics, contracts, business organizations, creditor/ debtor relationships, international law, environmental issues, and business regulation. Three hours of lecture per week.
BADM 311	Leadership Development III (1) Development of skills necessary to exercise judgment; introduction to ethical precepts in business. One hour of lecture per week.
BADM 450	Organizational Policy and Strategy (3) Integrative, problem-solving course on domestic and international top management problems, strategy, policy formulation, and execution. Three hours of lecture per week. Prerequisites: Senior standing and completion of all 300-level Business Core courses.
BADM 466	Business Internship (3) Faculty supervised work experience where written reports are required. Prerequisites: Junior or senior standing and consent of the instructor.

ENTREPRENEURSHIP COURSES

ENTR 300	Introduction to Entrepreneurship (3) A comprehensive introduction to entrepreneurship. Basic topics include entrepreneurship, entrepreneurs, and new venture development. Individual and team projects including the development of introductory-level business plans. Prerequisite: Completion of at least 60 semester credit hours or consent of the instructor.
ENTR 330	New Venture Marketing (3) A study of the fundamentals of marketing research, planning, and strategy as applied to new ventures. Major emphasis on developing market planning and research skills. Prerequisite: ENTR 300.
ENTR 335	Financial Foundations for New Ventures (3) Foundational accounting and financial analysis for new ventures. Major emphasis on the production, integration, and interpretation of financial information for use in business planning and capital budgeting. Prerequisites: ACCT 231 and ENTR 300.

ENTR 420 Seminar in Entrepreneurship (3)
Capstone course in the entrepreneurship concentration. Major emphasis on entrepreneurial skill integration, case analysis, and the development and presentation of an advanced-level business plan. Prerequisites: ENTR 300, ENTR 330, and ENTR 335.

MANAGEMENT COURSES

MGMT 300 Principles of Management (3)
Study of the processes of planning, organizing, directing, and controlling in the context of demographic diversity, globalization, and ethical decision making. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

MGMT 301 Personnel and Human Resource Development (3)
Policies, procedures, and strategies for human resource management. Topics include recruitment, selection and utilization, employee appraisal, compensation systems, and career planning. Three hours of lecture per week. Prerequisite: MGMT 300.

MGMT 330 Organizational Behavior (3)
Applications for managing people in modern organizations. Topics include decision-making, motivation, leadership, power, conflict, stress, understanding individual differences, and diversity. Prerequisite: 60 semester credit hours completed.

MGMT 350 Critical Thinking and Problem-Solving Skills (3)
Critical thinking skills and the decision-making process with an emphasis on understanding and improving how we make effective and creative decisions. Three hours of lecture per week. Prerequisite: MGMT 330 or consent of the instructor.

MGMT 395 Teambuilding and Organizational Change (3)
Effective group dynamics and understanding behavior in groups with attention to planning and managing change; individual, group, and system interventions; transformation; and re-engineering processes. Three hours of lecture per week. Prerequisite: MGMT 330.

MGMT 400 Small Business Management (3)
Organizational and administrative problems of the small business manager with emphasis on the inner-city business person and urban development. Three hours of lecture per week. Prerequisite: MGMT 300 or consent of the instructor.

MGMT 401 Leadership and Motivation (3)
Development of management skills, self-assessment for organizational settings, and the nature of leadership and motivation in theory and practice. Three hours of lecture per week. Prerequisite: MGMT 330.

MGMT 402 International Management (3)
Management processes as they apply within different cultural environments with emphasis on contrasts among values, beliefs, perceptions, attitudes, and behavior, including consideration of their effects upon business. Three hours of lecture per week. Prerequisite: MGMT 300 or consent of the instructor.

MGMT 405 Business, Government, and Society (3)
Historical and contemporary views of business as a social institution with a focus on social responsibility, environmental/ecological issues, and ethics. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

- MGMT 407** **The Legal Environment of Human Resource Management** (3)
 Employment laws relevant to human resources professionals, as well as how to apply the laws in various circumstances. Prerequisite: MGMT 300.
- MGMT 408** **Managing the Global Workforce** (3)
 Managing human resources in global settings and distinguishing international HR practices from domestic HR practices. Prerequisite: MGMT 300.
- MGMT 409** **Human Resources Information Systems** (3)
 HR Internet based and software applications. Students also learn contexts in which to apply the software and the importance of securing information. Prerequisites: MGMT 300 and MGMT 304.

