

DEPARTMENT OF BUSINESS ADMINISTRATION

Through the Department of Business Administration, courses are offered in Business Administration (BADM) and the following functional business disciplines: Management (MGMT), Management Science (MGSC), and Marketing (MKTG). **At the undergraduate level, the Bachelor of Business Administration (B.B.A.) degree is offered in Management and in Marketing; and, at the graduate level, the Master of Business Administration (M.B.A.) degree in Business Administration and Master of Science (MS) degree in Management Information Systems are offered. Also, an undergraduate minor in Business Administration is offered through this unit.** Members of the Department are housed 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 in Business Administration or Master of Science 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 and Marketing majors.

Students who have been admitted to the University and who wish to pursue either an undergraduate major in Management or in Marketing or a minor in Business Administration must first gain admission to the Department through the process outlined below. As is the case for the other undergraduate degrees offered through the Jesse H. Jones School of Business, **students pursuing the B.B.A. in Business Administration in this unit are not required to declare a minor in another academic discipline at the University.**

For students majoring in other academic disciplines who wish to pursue a minor in Business Administration, twenty-seven (27) semester credit hours are required through enrollment in the following three-credit courses: ECON 231, ECON 232, ACCT 231, ACCT 232, BADM 234, FIN 301, MGMT 300, MKTG 306, and one 300 level or 400 level elective offered through this unit. **Students are cautioned that grades of “C-” are not acceptable for the twenty-seven (27) semester credit hours referenced.**

Students wishing to pursue a major in Management or in Marketing, or a minor in Business Administration, 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. Transfer students must meet all admission requirements of the University, be in good standing at former institutions of attendance, and have met ASSET 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 status through the General University Academic Center (GUAC). 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.

Graduation requirements include the following: (1) Grades of “C” or better in the major courses (grades of “C-” are unacceptable); (2) no more than two grades of “D” in non-major Business 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 or in Marketing, or a minor in Business Administration; (3) satisfy ASSET requirements through the General University Academic Center (GUAC); 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 Assistant 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 Assistant Professor B.S., M.B.A., Rensselaer Polytechnic Institute Ph.D., University of Houston</p>
<p>Cooley, Delonia Assistant Professor B.S., University of Arkansas Fayetteville M.S., University of Arkansas Fayetteville 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 C.Q.E., Certified Quality Engineer-American Society for Quality</p>
<p>Desai, Mayur Associate 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 Associate Professor B.Com., (Honors) University of Calcutta M.B.A., University of Mississippi M.A., (Economics), University of Mississippi Ph.D., University of Mississippi</p>
<p>Offori-Brobbe, Kwadwo Assistant Professor B.A.(Ed), 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., M.B.A., Texas Southern University</p>
<p>Ojode, Lucy Assistant 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., Ph.D., University of Texas at Austin</p>
<p>Parks-Yancy, Rochelle Assistant Professor B.S., Central State University M.B.A., Howard University Ph.D., Rutgers University</p>	<p>Williams, Johnnie Assistant Professor B.A., Rollins College M.S., Ph.D., University of Tennessee</p>
<p>Ramaswamy, K. V. Professor B.E., University of Madras M.S., 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>

Ramsey, V. Jean

Professor

Bachelor of Individualized Studies, New Mexico

State University - Las Cruces

M.B.A., Ph.D., University of Michigan – Ann Arbor

Yorke, George G.

Professor

B.A., M.S., Howard University

Ph.D., University of Virginia

BUSINESS ADMINISTRATION COURSES

- BADM 101** **Introduction to Business and Entrepreneurship** (1)
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.

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.

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.

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 444** **Professional Selling** (3)
The universal need for sales, improving sales skills, characteristics and tools needed for success in the profession.
- 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.

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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	PSY 131 Introduction to Psychology	3
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
Natural Science	4	SC 135 Business & Professional Communication	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
MUSI 239 Fine Arts in Daily Living	3	HIST 231 Social & Political History I	3
Natural Science	4	POL 231 American Political Systems I	3
	16 hrs		15 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
FIN 301 Basic Financial Management	3	ENG 200 Literature	3
General Ed Elective	4	MGMT 300 Principles of Management	3
HIST 232 Social & Political History II	3	MGSC 302 Operations Management I	3
MGSC 239 Business Statistics I	3	MGSC 304 Information Technology	3
POL 232 American Political Systems II	3	MGSC 331 Business Statistics II	3
	16 hrs		15 hrs

