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 is 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 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.
<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Title</th>
<th>Degree Details</th>
</tr>
</thead>
</table>
| Desai, Mayur        | Associate Prof | 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   |
| Hansen, David E.    | Associate Prof | B.A., San Diego State University  
M.B.A., University of California at Los Angeles  
Ph.D., Duke University   |
| Offori-Brobbey, Kwadwo | Assistant Prof | 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   |
| Ojode, Lucy         | Assistant Prof | B.Com., University of Nairobi  
M.B.A., University of Nairobi  
Ph.D., University of Illinois, Urbana Champaign   |
| Parks-Yancy, Rochelle | Assistant Prof | B.S., Central State University  
M.B.A., Howard University  
Ph.D., Rutgers University   |
| Ramaswamy, K.V.     | Professor      | B.E., University of Madras  
M.S., Ph.D., Texas Tech University   |
| Ramsey, V. Jean     | Professor      | Bachelor of Individualized Studies, New Mexico State University - Las Cruces  
M.B.A., Ph.D., University of Michigan – Ann Arbor   |
| Smith, Marion       | Assistant Prof | B.S., M.B.A., Rensselaer Polytechnic Institute  
Ph.D., University of Houston   |
| Superville, Claude  | Professor      | B.B.A., Florida International University  
M.S., Ph.D., University of Alabama  
CQE, Certified Quality Engineer-American Society for Quality   |
| Wiley, Clara A.     | Instructor     | B.S., M.B.A., Texas Southern University   |
| Williams, John H.   | Associate Prof | B.A., Prairie View A & M University  
M.B.A., Ph.D., University of Texas at Austin   |
| Williams, Johnnie   | Assistant Prof | B.A., Rollins College  
M.S., Ph.D., University of Tennessee   |
| Woldie, Mammo       | Associate Prof | B.A., Haile Selassie University  
M.S., Western Michigan University  
Ph.D., Oklahoma State University   |
| Yorke, George G.    | Associate Prof | 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 Manpower 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. Prerequisites: MGSC 239.
### MARKETING COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 306</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MKTG 307</td>
<td>Marketing Channels and Institutions</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MKTG 336</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MKTG 430</td>
<td>Marketing Decision Making: Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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</tr>
<tr>
<td>MKTG 431</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Planning, developing, and implementing marketing programs for entrepreneurial opportunities. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor.</td>
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</tr>
<tr>
<td>MKTG 432</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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</tr>
<tr>
<td>MKTG 435</td>
<td>Strategic Marketing Management</td>
<td>3</td>
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<tr>
<td></td>
<td>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.</td>
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### CURRICULUM SUMMARY FOR  
**BACHELOR OF BUSINESS ADMINISTRATION DEGREE**  
**IN MANAGEMENT**  
**TOTAL CREDITS REQUIRED: 12**

<table>
<thead>
<tr>
<th>CORE CURRICULUM* <em>(STANDARD)</em></th>
<th>MAJOR <em>(FINANCE)</em></th>
<th>OTHER REQUIREMENTS</th>
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<tr>
<td>44 credits</td>
<td>63 credits</td>
<td>22 credits</td>
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<tr>
<td>ENG 131 (3)**</td>
<td>School of</td>
<td>ECON 231 (3)</td>
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<td>ENG 132 (3)</td>
<td>Business Core (30)</td>
<td>ECON 232 (3)</td>
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<tr>
<td>SC 135 or 136 (3)</td>
<td>ACCT 231 (3)</td>
<td>MATH 135 (3)</td>
</tr>
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<td>MATH 133 (3)</td>
<td>ACCT 232 (3)</td>
<td>MGSC 239 (3)</td>
</tr>
<tr>
<td>Natural Science (8)***</td>
<td>BADM 101 (3)</td>
<td>SOC 157 or 322 (3)</td>
</tr>
<tr>
<td>ENG 2xx (3)</td>
<td>BADM 230 (3)</td>
<td>General Electives (7)****</td>
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<td>MUSI 239 (3)</td>
<td>BADM 234 (3)</td>
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<td>HIST 231 (3)</td>
<td>FIN 301 (3)</td>
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<tr>
<td>PSY 131 (3)</td>
<td>BADM 450 (3)</td>
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<tr>
<td>CS 116 (3)</td>
<td>Other Major</td>
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<td>Requirements (33)</td>
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<td>MGMT 301 (3)</td>
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<td>MGMT 330 (3)</td>
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<td>MGMT 395 (3)</td>
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<td>MGMT 402 (3)</td>
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<tr>
<td>MGSC 331 (3)</td>
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<tr>
<td>Approved Business</td>
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<tr>
<td>Electives (6)</td>
<td></td>
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</tr>
</tbody>
</table>