MANAGEMENT INFORMATION SYSTEMS COURSES

- MIS 204** **Fundamentals of Information Systems** (3)
 The management and use of Information Technology in business today by diverse individuals, groups, and organizations.
- MIS 310** **Programming Concepts** (3)
 Basic concepts of software programming including the evolution of programming and its implications for businesses. Topics include design of programs using state of the art programming languages, object-oriented programming concepts, and problem-solving skills using software program. Prerequisite: MGSC 304.
- MIS 320** **Hardware and Networking** (3)
 Basic understanding of the hardware components of information systems. The course will also address basic networking concepts and various networking approaches used in businesses. Prerequisite: MGSC 304
- MIS 340** **Database Design and Development** (3)
 An introductory course in database technology. It provides students an understanding of developing data models and databases using Database Management Systems software. Prerequisite: MGSC 304.
- MIS 350** **Advanced Programming** (3)
 Students will apply programming concepts learned in the first programming course to a business problem. Prerequisites: MIS 310 and MIS 340.
- MIS 410** **Systems Analysis and Design** (3)
 Information system development methods using state of the art software development tools. Prerequisite: MIS 340.
- MIS 420** **Web Development** (3)
 Web-based web development tools to design and develop a website. The course will help students develop basic skills to provide web-based solutions to business problems related to e-commerce. Prerequisite: MIS 310.
- MIS 450** **Information Technology Security** (3)
 A course that will expose students to information technology security concepts. Prerequisite: MIS 320.
- MIS 460** **Enterprise Resource Planning** (3)
 Enterprise Resource Planning (ERP) that will provide students with an understanding of integrating functional information systems in an organizational setting. Basic concepts of popular ERP software will also be introduced. Prerequisite: MIS 410.

MIS 470	MIS Capstone	(3)
	A capstone course that provides students with an overall understanding of information systems from different perspectives. Student will work on analyzing cases and developing an overall information systems solution using popular software. Prerequisite: MIS 410.	
MIS 480	Current Topics	(3)
	Current topics in the MIS area. Topics to be determined by the instructor. Prerequisite: MIS 340.	
MIS 490	Internship	(3)
	Internship in the information technology area in an IT department within an approved organization. Prerequisite: Completion of 18 Cr. Hrs. of course work in MIS Program.	

MANAGEMENT SCIENCE COURSES

MGSC 239	Business Statistics I	(3)
	Basic elements of classical statistical analysis, including descriptive statistics, probability theory, probability distributions, sampling, estimation, and testing in the analysis of business problems. Three hours of lecture per week. Prerequisites: MATH 133 and MATH 135 or higher (except MATH 231).	
MGSC 302	Operations Management I	(3)
	Introduction to organizational and managerial problems in the area of operations. Topics include forecasting, inventory, scheduling, operations planning, and control. Three hours of lecture per week. Prerequisites: MGSC 239 and 60 semester credit hours completed.	
MGSC 303	Operations Management II	(3)
	Design, operation, and control of the transformation process in both service and production settings. Topics include: quality assurance, aggregate planning, and queuing analysis. Three hours of lecture per week. Prerequisite: MGSC 302.	
MGSC 304	Information Technology	(3)
	Development of software skills and an appreciation of the role of information technology in modern organizations. Three hours of lecture per week. Prerequisites: CS 116 and 60 semester credit hours completed.	
MGSC 331	Business Statistics II	(3)
	Special topics in statistics, including regression, correlation, analysis of variance, time series, and non-parametric statistics as related to statistical decision theory applied to business problems. Three hours of lecture per week. Prerequisite: MGSC 239.	
MGSC 440	Supply Chain Management	(3)
	A course in Supply Chain Management. Prerequisites: MGSC 302 and MIS 340	

MARKETING COURSES

MKTG 306	Principles of Marketing	(3)
	Marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors discussed as they affect marketing decisions. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.	