FOURTH YEAR			
SEVENTH SEMESTER		EIGHTH SEMESTER	
MGMT 301 Personnel and manpower Development	3	BADM 450 Organizational Policy & Strategy	3
MGMT 330 Organizational Behavior	3	MGMT 395 Teambuilding and Organizational Change	3
MGMT 400 Small Business Management	3	MGMT 401 Leadership and Motivation	3
MGSC 303 Operations Management II	3	MGMT 402 International Management	3
MKTG 306 Principles of Marketing	3		
	15 hrs		12 hrs

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
FIVE-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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	Natural Science	4
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
	12 hrs		13 hrs

SECOND YEAR			
THIRD SEMESTER		FOURTH SEMESTER	
MUSI 239 Fine Arts in Daily Living	3	ACCT 231 Principles of Accounting I	3
Natural Science	4	BADM 230 Advanced Communication Skills	3
PSY 131 Introduction to Psychology	3	BADM 234 Legal & Regulatory Envir of Bus	3
SC 135 Bus & Professional Communication	3	ECON 231 Principles of Economics I	3
	13 hrs		12 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
ACCT 232 Principles of Accounting II	3	General Ed Elective	4
ECON 232 Principles of Economics II	3	HIST 232 Social & Political History II	3
HIST 231 Social & Political History I	3	MGSC 239 Business Statistics I	3
POL 231 American Political Systems I	3	POL 232 American Political Systems II	3
	12 hrs		13 hrs

FOURTH YEAR			
SEVENTH SEMESTER		EIGHTH SEMESTER	
ENG 200 Literature	3	MGMT 300 Principles of Management	3
FIN 301 Basic Financial Management	3	MGMT 330 Organizational Behavior	3
MGSC 331 Business Statistics II	3	MGSC 302 Operations Management I	3
MKTG 306 Principles of Marketing	3	MGSC 304 Information Technology	3
	12 hrs		12 hrs

FIFTH YEAR			
NINTH SEMESTER		TENTH SEMESTER	
MGMT 301 Personnel and Manpower Development	3	BADM 450 Organizational Policy & Strategy	3
MGMT 395 Team Building and Organizational Change	3	MGMT 401 Leadership and Motivation	3
MGMT 400 Small Business Management	3	MGMT 402 International Management	3
MGSC 303 Operations Management II	3		
	12 hrs		9 hrs

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
SIX-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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	Natural Science	4
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
	12 hrs		13 hrs

SECOND YEAR			
THIRD SEMESTER		FOURTH SEMESTER	
MUSI 239 Fine Arts in Daily Living	3	ACCT 231 Principles of Accounting I	3
Natural Science	4	BADM 230 Advanced Communication Skills	3
PSY 131 Introduction to Psychology	3	ECON 231 Principles of Economics I	3
SC 135 Bus & Professional Communication	3		
	13 hrs		9 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
ACCT 232 Principles of Accounting II	3	General Ed Elective	4
BADM 234 Legal & Regulatory Envir of Bus	3	HIST 231 Social & Political History I	3
ECON 232 Principles of Economics II	3	POL 231 American Political Systems I	3
	9 hrs		10 hrs

FOURTH YEAR			
SEVENTH SEMESTER		EIGHTH SEMESTER	
HIST 232 Social & Political History II	3	ENG 200 Literature	3
POL 232 American Political Systems II	3	FIN 301 Basic Financial Management	3
MGSC 239 Business Statistics I	3	MGSC 331 Business Statistics II	3
	9 hrs		9 hrs

FIFTH YEAR			
NINTH SEMESTER		TENTH SEMESTER	
MGMT 300 Principles of Management	3	MGMT 301 Personnel and manpower Development	3
MGSC 302 Operations Management I	3	MGSC 303 Operations Management II	3
MGSC 304 Information Technology	3	MKTG 306 Principles of Marketing	3
	9 hrs		9 hrs

SIXTH YEAR			
ELEVENTH SEMESTER		TWELFTH SEMESTER	
MGMT 330 Organizational Behavior	3	MGMT 395 Teambuilding and Organizational Change	3
MGMT 400 Small business Development	3	MGMT 401 Leadership and Motivation	3
MGMT 402 International Management	3	BADM 450 Organizational Policy & Strategy	3
	9 hrs		9 hrs

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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	PSY 131 Introduction to Psychology	3
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
Natural Science	4	SC 135 Business & Professional Communication	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
MUSI 239 Fine Arts in Daily Living	3	HIST 231 Social & Political History I	3
Natural Science	4	POL 231 American Political Systems I	3
	16 hrs		15 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
General Ed Elective	4	ENG 200 Literature	3
HIST 232 Social & Political History II	3	FIN 301 Basic Financial Management	3
MGMT 306 Principles of Management	3	MGMT 300 Principles of Management	3
MGSC 239 Business Statistics I	3	MGSC 304 Information Technology	3
POL 232 American Political Systems II	3	MGSC 331 Business Statistics II	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 431 Entrepreneurial Marketing	3
MKT 307 Marketing Channels and Institutions	3	MKTG 432 International Marketing	3
MKTG 336 Marketing Communications	3	MKTG 435 Strategic Marketing Management	3
MKTG 430 Marketing Decision Making: Theory and Practice	3		
	15 hrs		12 hrs

