

DEPARTMENT OF BUSINESS ADMINISTRATION

Department of Business Administration

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Faculty

Economics

O. D. Anyamele, J. C. Assad, M. Granger, F. Ezeala-Harrison

General Business

S. Thompson-McFarland

Management

H. Chong, H. Kim, J. White

Marketing

E. Davidson, P. Thiagarajan

Introduction/Mission

The mission of the undergraduate majors in the Department of Business Administration is to produce students equipped with the skills necessary to understand how the business environment works, and how to apply this knowledge and skill to tackle practical business problems that arise and exist in the real world. The department is committed to high standards, and high levels of achievement for its students, in line with its maintenance of the Association to Advance Collegiate Schools of Business (AACSB) international accreditation, of the College of Business.

Objectives

The objectives of the Department of Business Administration are to train and produce skilled practitioners in the business areas of general Business Administration, Economics, Management, and Marketing. The degrees are designed to:

- Train and produce students with critical thinking, analytical, problem-solving, and communication skills;
- Enable students to acquire practical experience to be able to succeed in the real business world;
- Raise students' level of academic performance and retention; and
- Attract and retain high-quality and highly productive faculty.

Bachelor

- Business Administration (B.B.A.) (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/business-administration-bba/>)
- Economics (B.B.A.) (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/economics-bba/>)
- Management (B.B.A.) (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/management-bba/>)

- Marketing (B.B.A.) (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/marketing-bba/>)
- Supply Chain Management (B.B.A.) (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/supplychainmanagement-bba/>)

Minor

- Business Administration Minor (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/business-administration-minor/>)
- Marketing Minor (<https://jsums-public.courseleaf.com/undergraduate/college-business/department-business-administration/marketing-minor/>)

ECO 202 FOUNDATIONS OF ECO ISSUES(NON MAJ (3 Hours)

Foundations of Economic Issues (for non-business majors) is a survey of various practical economic issues of society. It offers the analysis of contemporary economic problems that arise and exist. The course analyzes everyday practical economic issues such as setting economic priorities in human life, the problems of poverty and inequality, economic functions of the government, the minimum wage debate, problems of universal healthcare, etc. It is designed to offer students the ability to understand and analyze contemporary economic problems that arise and exist, and to be able to apply basic economic thinking for addressing them.

ECO 204 BLACK ECONOMIC & SOCIAL ISSUES (3 Hours)

Economic thinking applied to persistent economic problems and issues in a market economy faced through the lens of African-American in the United States. The purpose of this course is to explore different economic perspectives on black-white inequality in the U.S. This course discusses the use of traditional economic tools to understand the effect of historical events and policy on African-American society within the U.S. past, present and future.

ECO 206 FOUNDATIONS OF GLOBAL ECONOMICS (3 Hours)

This is an introductory course in Foundations of Global Economics that gives historical perspectives on why nations trade. It focuses on comparative advantage that nations have over each other. The specializations and gains from trade are discussed. The importance of international organizations and the roles they play in both trade and finance are emphasized in the course.

ECO 211 PRINCIPLES OF MACROECONOMICS (3 Hours)

This course will provide an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed, as are the public debt and international economic issues. We introduce basic models of macroeconomics. (F, S, Sum)

ECO 212 PRINCIPLES OF MICROECONOMICS (3 Hours)

This course will provide an overview of microeconomic issues: price determination, supply, and demand. Of primary importance are the behavior of individuals/households and firms, and their impact on prices, and the supply and demand for goods and services. We introduce basic models of microeconomics. (F, S, Sum)

ECO 256 BUSINESS STATISTICS I (3 Hours)

This course covers basic concepts of statistics, collection and presentation of data, frequency distribution, measures of central tendency and dispersion, elements of probability. (F, S, Sum)

ECO 311 INTERMEDIATE MACROECONOMICS (3 Hours)

Prerequisite: ECO 211 and 212.

This course develops a general equilibrium theory of the economy at the intermediate level. Topics include the aggregate demand and supply model, the IS-LM model, unemployment, international trade, economic growth, and monetary and fiscal policies. We further build upon models introduced in ECO 211. (F)

ECO 312 INTERMED MICROECONOMIC THEORY (3 Hours)

Prerequisite: ECO 211 and 212.

This class presents microeconomic theory and applications of consumer and producer behavior at an intermediate level. This course focuses on the following topics: basic theory of consumer behavior; production and costs; partial equilibrium analysis of pricing in competitive and monopolistic markets; general equilibrium; welfare economics; and externalities. We further build upon models introduced in ECO 212. (S)

ECO 325 ECONOMIC DEVELOPMENT (3 Hours)

Prerequisite: ECO 211 and 212.