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.  
** (N) represents the number of course credits.  
*** Natural Science credits should be selected from the following: BIOL 143 (4); CHEM 111, 131 (4); CHEM 112, 132 (4); GEOL 141 (4); and PHYS 141 (4).  
**** General Electives must be taken outside of the School of Business. 
MAJOR/ASSOCIATED COURSES FOR THE
BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT
BY LEVEL AND SEQUENCE

**Freshman**

**First Semester**
BADM 101 (Introduction to Business and Entrepreneurship), 3 cr

**Second Semester**
None

**Sophomore**

**First Semester**
ACCT 231 (Principles of Accounting I), 3 cr
ECON 231 (Principles of Economics I), 3 cr
BADM 230 (Advanced Communication Skills), 3 cr
BADM 234 (Legal and Regulatory Environment of Business), 3 cr

**Second Semester**
ACCT 232 (Principles of Accounting II), 3 cr
ECON 232 (Principles of Economics II), 3 cr
MGSC 239 (Business Statistics I), 3 cr

**Junior**

**First Semester**
FIN 301 (Basic Financial Management), 3 cr
MGMT 300 (Principles of Management), 3 cr
MKTG 306 (Principles of Marketing), 3 cr
MGSC 304 (Information Technology), 3 cr
MGSC 331 (Business Statistics II), 3 cr

**Second Semester**
MGMT 301 (Personnel and Manpower Development), 3 cr
MGMT 402 (International Management), 3 cr
MGSC 302 (Operations Management I), 3 cr
MGMT 330 (Organizational Behavior), 3 cr

**Senior**

**First Semester**
Elective (Approved Business Course), 3 cr
MGMT 400 (Small Business Management), 3 cr
MGMT 395 (Teambuilding and Organizational Change), 3 cr

**Second Semester**
BADM 450 (Organizational Policy and Strategy), 3 cr
MGMT 401 (Leadership and Motivation), 3 cr
MGSC 303 (Operations Management II), 3 cr
Elective (Approved Business Course), 3 cr
## CURRICULUM SUMMARY FOR
BACHELOR OF BUSINESS ADMINISTRATION DEGREE
IN MARKETING
TOTAL CREDITS REQUIRED: 129

<table>
<thead>
<tr>
<th>CORE CURRICULUM* (STANDARD)</th>
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<td>Core (30)</td>
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<td>MKTG 430 (3)</td>
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MAJOR/ASSOCIATED COURSES FOR THE 
BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING 
BY LEVEL AND SEQUENCE

Freshman

First Semester
BADM 101 (Introduction to Business and Entrepreneurship), 3 cr

Second Semester
None

Sophomore

First Semester
ACCT 231 (Principles of Accounting I), 3 cr
ECON 231 (Principles of Economics I), 3 cr
BADM 230 (Advanced Communication Skills), 3 cr
BADM 234 (Legal and Regulatory Environment of Business), 3 cr

Second Semester
ACCT 232 (Principles of Accounting II), 3 cr
ECON 232 (Principles of Economics II), 3 cr
MGSC 239 (Business Statistics I), 3 cr

Junior

First Semester
FIN 301 (Basic Financial Management), 3 cr
MGMT 300 (Principles of Management), 3 cr
MKTG 306 (Principles of Marketing), 3 cr
MGSC 304 (Information Technology), 3 cr
MGSC 331 (Business Statistics II), 3 cr

Second Semester
MKTG 307 (Marketing Channels and Institutions), 3 cr
MKTG 336 (Marketing Communications), 3 cr
MGSC 302 (Operations Management I), 3 cr

Senior

First Semester
MKTG 430 (Marketing Decision Making: Theory and Practice), 3 cr
Elective (Approved Business Course), 3 cr
BADM 466, 3 cr
Elective (Approved Business Elective), 3 cr

Second Semester
MKTG 431 (Entrepreneurial Marketing), 3 cr
MKTG 432 (International Marketing), 3 cr
MKTG 435 (Strategic Marketing Management), 3 cr
MGMT 450 (Organizational Policy and Strategy), 3 cr