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING
FIVE-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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	Natural Science	4
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
	12 hrs		13 hrs

SECOND YEAR			
THIRD SEMESTER		FOURTH SEMESTER	
MUSI 239 Fine Arts in Daily Living	3	ACCT 231 Principles of Accounting I	3
Natural Science	4	BADM 230 Advanced Communication Skills	3
PSY 131 Introduction to Psychology	3	BADM 234 Legal & Regulatory Envir of Bus	3
SC 135 Bus & Professional Communication	3	ECON 231 Principles of Economics I	3
	13 hrs		12 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
ACCT 232 Principles of Accounting II	3	General Ed Elective	4
ECON 232 Principles of Economics II	3	HIST 232 Social & Political History II	3
HIST 231 Social & Political History I	3	MGSC 239 Business Statistics I	3
POL 231 American Political Systems I	3	POL 232 American Political Systems II	3
	12 hrs		13 hrs

FOURTH YEAR			
SEVENTH SEMESTER		EIGHTH SEMESTER	
ENG 200 Literature	3	FIN 301 Basic Financial Management	3
MGMT 300 Principles of Management	3	MGSC 304 Information Technology	3
MGSC 331 Business Statistics II	3	MKTG 307 Marketing Channels and Institutions	3
MKTG 306 Principles of Marketing	3	MGSC 302 Operations Management I	3
	12 hrs		12 hrs

FIFTH YEAR			
NINTH SEMESTER		TENTH SEMESTER	
BADM 466 Business Internship	3	BADM 450 Organizational Policy & Strategy	3
MKTG 336 Marketing Communications	3	MKTG 432 International Marketing	3
MKTG 430 Marketing Decision Making: Theory and Practice	3	MKTG 435 Strategic Marketing Management	3
MKTG 431 Entrepreneurial Marketing	3		
	12 hrs		9 hrs

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING
SIX-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
CS 116 Introduction to Computer Science	3	MATH 135 Math for Business & Economics	3
ENG 131 Freshman English I	3	Natural Science	4
MATH 133 College Algebra	3	SOC 157 Introduction to Sociology	3
	12 hrs		13 hrs

SECOND YEAR			
THIRD SEMESTER		FOURTH SEMESTER	
MUSI 239 Fine Arts in Daily Living	3	ACCT 231 Principles of Accounting I	3
Natural Science	4	BADM 230 Advanced Communication Skills	3
SC 135 Bus & Professional Communication	3	ECON 231 Principles of Economics I	3
PSY 131 Introduction to Psychology	3		
	13 hrs		9 hrs

THIRD YEAR			
FIFTH SEMESTER		SIXTH SEMESTER	
ACCT 232 Principles of Accounting II	3	General Ed Elective	4
BADM 234 Legal & Regulatory Envir of Bus	3	HIST 231 Social & Political History I	3
ECON 232 Principles of Economics II	3	POL 231 American Political Systems I	3
	9 hrs		10 hrs

FOURTH YEAR			
SEVENTH SEMESTER		EIGHTH SEMESTER	
HIST 232 Social & Political History II	3	ENG 200 Literature	3
MGSC 239 Business Statistics I	3	FIN 301 Basic Financial Management	3
POL 232 American Political Systems II	3	MGSC 331 Business Statistics II	3
	9 hrs		9 hrs

FIFTH YEAR			
NINTH SEMESTER		TENTH SEMESTER	
MGMT 300 Principles of Management	3	MGSC 302 Operations Management I	3
MKTG 306 Principles of Marketing	3	MKTG 307 Marketing Channels and Institutions	3
MGSC 304 Information Technology	3	MKTG 336 Marketing Communications	3
	9 hrs		9 hrs

SIXTH YEAR			
ELEVENTH SEMESTER		TWELFTH SEMESTER	
BADM 466 Business Internship	3	BADM 450 Organizational Policy & Strategy	3
MKTG 430 Marketing Decision Making: Theory and Practice	3	MKTG 432 International Marketing	3
MGMT 431 Entrepreneurial Marketing	3	MKTG 435 Strategic Marketing Management	3
	9 hrs		9 hrs