This class introduces both theoretical and empirical approaches to analyzing economic growth and development. Accordingly, the role of labor, capital, and technological progress are investigated. Additionally, cultural/social institutions, income demographics, social/class conflicts, political/economic factors, macro/trade policies, financial sector development, etc., may be covered. In this class, basic growth models will be introduced. (F)

ECO 356 BUSINESS STATISTICS II (3 Hours)

Review of methods of estimations and hypothesis testing. Correlation and regression analysis, chi-square tests, analysis of variance, non-parametric concepts, index number, time series analysis, computer statistical packages applied. (F,S,Sum)

ECO 359 BUSINESS STATISTICS (3 Hours)

Prerequisite: MATH 111, ECO 211 and 212.

This course covers basic concepts of statistics: methods of describing numerical data; probability in business decisions; random variables; sampling distributions, estimation, and hypothesis testing; and correlation and regression. Use of statistical software is required. (F, S, Sum)

ECO 360 MATH FOR ECONOMICS AND FINANCE (3 Hours)

Prerequisite: MATH 221.

This course introduces students to a sample of the mathematical techniques that are used in economics and finance. Additionally, the course is designed to help students acquire the mathematical skills needed to understand the less technical economic and finance literature. In general, it should foster a solid mathematical intuition. (S)

ECO 416 HIST OF ECONOMIC THOUGHT (3 Hours)

Prerequisite: ECO 211 and 212.

This course focuses on an historical examination of the development of economic analysis and reasoning. Several schools of thought are examined. These include but are not limited to the following schools of thought: mercantilist, physiocratic, classical, institutionalist, Keynesian, and neo-classical. (F)

ECO 442 MONEY AND BANKING (3 Hours)

Prerequisite: ECO 211 and 212.

This course analyzes banking and currency in the United States. Also, the impact of policies regulating banks and non-bank financial institutions are covered. Central to this coverage is a review of the role of the central bank, money supply and demand, monetary policy, and interest rates. Particular attention is paid to the effects these items have on the economy. (F, S)

ECO 444 PUBLIC ECONOMICS (3 Hours)

Prerequisite: ECO 211 and 212.

This course examines the role of the public sector in the economy. The aim of the course is to provide an understanding of the reasons for government intervention in the economy, the extent of that intervention, and the response of private agents to the government's actions. (F)

ECO 446 INTERNATIONAL TRADE (3 Hours)

Prerequisite: ECO 211 and 212.

This course focuses on determinates of the flow of goods and services across international boundaries or territories. The subject is one of the oldest fields in economics; however, its economic, social, and political importance has been on the rise. With the ongoing debate on globalization, free trade agreements, and the call for a new global financial architecture, interest in the subject should continue to rise. In this course, both basic theories and some current topics will be covered. (S)

ECO 456 URBAN ECONOMICS (3 Hours)

Prerequisite: ECO 211 and 212.

This course exposes students to the branch of microeconomics concerned with spatial relationships underlying the formation, the functioning, and development of cities. Cities are currently facing severe challenges, and in this course, urban problems contributing to these problems will be analyzed from an economic perspective. This will lay the foundation for discussions about policy alternatives aimed at addressing these problems. Emphasis is placed on the spatial characteristics of the urban economy as well as on market failures arising from the presence of externalities. (S)

ECO 460 INTRODUCTION TO ECONOMETRICS (3 Hours)

Prerequisite: ECO 359.

This course covers the statistical tools needed to understand empirical economic research and to plan and execute independent research projects. Strong emphasis is placed on applications. Mathematical models of economic behavior are tested using various inferential statistical methods. In general, this course should foster a solid mathematical intuition and a fundamental understanding of economic analysis. (S)

GB 201 INTRO TO LEGAL ASPECTS OF BUSI (3 Hours)

This course provides an overview of the legal foundations of American society, and its court system. Emphasis is placed on examining the application of laws to the business community, the legal structure and operation of business organizations, and the affect of government regulations on business activity. Business ethics is also covered. (F, S, Sum)

GB 302 BUSINESS LAW (3 Hours)

Prerequisite: GB 201.

This course is an in-depth review of the law of contracts, i.e., formation, operation, discharge, and legal and equitable remedies. It examines Articles 2, 3, 4, and 9 of the Uniform Commercial Code (UCC): Sales Contracts, Negotiable Instruments, Bank/Customer Relations and Electronic Funds Transfers. It also covers a review of individual and business organizations bankruptcy relief. (F, S, Sum)

GB 455 REAL ESTATE PROPERTY MGT (3 Hours)

This course involves practical training for real estate salespersons, brokers and others in the management of income-producing real property in organizations, leases, contracts, merchandising, tenant selection, relations with owners and tenants, collections maintenance, accounting ethics, and legal and professional relationships. (D)

GB 457 REAL ESTATE LAW (3 Hours)

This course is a study of the principles of laws governing real estate including acquisitions, encumbrances, transfer rights and obligations of parties and state and federal regulations thereof. (D)

GB 460 CO-OP/INDEPENDENT STUDY (3 Hours)

Prerequisite: Junior standing and the permission of the department chair.