- MKTG 307** **Marketing Channels and Institutions** **(3)**
Institutional, functional, and social aspects of distribution channel design and management with emphasis on retail management. Three hours of lecture per week. Prerequisite: MKTG 306.
- MKTG 336** **Marketing Communications** **(3)**
Design and evaluation of marketing communications: communication theory, theories of persuasion and attitude change, promotion mix decisions, and advertiser-agency relationship. Three hours of lecture per week. Prerequisite: MKTG 306.
- MKTG 430** **Marketing Decision Making: Theory and Practice** **(3)**
Role of information in marketing decision making with emphasis on the application of research concepts and methodologies to marketing problems. Three hours of lecture per week. Prerequisites: MGSC 239 and MKTG 306.
- MKTG 431** **Entrepreneurial Marketing** **(3)**
Planning, developing, and implementing marketing programs for entrepreneurial opportunities. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor.
- MKTG 432** **International Marketing** **(3)**
Problems and procedures for marketing in foreign countries: effects of foreign cultures and marketing systems on design and execution of marketing. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor
- MKTG 435** **Strategic Marketing Management** **(3)**
Strategic marketing management concepts: market opportunity analysis; market segmentation, targeting, and positioning; marketing mix strategies; and the marketing control process. Three hours of lecture per week. Prerequisites: MKTG 430 and 90 semester credit hours completed.
- MKTG 444** **Professional Selling** **(3)**
The universal need for sales, improving sales skills, characteristics and tools needed for success in the profession.

CURRICULUM SUMMARY FOR
 BACHELOR OF BUSINESS ADMINISTRATION DEGREE
 IN **MANAGEMENT**
 TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (MANAGEMENT)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of	ECON 231 (3)
ENG 132 (3)	Business Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx Literature (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSI 239 (3)	BADM 234 (3)	General Ed Elective (3) ³
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major	
	Requirements (27)	
	MGMT 301 (3)	
	MGMT 330 (3)	
	MGMT 395 (3)	
	MGMT 400 (3) or ENTR 300 (3)	
	MGMT 401 (3)	
	MGMT 402 (3)	
	MGSC 303 (3)	
	MGSC 304 (3)	
	MGSC 331 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN MANAGEMENT
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	FS 102 Freshman Seminar	1	SOC 157 Introduction to Sociology	3
	13 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	POLS 231 American Political Systems I	3	HIST 231 Social & Political History I	3
	PSY 131 Introduction to Psychology	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	FIN 301 Basic Financial Management	3	ENG 2xx Literature	3
	HIST 232 Social & Political History II	3	MGMT 300 Principles of Management	3
	MGSC 239 Business Statistics I	3	MGSC 302 Operations Management I	3
	POLS 232 American Political Systems II	3	General Ed Elective	3
	Natural Science	4	MGSC 331 Business Statistics II	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	MGMT 301 Personnel and Manpower Dev	3	BADM 450 Organizational Policy & Strategy	3
	MGMT 330 Organizational Behavior	3	MGMT 395 Teambuilding and Organizational Change	3
	MGSC 303 Operations Management II	3	MGMT 400 Small Business Management	3
	MGSC 304 Information Technology	3	MGMT 401 Leadership and Motivation	3
	MKTG 306 Principles of Marketing	3	MGMT 402 International Management	3
	15 hrs.		15 hrs.	

CURRICULUM SUMMARY FOR
 BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
WITH ENTREPRENEURSHIP CONCENTRATION
 TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (MANAGEMENT)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of Business	ECON 231 (3)
ENG 132 (3)	Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx Literature (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSIC 239 (3)	BADM 234 (3)	General Ed Elective (3) ⁴
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Management Major	
	Requirements (15)	
	MGMT 301 (3)	
	MGMT 330 (3)	
	MGMT 401 (3)	
	MGMT 402 (3)	
	MGSC 304 (3)	
	Entrepreneurship Concentration	
	Requirements (12)	
	ENTR 300 (3) ³	
	ENTR 330 (3)	
	ENTR 335 (3)	
	ENTR 420 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³MGMT 400 has been replaced with ENTR 300.

⁴General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
WITH ENTREPRENEURSHIP CONCENTRATION
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	FS 102 Freshman Seminar	1	SOC 157 Introduction to Sociology	3
	PSY 131 Introduction to Psychology	3		
	16 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	POLS 231 American Political Systems I	3	HIST 231 Social & Political History I	3
	ENG 2xx Literature	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	MGMT 300 Principles of Management	3	FIN 301 Basic Financial Management	3
	HIST 232 Social & Political History II	3	MGSC 302 Operations Management I	3
	MGSC 239 Business Statistics I	3	MKTG 306 Principles of Marketing	3
	POLS 232 American Political Systems II	3	ENTR 300 Introduction to Entrepreneurship	3
Natural Science	4	General Ed Elective	3	
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	MGMT 301 Personnel and Manpower Dev	3	BADM 450 Organizational Policy & Strategy	3
	MGMT 330 Organizational Behavior	3	ENTR 420 Seminar in Entrepreneurship	3
	ENTR 330 New Venture Marketing	3	MGMT 401 Leadership and Motivation	3
	MGSC 304 Information Technology	3	MGMT 402 International Management	3
ENTR 335 Financial Foundations for New Ventures	3			
	15 hrs.		12 hrs.	

CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
WITH HUMAN RESOURCE MANAGEMENT CONCENTRATION

TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (MANAGEMENT)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of Business	ECON 231 (3)
ENG 132 (3)	Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx Literature (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSIC 239 (3)	BADM 234 (3)	General Ed Elective (3) ⁴
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Human Resource Management	
	Concentration Requirements (21)	
	MGMT 330 (3)	
	MGMT 301 (3)	
	MGMT 407 (3)	
	MGMT 408 (3)	
	MGMT 409 (3)	
	MGSC 304 (3)	
	MGSC 331 (3)	
	Business Electives (6 hours from the	
	following):	
	MGMT 395 (3)	
	ENTR 300 (3) ³	
	MGMT 401 (3)	
	MGMT 402 (3)	
	MGSC 303 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³MGMT 400 has been replaced with ENTR 300.

⁴General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
WITH HUMAN RESOURCE MANAGEMENT CONCENTRATION
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	FS 102 Freshman Seminar	1	SOC 157 Introduction to Sociology	3
	PSY 131 Introduction to Psychology	3		
	16 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	POLS 231 American Political Systems I	3	HIST 231 Social & Political History I	3
	ENG 2xx Literature	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	MGMT 300 Principles of Management	3	MGMT 407 The Legal Envir of Human Resource Mgt	3
	HIST 232 Social & Political History II	3	FIN 301 Basic Financial Management	3
	MGSC 239 Business Statistics I	3	MGSC 331 Business Statistics II	3
	POLS 232 American Political Systems II	3	General Ed Elective	3
	Natural Science	4	MKTG 306 Principles of Marketing	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	MGMT 301 Personnel and Manpower Dev	3	BADM 450 Organizational Policy & Strategy	3
	MGMT 330 Organizational Behavior	3	MGMT 409 Human Resources Information Systems	3
	MGSC 302 Operations Management I	3	Business Elective	3
	MGSC 304 Information Technology	3	Business Elective	3
	MGMT 408 Managing the Global Workforce	3		
	15 hrs.		12 hrs.	

CURRICULUM SUMMARY FOR
 BACHELOR OF BUSINESS ADMINISTRATION DEGREE
 IN **MANAGEMENT INFORMATION SYSTEMS**
 TOTAL CREDITS REQUIRED: 120

CORE CURRICULUM (STANDARD)	MAJOR (MIS)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of Business	ECON 231 (3)
ENG 132 (3)	Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx Literature (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSIC 239 (3)	BADM 234 (3)	General Ed Elective (3) ³
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major Requirements (24)	
	MGSC 304 (3)	
	MIS 310 (3)	
	MIS 320 (3)	
	MIS 340 (3)	
	MIS 410 (3)	
	MIS 420 (3)	
	MIS 460(3)	
	MIS 470 (3)	
	MIS Electives (3 hours from the following):	
	MIS 350 (3)	
	MGSC 440 (3)	
	MIS 450 (3)	
	MIS 480 (3)	
	MIS 490 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN MANAGEMENT INFORMATION SYSTEMS
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Bus. & Professional Communication	3
	FS 102 Freshman Seminar	1	SOC 157 Introduction to Sociology	3
	13 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal and Regulatory Envir. In Bus.	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	POLS 231 American Political Systems I	3	HIST 231 Social & Political History I	3
	PSY 131 General Psychology	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	HIST 232 Social & Political History II	3	ENG 2xx Literature	3
	MGSC 239 Business Statistics I	3	MGMT 300 Principles of Management	3
	MGSC 304 Information Technology	3	FIN 301 Basic Financial Management	3
	POLS 232 American Political Systems II	3	MIS 310 Programming Concepts	3
	Natural Science	4	MIS 320 Hardware & Networking	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	MG SC 302 Operations Management I	3	MIS 420 Web Development	3
	MIS 340 Database Design & Development	3	MIS 460 Enterprise Resource Planning	3
	MIS 410 Systems Analysis & Design	3	MIS 470 MIS Capstone	3
	MKTG 306 Principles of Marketing	3	MIS Elective	3
	General Ed Elective	3	BADM 450 Organizational policy and Strategy	3
	15 hrs.		15 hrs.	

**CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN MARKETING
TOTAL CREDITS REQUIRED: 120**

CORE CURRICULUM (STANDARD)	MAJOR (MARKETING)	OTHER REQUIREMENTS
44 credits	57 credits	19 credits
ENG 131 (3) ¹	School of Business	ECON 231 (3)
ENG 132 (3)	Core (30)	ECON 232 (3)
SC 135 or 136 (3)	ACCT 231 (3)	MATH 135 (3)
MATH 133 (3)	ACCT 232 (3)	MGSC 239 (3)
Natural Science (8) ²	BADM 101 (3)	FS 102 (1)
ENG 2xx Literature (3)	BADM 230 (3)	SOC 157 or 322 (3)
MUSI 239 (3)	BADM 234 (3)	General Ed Elective (3) ³
HIST 231 (3)	FIN 301 (3)	
HIST 232 (3)	MGMT 300 (3)	
POLS 231 (3)	MKTG 306 (3)	
POLS 232 (3)	MGSC 302 (3)	
PSY 131 (3)	BADM 450 (3)	
MIS 204 (3)	Other Major	
	Requirements (27)	
	MKTG 307 (3)	
	MKTG 336 (3)	
	MKTG 430 (3)	
	MKTG 431 (3) or ENTR 330 (3)	
	MKTG 432 (3)	
	MKTG 435 (3)	
	BADM 466 (3)	
	MGSC 304 (3)	
	MGSC 331 (3)	

¹(N) represents the number of course credits.

²Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 101 (4).

³General Ed Elective must be a non-business course.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN MARKETING
FOUR-YEAR DEGREE PLAN – TOTAL CREDIT HOURS: 120**

FIRST YEAR	FIRST SEMESTER		SECOND SEMESTER	
	BADM 101 Introduction to Business	3	ENG 132 Freshman English II	3
	ENG 131 Freshman English I	3	MATH 135 Math for Business & Economics	3
	MATH 133 College Algebra	3	MIS 204 Fundamentals of Information Systems	3
	MUSI 239 Fine Arts in Daily Living	3	SC 135 Business & Professional Communication	3
	FS 102 Freshman Seminar	1	SOC 157 Introduction to Sociology	3
	13 hrs.		15 hrs.	

SECOND YEAR	THIRD SEMESTER		FOURTH SEMESTER	
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	BADM 230 Advanced Communication Skills	3	BADM 234 Legal & Regulatory Envir of Bus	3
	ECON 231 Principles of Economics I	3	ECON 232 Principles of Economics II	3
	POLS 231 American Political Systems I	3	HIST 231 Social & Political History I	3
	PSY 131 Introduction to Psychology	3	Natural Science	4
	15 hrs.		16 hrs.	

THIRD YEAR	FIFTH SEMESTER		SIXTH SEMESTER	
	FIN 301 Basic Financial Management	3	ENG 2xx Literature	3
	HIST 232 Social & Political History II	3	General Ed Elective	3
	MGSC 239 Business Statistics I	3	MGMT 300 Principles of Management	3
	POLS 232 American Political Systems II	3	MGSC 331 Business Statistics II	3
	Natural Science	4	MKTG 306 Principles of Marketing	3
	16 hrs.		15 hrs.	

FOURTH YEAR	SEVENTH SEMESTER		EIGHTH SEMESTER	
	BADM 466 Business Internship	3	BADM 450 Organizational Policy & Strategy	3
	MGSC 302 Operations Management I	3	MKTG 430 Marketing Decision Making: Theory and Practice	3
	MGSC 304 Information Technology	3	MKTG 431 Entrepreneurial Marketing	3
	MKTG 307 Marketing Channels and Institutions	3	MKTG 432 International Marketing	3
	MKTG 336 Marketing Communications	3	MKTG 435 Strategic Marketing Management	3
	15 hrs.		15 hrs.	

BUSINESS ADMINISTRATION MINOR FOR NON-BUSINESS MAJORS TOTAL CREDITS REQUIRED: 27
27 credits
ECON 231 (3)
ECON 232 (3)
ACCT 231 (3)
ACCT 232 (3)
BADM 234 (3)
FIN 301 (3)
MGMT 300 (3)
MKTG 306 (3)
Business Elective (3)*

*300- or 400-level business course

ENTREPRENEURSHIP MINOR FOR NON-BUSINESS MAJORS TOTAL CREDITS REQUIRED: 27
27 credits
ECON 231 (3)
ENTR 300 (3)
ACCT 231 (3)
ACCT 232 (3)
BADM 234 (3)
ENTR 330 (3)
ENTR 335 (3)
FIN 301 (3)
ENTR 420 (3)