This course is designed for the student who desires work experience to relate to his conceptual background in business theories or for the student who wishes to research a topic that is not currently being offered in the curriculum. (D)

GB 461 CO-OP/INDEPENDENT STUDY (3 Hours)

Prerequisite: GB 460, senior standing, and the permission of the department chair.

This course is a follow-up to GB 460 for the student who desires additional work experience or for the student who wishes to research a second topic that is not currently being offered in the curriculum. (D)

GB 462 Variable Credit Internship (1-6 Hours)

Prerequisite: At least Junior standing, permission of instructor, and gpa of 2.50 or higher.

This course is designed to facilitate semester-long-on-campus and off-campus internships for students interested in gaining practical work experience in a company. Internships must be related to one or more core business functional areas. It is designed to be variable credit (a maximum of 6 credits) based on the student's academic needs. The credits earned will be applied to the business elective requirements.

GB 463 Business Analytics (3 Hours)

This course will cover theory and application of business analytics applied in supply chain management, marketing, management, and other business disciplines. Emphasis is on descriptive statistics, data visualization, descriptive data mining, linear regression, forecasting, optimization models, spreadsheet models, Monte Carlo simulation, and decision analysis. It serves students who want to develop analytical skills to gain insights and solve real-world business decisions problems.

MKT 351 MARKETING MANAGEMENT (3 Hours)

Prerequisite: ECO 211.

Analytical survey of problems encountered by business people in distributing goods and services to markets. Takes a marketing-management approach in solving problems related to product planning, channels of distribution, pricing/advertising, and personal selling. Emphasizes role of consumers in the marketing process. (F, S, Sum)

MKT 432 ADVERTISING (3 Hours)

Prerequisite: MKT 351.

Advertising as a communications tool in marketing management. Develop an understanding of the role of advertising under diverse marketing conditions. Emphasis will focus on problems of integrated advertising strategy in the firm's marketing program pertaining to media-selection, budgeting, production and layout, and measurement of effectiveness. Attention will also be given to the social and economic aspects of advertising. (F, S)

MKT 436 RETAIL MGMT & MERCHANDNG (3 Hours)

Prerequisite: MKT 351.

Profit planning and business control; buying, stock control, pricing, promotion; store location/layout organization, policies, systems; coordination of store activities. (F)

MKT 438 MARKET RESEARCH (3 Hours)

Prerequisite: MKT 351, ECO 357 and 358, or equivalent statistics courses.

Study of the role of research in marketing decision-making, the research process, including research designs, measurements, data analysis and interpretation. (F)

MKT 440 CONSUMER BEHAVIOR (3 Hours)

Prerequisite: MKT 351.

Survey of noteworthy contributions of the behavioral sciences to the understanding and prediction of consumer behavior. Contributions of various research techniques in the social sciences to the understanding of consumer purchasing and decision making processes, with particular attention to formal and informal influence patterns. Application of concepts to management of advertising, personal selling, pricing, and channels of distribution. (F)

MKT 443 Digital Marketing (3 Hours)

This course provides an understanding of theoretical, ethical, and regulatory issues associated with digital marketing strategies and equips students to construct and evaluate digital marketing campaigns.

MKT 448 MARKETING CHANNELS (3 Hours)

Prerequisite: MKT 351.

This course deals with the development of channels / functional and behavioral dimensions, environmental forces, power, conflict, and communication within the channels. Current and future trends in the development and management of channels are also treated. (S)

MKT 450 PERSONAL SELLING (3 Hours)

Prerequisite: MKT 351 and senior classification.

Personal Selling will recognize that today's salesperson faces a skeptical, well educated and sophisticated buyer, and that the professional sales person must be far more than a mere purveyor of goods and services. Professional selling will attempt to harmonize techniques and strategies with personality development, so that sales students might move toward their full potential in selling. (F)

MKT 462 MKT POLICIES & STRATEGY (3 Hours)

Prerequisite: MKT 351 and nine (9) hours of additional marketing courses, and senior classification.

Detailed consideration of process of formulating and implementing marketing policies. Major emphasis on markets, distribution channels, and product analysis. Problem approach utilized to develop student's analytical ability and to integrate all major areas of marketing. (S)

MKT 466 INTERNATIONAL MARKETING (3 Hours)

Prerequisite: MKT 351.

Institutions, functions, policies, and practices in international marketing. Relates marketing activities to market and marketing environment. (S)

MNGT 330 MANAGEMENT TO ORGANIZATIONS (3 Hours)

A foundation course in management focusing on the principle functions and practices of management. Course focuses on most of the sub-disciplines of management. (F, S, Sum)

MNGT 333 QUANTITATIVE BUSINESS ANALYSIS (3 Hours)

Prerequisite: MNGT 330 and ECO 357.

This course is designed to introduce students to the quantitative approaches to management. Use of management science techniques such as forecasting, decision making, inventory management, linear programming, network models and simulation is emphasized to solve problems in all functional areas of business. (F, S)

MNGT 334 SUPPLY CHAIN MANAGEMENT (3 Hours)

An introduction to domestic and international Supply Chain Management. Topics include transportation warehousing, inventory control, materials handling and packaging, and plant and warehouse location decisions within and between firms. Emphasis on concepts and practices that provide firms with global competitive advantage.

MNGT 350 BUSINESS COMPUTER APPLICATIONS (3 Hours)

An introduction to computers as a tool for information processing and hands-on experience with the PC utilizing business application of word processing and presentation software. Business Computer Applications will emphasize database management applications as well as the use of electronic spreadsheets as practical tools for solving problems. (F, S, Sum)

MNGT 351 MNGT INFORMATION SYSMS AND APP (3 Hours)

This course provides an introduction to the role of computers and other information technologies in business. It provides instruction in both functional and conceptual computer literacy. After introducing concepts of software/hardware technology, database management and information systems, the course will devote special attention to current technological innovation in social and business environments. Topics also include security, privacy and ethical concerns related to network and internet technology. This course will emphasize the use of database and spreadsheet along with MIS projects, applications as practical tools for decision making and analyzing business activities.

MNGT 353 PRODCTN&OPERATIONS MGMNT (3 Hours)

Prerequisite: MNGT 333.

This course introduces concepts related to production and operations management. Specifically, the course covers product and service design, location, planning, process selection and capacity planning, facilities layout, design of work systems, material requirement planning, just-in-time systems, scheduling, and product management. (S)

MNGT 416 ORGANIZATIONAL BEHAVIOR (3 Hours)

Prerequisite: MNGT 330 and junior classification.

Organization theory and investigation of the impact that individuals, groups, and structure have on behavior within organizations. (F)

MNGT 452 HUMAN RESRCE/PERSONNEL MANAGEM (3 Hours)

Prerequisite: MNGT 330 and junior classification.

The administration of the human resource in organizations, including recruitment, selection, placement, training, motivation, performance appraisal, and compensation. Discussion of laws pertinent to managing personnel in organizations. (F)

MNGT 458 STRATEGIC MANAGEMENT (3 Hours)

Prerequisite: ACC 212, MNGT 330, ECO 212, FNGB 320, MKT 351, and senior classification.

Expressed and implied guides to behavior and action within the framework of the business organization including managerial implementation of policies and the appropriate enforcement of those guidelines. (F, S, Sum)

MNGT 460 DATA COMMUNICATONS (3 Hours)

Prerequisite: MATH 111 and MNGT 351.

This course is an advanced in-depth study of major concepts of computer networks and data communications and its components; hardware software, communication protocols, facilities, carriers, regulations and Management Information Systems. Topics include data communications networking, computer communications architectures and protocols as well as applications including Local Area Networks (LAN) and Wide Area Networks (WAN).

MNGT 462 INTERNATNL BUS AND ENTREPNSHIP (3 Hours)

This course provides an in-depth study of international business. Most businesses today are impacted by globalization. Multinational corporations, as well as small and medium sized businesses face both opportunity and challenges in the international marketplace. This course helps students develop a global perspective on business and understand how strategies must be adapted to be successful in other contexts and cultures.

MNGT 468 COLLECTIVE BARGAINING (3 Hours)

Prerequisite: MNGT 330 and senior classification.

The study of labor movements, strikes, and arbitration of strikes and labor disputes. An historical perspective tied in with contemporary labor issues. (S)

MNGT 472 MANAGERIAL LEADERSHIP (3 Hours)

Prerequisite: MNGT 330 and senior classification.

This course focuses on the influencing function of management and draws heavily on behavioral science research and theories; how to motivate, help, guide, and coach employees for maximum performance; how to handle conflict situations; and how to effectively lead a multicultural workforce will be explored. (S)

MNGT 482 BUSINESS ETHICS (3 Hours)

Prerequisite: MNGT 330, and FNGB 201.

In-depth examination of the impact of business ethics on corporate decision making. The course will focus on the relationship between ethics and corporate governance. Students will examine ethical dilemmas in the workplace and the actions of corporations. (S)